

Toyota C-HR lansseerimine PÖFFil

Klient: Toyota Baltic AS

Eesmärk

Tutvustada verivärsket Toyota C-HRi klassikalise autoesitlusest eristuvat moel.

Maksimeerida PÖFFi suursponsorlusest saadavat kasu.

Tabada mudeli sihtrühma eriti täpselt ja hubases keskkonnas.

Tagada arvukas osavõtt promoüritusest.

Kinnistada partnerlust PÖFFiga ning seeläbi ka Toyota kui kultuurse brändi kuvandit.

Meelitada esitlusele mõlemast soost huvilisi, pakkudes meelelahutust ka teistele inimrühmadele peale tõsiusklike autofännide.

Tugevdada teadlikkust hübriidmootori keskkonnasõbralikkusest ja siduda see üleüldise ökoloogiliselt mõtleva firma mainega.

Elluviimine

Valitud külalised said kutse populaarse PÖFFi afterparty eelpeole, kus esitlesime Toyota strateegias revolutsioonilist mudelit Toyota C-HRi. See auto on loodud kõnetama neid urbanistlikke, edukaid, loomingulisi ja iseseisvaid inimesi, kellele Toyota brand ja senised mudelid on tundunud liialt konservatiivseks. Sellised inimesed tunnevad ka enam huvi PÖFFi ja muu kultuurse meelelahutuse vastu.

Teiselt poolt – PÖFFi kuldküllastaja kuulub äärmiselt suure tõenäosusega inimrühma, mis planeedi tuleviku pärast südant valutab ja seega ka saastamise piiramiseks isiklikku puutumust tunnetab.

Veelgi enam süvendas ökokuvandit samaaegselt lansseeritud Reef Ausi moedemonstratsioon, mis teadupärast tavapäraselt materjalide taaskasutamise sõnumile keskendub. Nii leidis elegantse lahenduse autoesitluste alatine probleem – naistepõud.

Keskkonnasõbralikkus kipub tänases maailmas sageli muutuma labaseks klišeeks ja pahatihti koguni iseloomustama nähtusi, millel termini algse tähendusega mingit pistmist pole. Toetavad elemendid aga tagasid Toyota C-HRi esitluse puhul, et ökosõnum ka tegelikult teadlikule publikule kohale jõudis.

Tulemus

Kui sageli pörkuvad analoogsete esitluste korraldajad nigela osavõtuga (vaatamata varasemale registreerimisele), siis meie üritusel löi oodatud 600 inimese asemel kaasa 800, ning seda mitte juhuslike poolhuviliste, vaid täpselt sihitud potentsiaalsete klientide näol. Võib eeldada aktiivset suust-suhu-järelturundust, mis mõju veelgi suurendab. Ligi poolsada kohapeal proovisõidule registreerunud räägivad enda eest. Lisaks sai mõjuka publiku seas kinnitust Toyota kui keskkonnasõbraliku automargi kuvand, millest fossiilsete kütuste paratamatul mandumise teel vaid kasu võib lõigata.

Entry: Toyota C-HR launch with Black Nights Film Festival

Client: Toyota Baltic AS

Objective

Toyota C-HR is a revolutionary model in Toyota's strategy, which is aimed to reach a target group to whom the brand has seemed to date to be too boring and conservative – young people, the urbanised, the independent and the educated.

To showcase the new C-HR in a way that stands out from the classic presentation of a car.

To hit the target group with particular accuracy and in a cosy environment.

To ensure a high number of participants in the promotional event.

To underscore the partnership with the Black Nights Film Festival (PÖFF) and thereby the image of Toyota as a cultured brand.

Implementation

The solution we found was the PÖFF afterparty, which is a popular event for which tickets are sought after by the very people in the target group of the C-HR. Selected guests received an invitation from us to the pre-party for the PÖFF event, during which we showcased the C-HR with its revolutionary hybrid motor. Thanks to the PÖFF party invitation, the event proved much more attractive to the guests.

On the other side – PÖFF gold guests represent a group to whom the future of the planet means a great deal and who care about the environmentally friendly nature of hybrid drives. Further underscoring the contemporary eco-image was the Reet Aus fashion collection launched at the same time, whose focus is on the message of reusing materials. In this way the problem that always plagues car presentations – a lack of women – was solved very elegantly.

Being environmentally friendly often becomes something of a cliché in today's world, all too frequently being used to characterise things that have nothing to do with the original meaning of the term. However, in the case of the C-HR presentation, supporting elements helped to ensure that the eco-message actually reached the audience.

Results

Whereas organisers of similar presentations often face a disappointing number of participants our event was attended by 800 people - 200 more than expected. Moreover, they were carefully targeted group of potential clients. Active word-of-mouth follow-up marketing can be expected which will increase the number of clients further. Almost 50 people who attended the event signed themselves up for a test drive, which speaks for itself.

For the longer term, Toyota has now been cemented in the minds of an influential audience as an environmentally friendly brand.