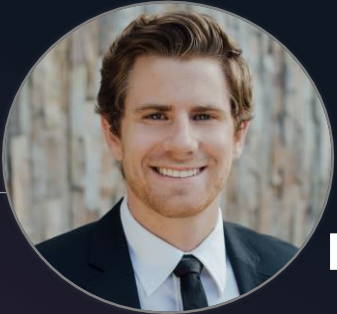


SAATCHI & SAATCHI

Toyota Case Competition

Cal State Long Beach

MEET THE TEAM



Strategy

BEN Trumm



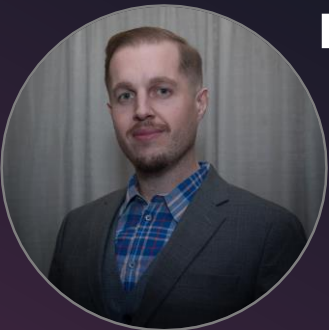
Strategy

VICTOR Roman



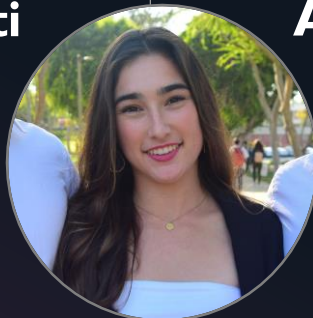
Strategy

ALEC Butel



Creative

MARTIN Famiglietti



Creative

ANNAHITA Vatani



Creative

JAE Jeong

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Target Audience

Gen Z (18-24)

Values and Interest:

- Sharing personal **experiences**
- Be lighthearted but **authentic**
- Feeling and being **relatable**
- Not afraid to embrace **emotions**
- Big on **influencers**
- Feelings of **nostalgia**
- Weird but fun **stories**

Important Notes:

- **Age Compression:** Adolescents are behaving in ways traditionally associated with those who are much younger. Childlike behaviors are carrying over into young adulthood.
- **SafetyNet Thinking:** Gen Z wants a secure foundation before taking on major life decisions like marriage, buying a vehicle, etc.
- Gen Z suffers from **risk aversion**. They would rather retweet than be the first to post something that aligns with their beliefs. They want someone to test the waters
- They have **short attention spans**.

SWOT

S • Environmentally Friendly • Fuel Efficient • First popular hybrid vehicle • Hybrid vehicle Market Leader • Unique Design • Affordable • Toyota's Reliable Reputation	W • Unappealing Exterior Design • Lack of Comfort • Expensive Repair Costs • Vehicle Performance • 2018 Prius recalls
O • Environmental Regulations • Rising Gas Prices • Younger generations are more environmentally conscious • Young generations want to save money	T • More Competition in Hybrid Vehicle Market • New Entrants in the Automobile Market • Decrease in Vehicle Ownership • Increased Dependency for Ride-Sharing Apps

