



there can be only one

**CONVINCING OUR TARGET AUDIENCES OF THE HIGHLANDER'S UNIQUENESS.
CREATIVE STRATEGY AND CREATIVE PROPOSALS.**

13.12.2021

A long, dark tunnel with a series of glowing white circular lights forming a perspective that leads to a bright light at the end. The lights are arranged in a series of concentric circles that recede into the distance, creating a strong sense of depth and perspective. The tunnel walls are dark and textured, and the floor is a smooth, dark surface. The overall atmosphere is mysterious and futuristic.

the
challenge

WHAT KEEPS US
AWAKE AT NIGHT

INCREASE THE SALES
OF THE TOYOTA HIGHLANDER
SHARPLY



the car & us

IDENTIFYING TRAITS

FAMILY CAR

HYBRID

SPACIOUS

SAFE

COMFORTABLE

STYLISH

POWERFUL

FRIENDLY

EXCITING



CROWDED SEGMENT

IRRELEVANT/
UNAPPEALING
IN KUWAIT

THE MAKINGS OF SUCCESS



NEED FOR
DIFFERENTIATION

WHO WILL USE IT?

INDIVIDUALS.
EACH WITH HIS/HER OWN NEEDS.
PASSIONS. HOBBIES.

INDIVIDUALS.
WHO CARE FOR EACH OTHER.



the
obstacles

THERE ARE STEREOTYPES
ASSOCIATED WITH FAMILY CARS

#1 STEREOTYPE

"Family cars are all about safety at the expense of excitement" *

FAMILY CARS ARE BORING

#2 STEREOTYPE

"Family cars have no character. they're all anonymous, middle of the road vehicles." *

FAMILY CARS ARE IMPERSONAL

#3 STEREOTYPE

"Family cars will take you and your kids from A to B, safely. Just don't ask for more." *

FAMILY CARS ARE FOR THOSE WHO
DON'T SEEK DRIVING PLEASURE

#4 STEREOTYPE

"You've seen one family car, you've seen them all." *

FAMILY CARS ARE ALL THE SAME

AS A RESULT

WE MUST CONVINCING OUR POTENTIAL
BUYERS THAT THE HIGHLANDER
BREAKS OUT OF THE STEREOTYPES

AS A RESULT

PROVE THAT IT IS DIFFERENT FROM THE
COMPETITION

HOW?

BY HUMANIZING THE CAR

MISSION IMPOSSIBLE
SURELY?

NOT AT ALL.
THE SPECS OF THE CAR, ITS LOOK AND
FEEL AND ITS DRIVING BEHAVIOR OFFER
ABUNDANT PROOF.



the logic

YOU AND I

WE MAY NOT KNOW EACH OTHER.
STILL, THERE IS **ONE THING** THAT
CONNECTS US.

OBVIOUS TRUTH

YOU WOULD NEVER ALLOW ANYONE NEW
IN YOUR FAMILY UNLESS YOU WERE SURE
HE WOULD CARE FOR YOU AND YOUR
LOVED ONES.

OBVIOUS TRUTH

YOU WOULD NEVER ALLOW ANYONE NEW
IN YOUR FAMILY UNLESS YOU WERE SURE HE
WOULD **TREAT** EVERYONE YOU LOVE **WELL**.

THE ONLY CAR

A CAR THAT WILL **NOT** JUST DRIVE YOU
FROM A TO B

OMAR'S CAR

A CAR THAT TREATS EVERYONE IN YOUR
FAMILY LIKE **INDIVIDUALS**.

A CAR THAT GOES THE EXTRA MILE TO
FULFILL EACH PERSON'S SINGULAR NEEDS.

THE UNIQUELY HUMAN CAR

THE HIGHLANDER IS THE ONLY CAR THAT CARES FOR EVERYONE IN THE FAMILY.



STRATEGIC EXPRESSION



THE CAR THAT CARES

You care for your loved ones and for yourself. You do everything you can to treat your loved ones right, to improve their day-to-day lives, to give them everything under the sun and to fulfill their needs, their passions, their wishes.

You all deserve a car that is more than a piece of metal: a car that responds to the needs of those diverse personalities in your family. A car that was built as a malleable, adaptable human extension. A nanny for your kids, an entertainment hub, an exploration partner, a thrill-booster for your outings, a protector for everyone.

