

TOYOTA CONNECT

CMA AWARDS

Category: Best Automotive

Agency: Dentsu Creative

Client: Toyota SA



Due the pandemic, the print version of Toyota Connect magazine was discontinued and a digital platform was created to host articles and digital content. Dentsu Creative was tasked by Toyota South Africa Motors (TSAM) with relooking the digital offering with the aim of creating a lifestyle content-driven microsite. It was important to the client to provide the look and feel of a print publication in a digital environment but without, what they felt, was an outdated and ineffective digi-mag solution. An important consideration was that the solution had to be mobile first, as 78.6%* of South Africans access the internet from their mobile phones.

(*South Africa: mobile internet user penetration 2018-2027, www.statista.com)

The primary project objective is to provide a **lifestyle**-led digital content platform to share the habits and experiences associated with driving a Toyota. The website is not intended to be a motoring portal, rather a space in which current (and potential) Toyota consumers can access and enjoy relevant content and connect with Toyota. In addition, we committed to the following objectives:

1. Grow an online audience on the website and repackage the website's content to drive reach on social media.
2. Share brand-aligned content to grow brand awareness, keeping in mind the audience is time-starved and overloaded with information
3. Deliver clear narratives around the lifestyles associated with the vehicles; And indirectly to:
4. Use data to make informed, smart, targeted content decisions
5. Deliver on personalisation and, therefore, relevance
6. Capture first-party data through content that the customers choose to consume to build a mailer database

SOLUTION

With a strategic pivot in how content is planned and amplified, we aimed to solve a few key challenges by understanding what motivates and inspires people and how to build a content ecosystem that adds value to the Toyota customer's personal life and brand journey.

We started by researching the Toyota audience. The brand has a large and very loyal following and a clearly defined audience. But this audience had until now been defined by their car-buying behaviours rather than by how they consume content. So, within the overarching audience, using proprietary CCS data that unpacked demographics and psychographics, we identified six new personas that would require more targeted content. By truly understanding the customer, our approach is tailored per segment with content that is connected, personalised and contextualised for bespoke user journeys, from the Adrenaline Junkie to the pragmatic Sedan Driver or Active Urbanite

Taking these personas and their interests into account, we crafted a variety of digital touchpoints around the larger Toyota 'lifestyle' to encourage brand awareness and grow loyalty. These touchpoints informed the website's navigation tabs, the introduction of rich media and an amplification strategy to disseminate the content on social media and via emailers.



RESULTS

We reskinned the site that existed. This entailed a redesign to allow for an arresting magazine look and feel, and revised content categories to ensure the client's and brand's needs are covered, while simplifying the user journey.

The print-quality content portal, which is mobile friendly, offers new functionalities and features; simplified navigation tabs; enhanced CMS; upgraded search and tagging capabilities to ensure content is easily searchable and is optimised for SEO; and rich media. Navigation tabs were updated to cover the various touchpoints: Leisure, Experiences, Explore, Environment, News and Drive (with a sub-nav under Drive of Latest Models, Motorsport and Heritage). A new Guest Editor / personality video page was created, which weaves in influencer voices into the content for authority and credibility.

The process included thorough security testing; implementation of Google Analytics 4 tracking and tagging; creation of social media assets; and a third-party mailer strategy.

