

Toyota Australia - Breathe

BACKGROUND

The Toyota Prius had struggled in achieving a voice amongst fleet customers who possessed the mindset that hybrid technology was untested, unreliable and costly. Amongst this, Toyota was facing increasing pressure from competitors introducing alternative fuel models and the imminent threat of new hybrids was threatening Toyota's market share.

MARKETING OBJECTIVES

- Position Prius as a viable, alternative fleet vehicle for now, which demonstrates good corporate responsibility
- Debunk the myths surrounding hybrid technology – for example, expensive, lacks performance, poor styling
- Encourage fleet managers to offer a mid-range hybrid (Lexus Hybrid attracts high-end fleet managers)
- Build confidence in Hybrid through education
- Build fleet leads/sales.

STRATEGY

Toyota targeted 3 segments:

- Government Fleets
- Procurement Managers – Finance and Fleet Managers
- Business Fleets – CEO's and Fleet Managers

Toyota initiated a strategy which incorporated sending their audience targeted information packs, made from sustainable material, to provoke fleet managers to look at Hybrid technology in a new light.



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CREATIVE SOLUTION

Toyota developed and sent a detailed information pack to cut-through the clutter and overcome the misconceptions surrounding Hybrid technology. This was based on the premise that 'information is power' and they used this to teach their audience about the misconceptions associated with Hybrids.

The packs served a dual purpose:

1. To eliminate the misconceptions surrounding hybrids
2. To position Prius as an ideal fleet vehicle.

Fleet managers were invited to visit the website or call a toll-free number for more information.



RESULTS

- Toyota experienced a 30.7% increase in sales of Toyota Prius to the business and government sectors suggesting that soon "we'll all breathe a little easier". This was a direct result of the lodgement of the two packs.
- Business and government sales are now an equal 115.4% above private sales of the vehicle.

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