

# SAATCHI & SAATCHI

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## SAATCHI & SAATCHI PARIS/EMEA LAUNCHES PAN-EUROPEAN CAMPAIGN TO PROMOTE THE NEW TOYOTA AVENTIS

*Paris, February 25<sup>th</sup> 2012* – The new Toyota Avensis was launched in January 2012 and features a couple new highlights such as:

### **1. Sophisticated design**

Elegant and purposeful, Avensis blends flowing lines with a charismatic new look for the front grille and headlamps

### **2. Premium Quality**

The beautifully crafted interior is notable for its meticulous details and high quality materials.

### **3. Advanced Quality**

Intuitive technology like Pre-Crash Safety System, Lane Keeping Assist and Adaptive Front Lighting are designed to keep you safe on the road. Topped off with the feature packed Toyota Touch&Go+.

To communicate the arrival of the new Toyota Avensis across European markets, the agency Saatchi & Saatchi Paris, in cooperation with Saatchi EMEA/London, imagined a world where people are concerned by averages, which is contrasted by the Toyota above-average quality standards. It's a world where people conform to the average European height for example and shave 3.6 times a week, among other funny situations. The car is always presented as the best way to "escape average".

The production was organised in Lisbon, Portugal and the main TV commercial was directed by the Salto Brothers.

The campaign also includes product videos in and interactive long version of the TV commercial, print ads, OOH, interactive rich banners and mobile ads – on air in several European markets.

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