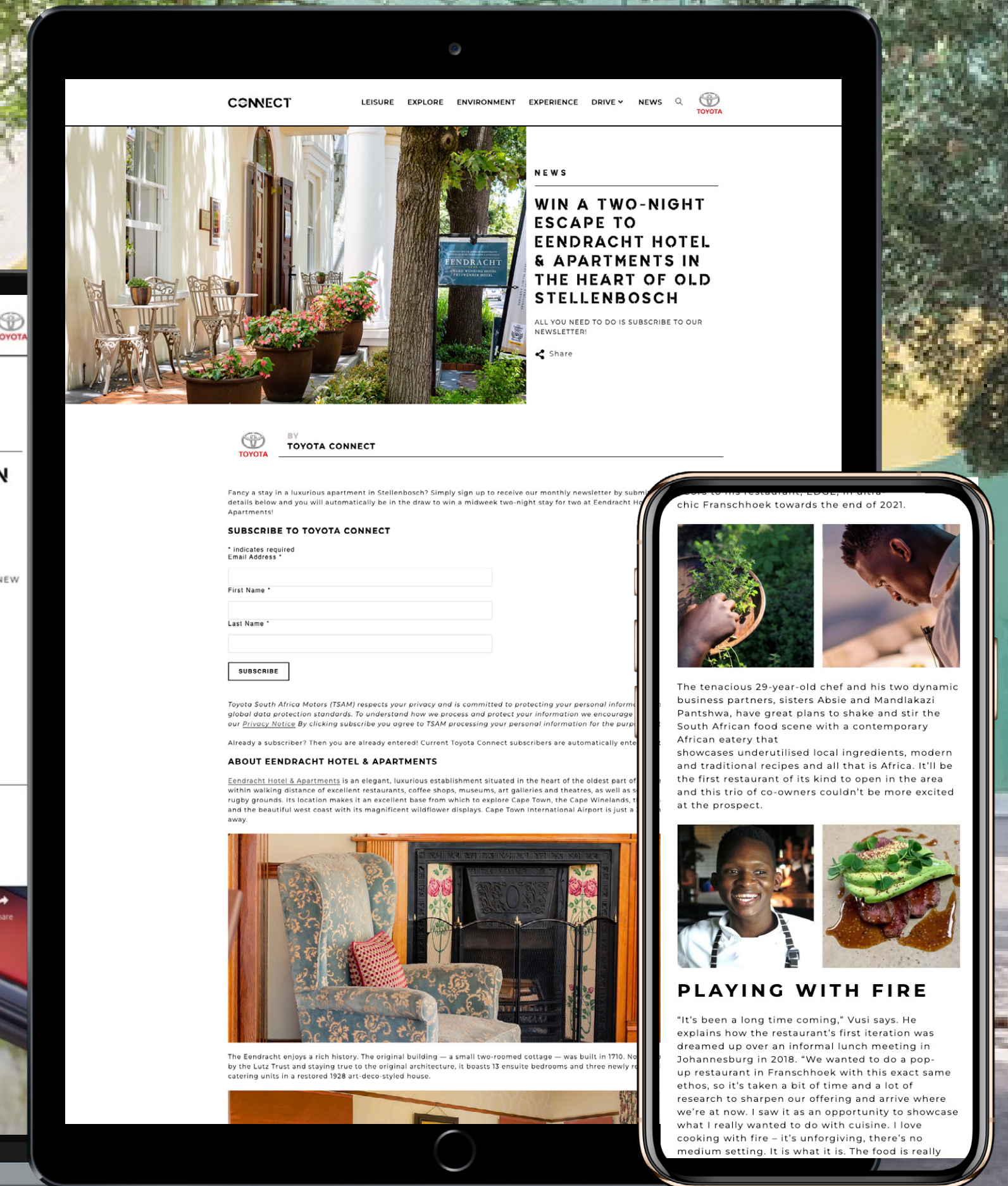
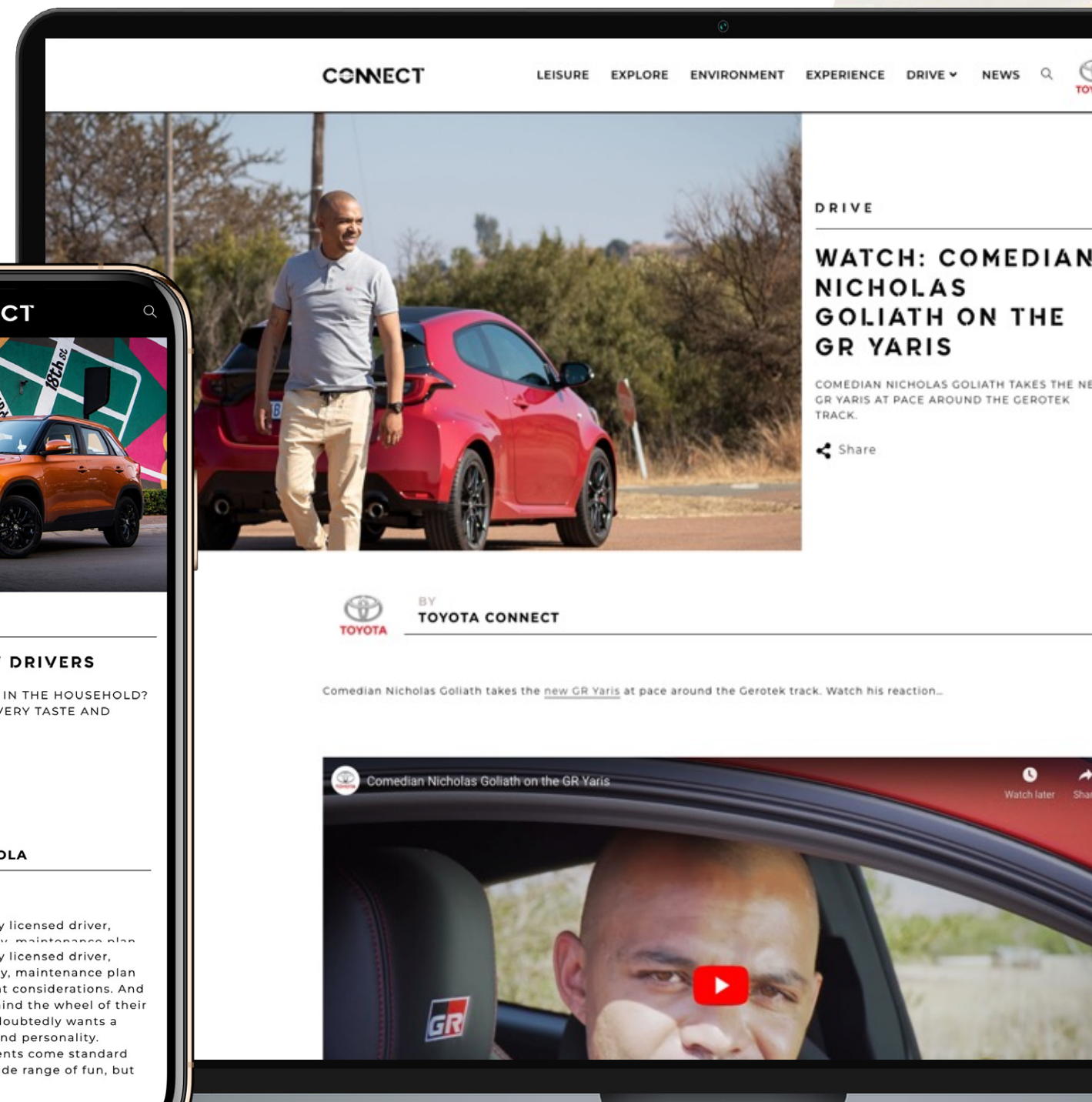
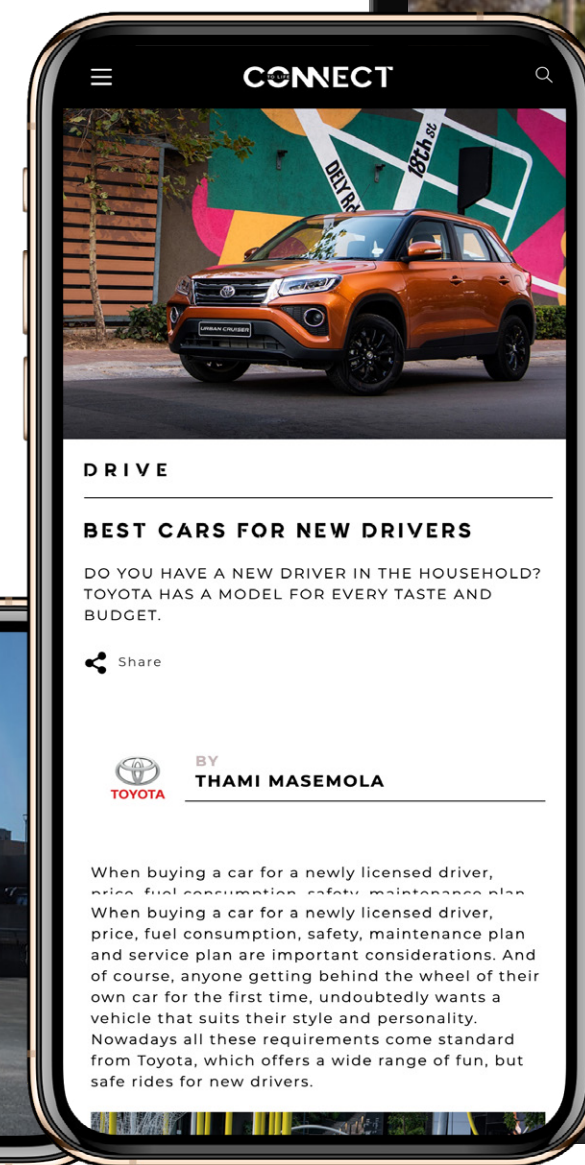
In addition, ongoing targeted social media (Facebook and Instagram) has been implemented to drive traffic to the Toyota Connect site and increase reach.