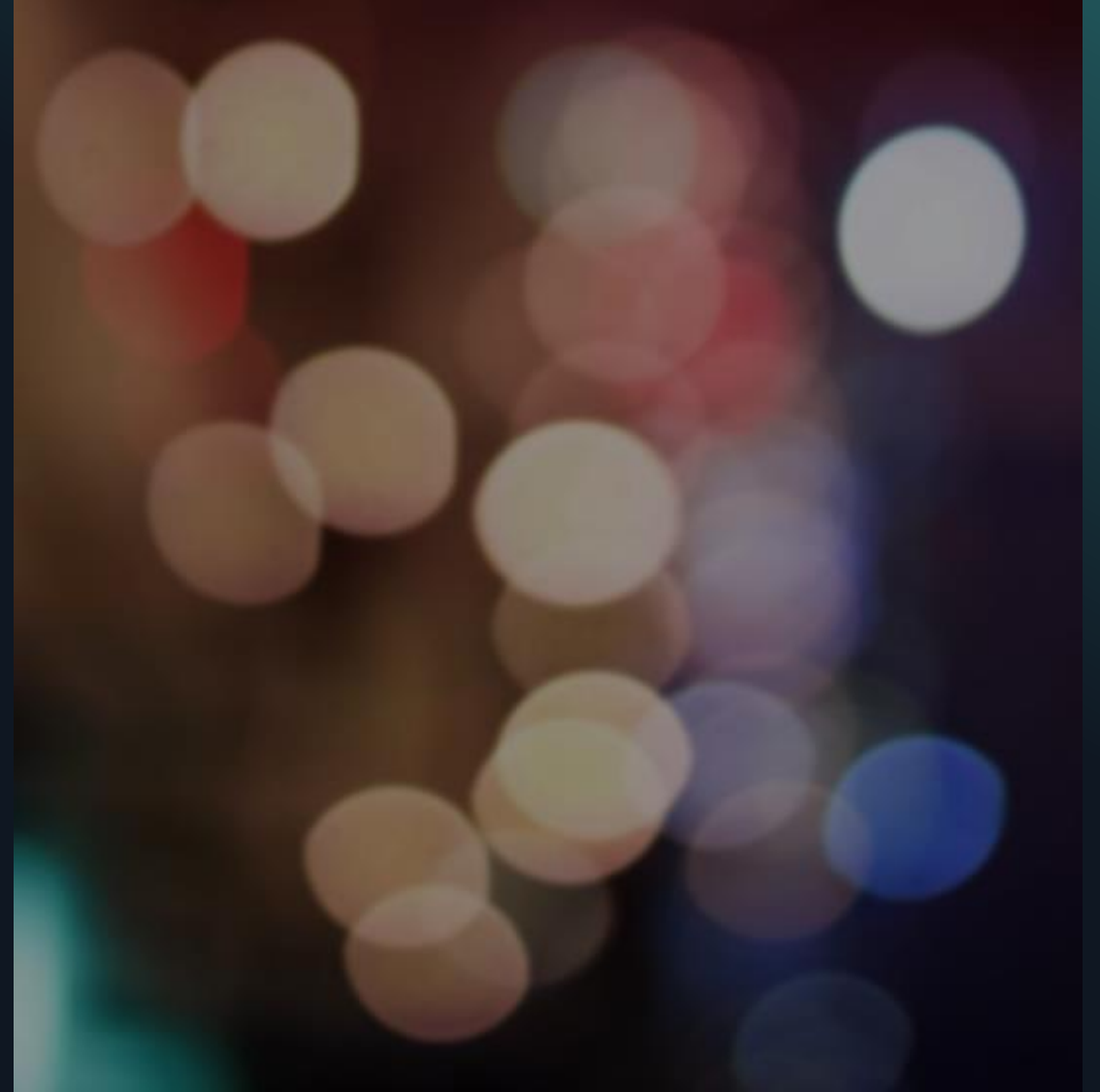
OBJECTIVE

Differentiate the Prius from other hybrids with a campaign that inspires and resonates with Gen Z.



ISSUE

Gen Z prefers products that are unique, impressive, interesting, and awesome. However, with the increase in new competitors and innovations, the Prius no longer has its initial hype and does not stand out to this generation.





INSIGHT

With technology at their fingertips, Gen Z is the most connected and informed generation. They want a brand that is straight forward; one that will help them grow and overcome their fears.

CHALLENGE

Empower Gen Z to reach their full potential.



Campaign Idea

NO ZONES

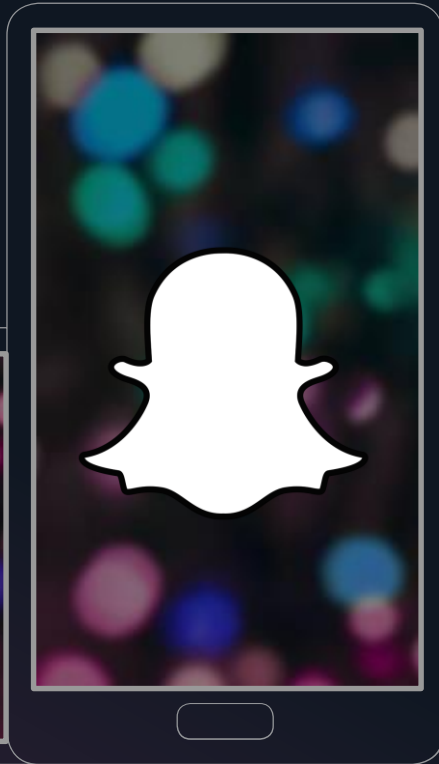
Drive Gen Z out of their comfort zone with a digital media campaign that inspires the target market to reach their full potential.



**“OUT OF THE
COMFORT ZONE”**



MEDIA CHANNELS



MEDIA CHANNELS

ROCKET LEAGUE



BUDGET

Social Media Ads

Snapchat	\$24,000
YouTube	\$720,000
TikTok	\$10,000
Instagram	\$160,800
Total	\$914,800

Influencers varies

Rocket League Takeover \$20,000

Total

\$934,800 ↑



THANK YOU

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