

1 pager on content ideas

This 'Prado Pride' needs to be completely revamped in terms of imagery.

Reasonably happy with these but if you have better way to visualize the text that'd be great



From glamping at St Jerome's Rooftop Hotel to gelati on Lygon St at Pidapipo to coffee at Heidi Gallery, this piece will highlight the versatility of the Corolla and how it fits into the modern lifestyle of the target audience. Showcasing the vehicles key features throughout the video, this piece of content will particularly focus on technology integration, GPS, Music etc.



Journeys is about aligning inspiring content to the Toyota brand. Idea is to run an influencer-led travel series comprised of hosts spending 24 hours in 4 cities across Australia. In that time, we are guided around town by local tastemakers/influencers who take us to the best spots to experience local food, music, and culture.



We take new Prado owner who visits his old fashioned dad to take him for a spin around rural NSW. Video content will showcase features and benefits, eventually persuading the sceptic to appreciate balance of luxury and capability apparent in the new model.



We take a group of NRL players off the grid and test their survival skills on a camping and fishing trip. We'll also do a piece on the Polynesian hungi way of cooking a feast, leveraging appropriate talent we have access to via our content agency.

1 pager on landing page



Strong Lifestyle or Toyota image needed

The Urban Escape with the Corolla

Image needed

From glamping at St Jerome's Rooftop Hotel to gelati on Lygon St at Pidapipo to coffee at Heidi Gallery, we look at the versatility of the Corolla.

RAV4 Journeys

Image needed

24 hours, 4 cities,, 1 RAV4. Experience the best Australia has to offer across food, music and culture.

Prado Pride

Image needed

Clash of generations as new Prado owner Ben showcases his new ride to his sceptical and old-fashioned dad.

Hilux Boys Weekend

Image needed

NRL Superstars put their survival skills to the test as they brave the conditions for an unforgettable camping trip with the Hilux.

1 image which looks like a video screenshot with 'watch video' button needed for each content idea



4 separate images needed for Toyota Corolla, RAV4, Hilux and Prado which will each click through to Toyota so need 'Explore now' button on each.