RESULTS

HOW WE ARE GROWING BRAND AWARENESS AND LOYALTY:

1. 'Newsy' articles cover the latest launches and news in the world of Toyota
2. We depict the lifestyles associated with the various vehicles through photoshoots
3. Associate personalities / influencers with vehicles
4. Subtly draw in brand sponsorships and associations
5. Put a spotlight on the road to carbon neutrality - a key part of the Toyota strategy - through a dedicated Environment tab
6. Encourage user-generated content with owners' stories
7. Share brand history



THE RESULTS IN NUMBERS

Since the new-look site launched on 18 January 2022 until 29 August 2022, the numbers show:

2,061,120 total number of people to have seen the content across the Connect ecosystem

4,52% average engagement rate on social media

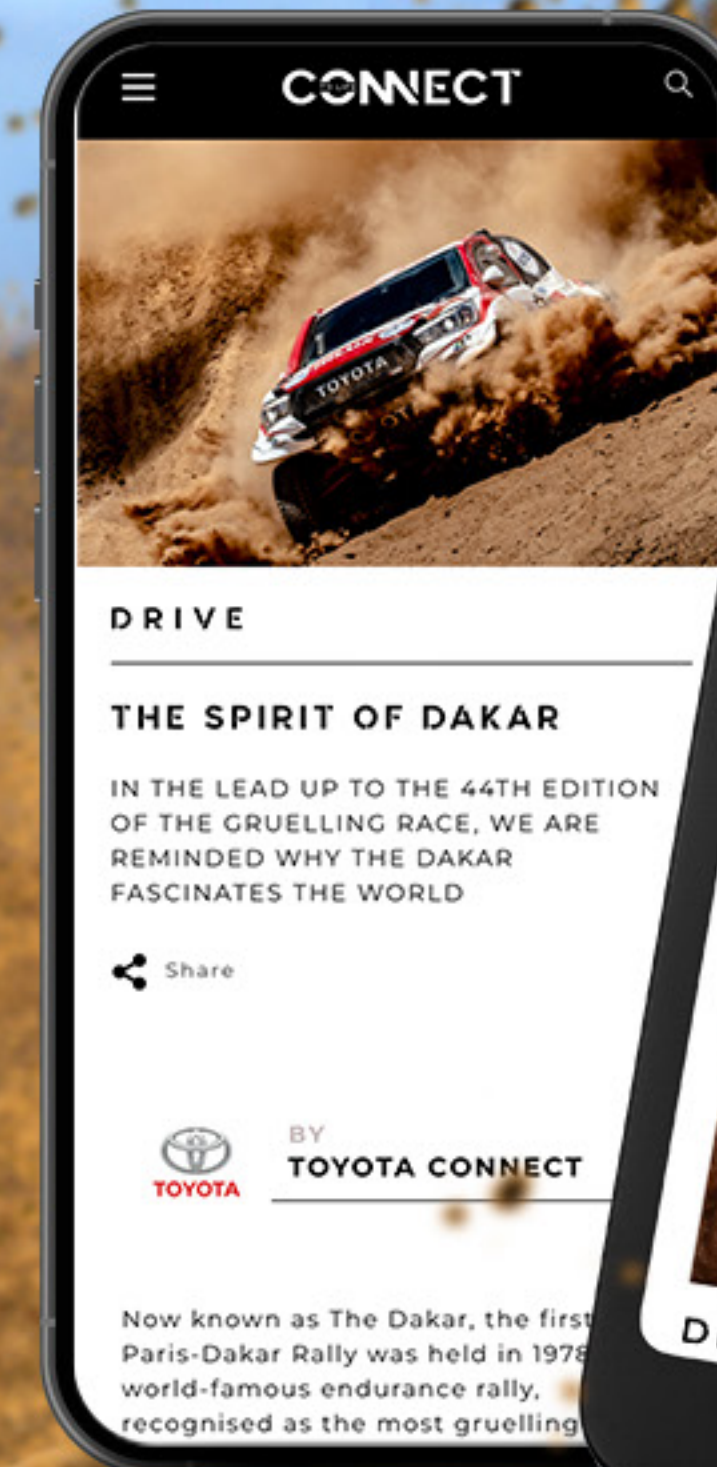
RO.81 CPE 61% lower than benchmark set by paid media agency

21.92%
traffic growth YoY

26.3%
growth in organic
traffic

56%
total website users
growth QoQ

56%
total website sessions
growth QoQ

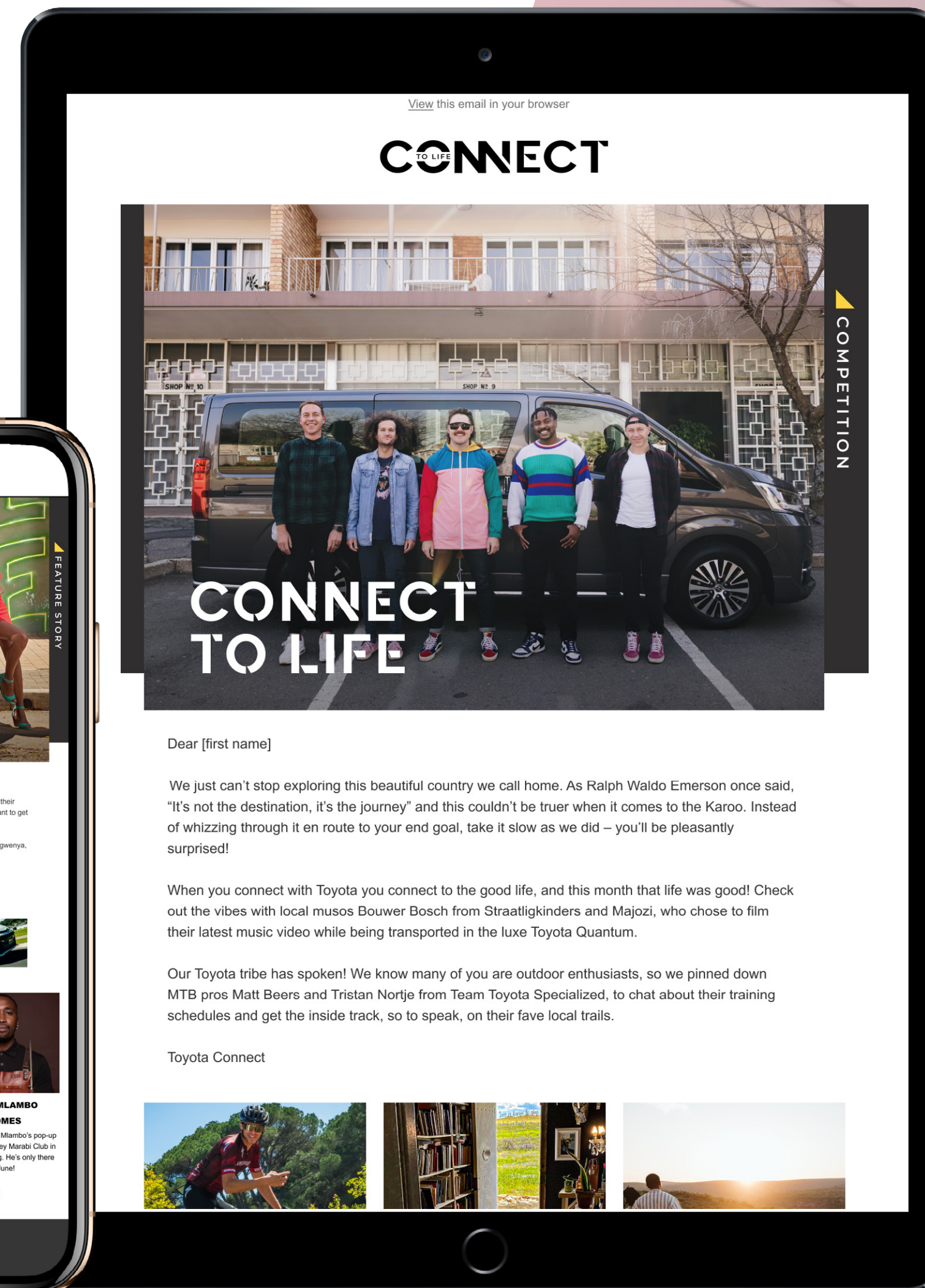
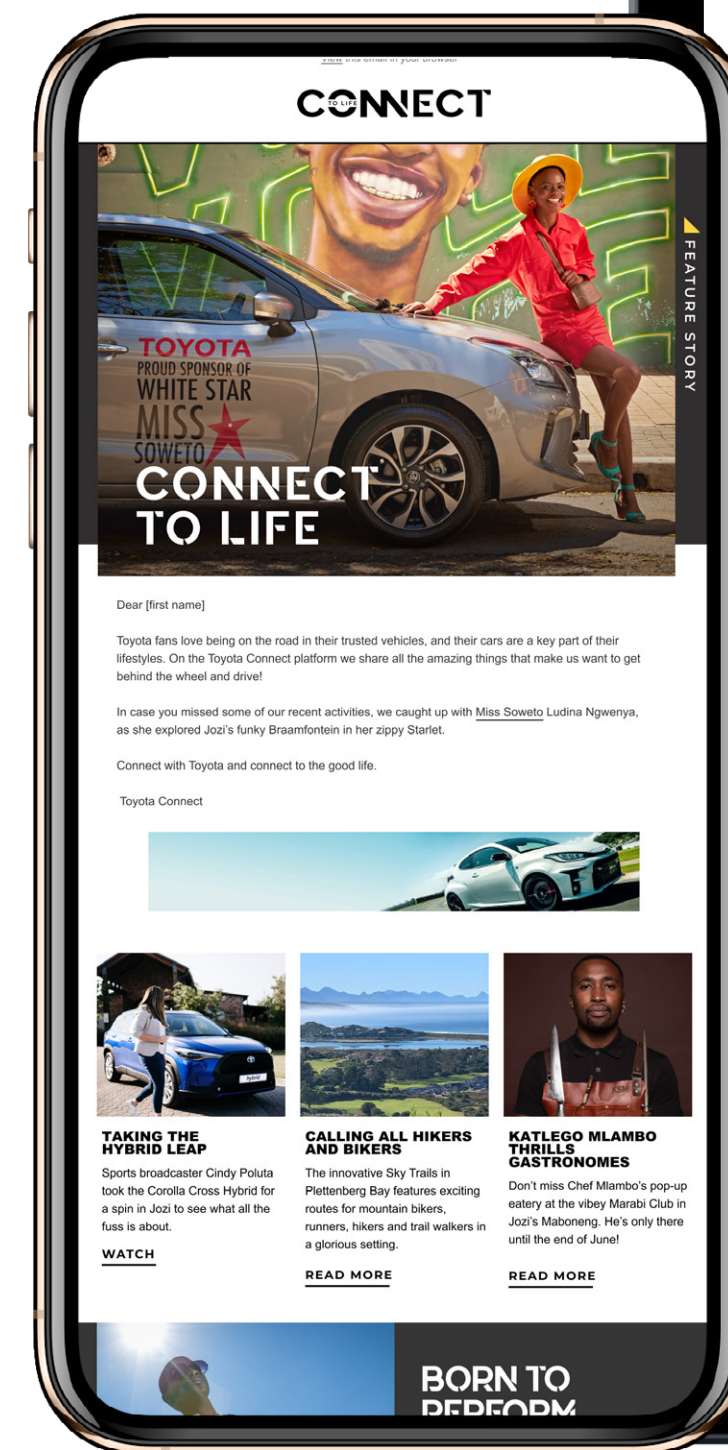


NEWSLETTERS

We have grown the newsletter database from **0 to 2,270 subscribers** in just three months.

“Congratulations on the re-skinned Toyota Connect website. Not only is this just how I imagined I wanted the sites to look (how you were able to take my brief and make it a reality is a true miracle); the content is equally as entrancing – once you start reading you can’t stop.”

- **Clynton Yon, Senior Manager Marketing Corporate Communications, Toyota South Africa Motors (TSAM)**



TOYOTA TO LIFE **CONNECT**

www.toyotaconnect.co.za