You all deserve a car that is there for you, no matter what your plans for the day. No matter what your mood. You all deserve a car that gives you reasons aplenty to get behind the wheel again. And again.

This is the Highlander. It is the family car redefined, revamped, overhauled. It is the family car humanized. It is the only car that will care –in practice- for you and your family almost as much as you care for each other.



audience

management

the end result that we want

BRAND EQUITY



MY CARING PARTNER, 24/7

BUILT ON HUMAN NEEDS, THIS IS A HUMAN CAR. IT CARES FOR YOU, LIKE ANOTHER MEMBER OF YOUR FAMILY. IT WILL BE YOUR PARTNER, FRIEND AND TRUSTFUL ALLY IN EVERYTHING THAT YOU DO. IN OUTINGS, TRIPS, JOYRIDES, SHOPPATHONS OR DAILY CHORES, YOU WILL FIND IN THE HIGHLANDER A COMPANION THAT MIRRORS YOU AND COMPLETES YOU.

HIGHLANDER

the end result that we want

BRAND EQUITY

COMMUNICATION

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THE PROOF IS IN THE PUDDING

OUR COMMUNICATION AIMS AT BRINGING THE HIGHLANDER CLOSE TO OUR TARGET AUDIENCES. THROUGH AN ARRAY OF ONLINE/OFFLINE ACTIVATIONS, WE WANT TO MAKE EVERYONE AWARE OF WHY THE HIGHLANDER IS EXCEPTIONAL. AND WE WANT TO GET PEOPLE TO TEST DRIVE THE CAR: BECAUSE SOMETHING THAT GOOD NEEDS TO BE TRIED TO BE BELIEVED.

the end result that we want

BRAND EQUITY

COMMUNICATION

TOUCHPOINTS & CHANNELS

MY CARING PARTNER, 24/7

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360 WITH A FOCUS

THROUGH A AUDIENCE-BASED SELECTION OF TOUCHPOINTS, WE BRING OUR MESSAGING WHERE OUR TARGET AUDIENCES ARE MOST OPEN TO LISTEN. THROUGH INSPIRING COMMUNICATION, WE TAP INTO OUR TARGETS' EMOTIONAL AND PRACTICAL NEEDS TO BRING THE HIGHLANDER AT THE FOREFRONT OF OUR TARGETS' CHOICES.

THE CAR THAT CARES

HOW OUR PLATFORM SUCCEEDS IN MOBILIZING OUR AUDIENCES

EXPAT FAMILIES
PRIMARY AUDIENCE/CONQUER

KUWAITI FAMILIES
SECONDARY AUDIENCE/CONQUER

SURPRISED/INTERESTED/ATTRACTED

- POSITIVE TURN IN THEIR INTEREST IN THE HIGHLANDER
- THEY RESPOND TO OUR HEAD-TURNERS BY SHOWING INTEREST TO THE CAR, THEY VISIT THE SITE, THEY DOWNLOAD THE BROCHURE
- POSITIVELY SURPRISED & ATTRACTED BY A CAR THEY DID NOT PREVIOUSLY CONSIDER
- ACTIVELY CONSIDER SCHEDULING A TEST DRIVE
- ACTIVELY PARTICIPATE IN OFFLINE/ONLINE CONVERSATIONS ABOUT THE HIGHLANDER

DURING THE CAMPAIGN

INFORMED/INVOLVED

- INCREASE IN THEIR INTEREST IN THE HIGHLANDER - IT DOES NOT LOOK LIKE A FARFETCHED CHOICE ANYMORE.
- THEY VISIT THE SITE. THEY RESEARCH THE CAR.
- OFFLINE WOM: THEY ENGAGE IN CONVERSATIONS ABOUT THE HIGHLANDER IN THE SHOWROOM OR IN OUR ACTIVATIONS.
- ONLINE MESSAGES: THEY ARE TARGETED BY OUR SoM CAMPAIGNS

FASCINATED/HOOKED

- THEY BUY THE CAR.
- POSITIVE WOM
- POSITIVE ONLINE BUZZ

AFTER THE CAMPAIGN

POSITIVE INTENT

- THEY WANT TO KNOW MORE ABOUT THE CAR
- THEY SCHEDULE A TEST DRIVE

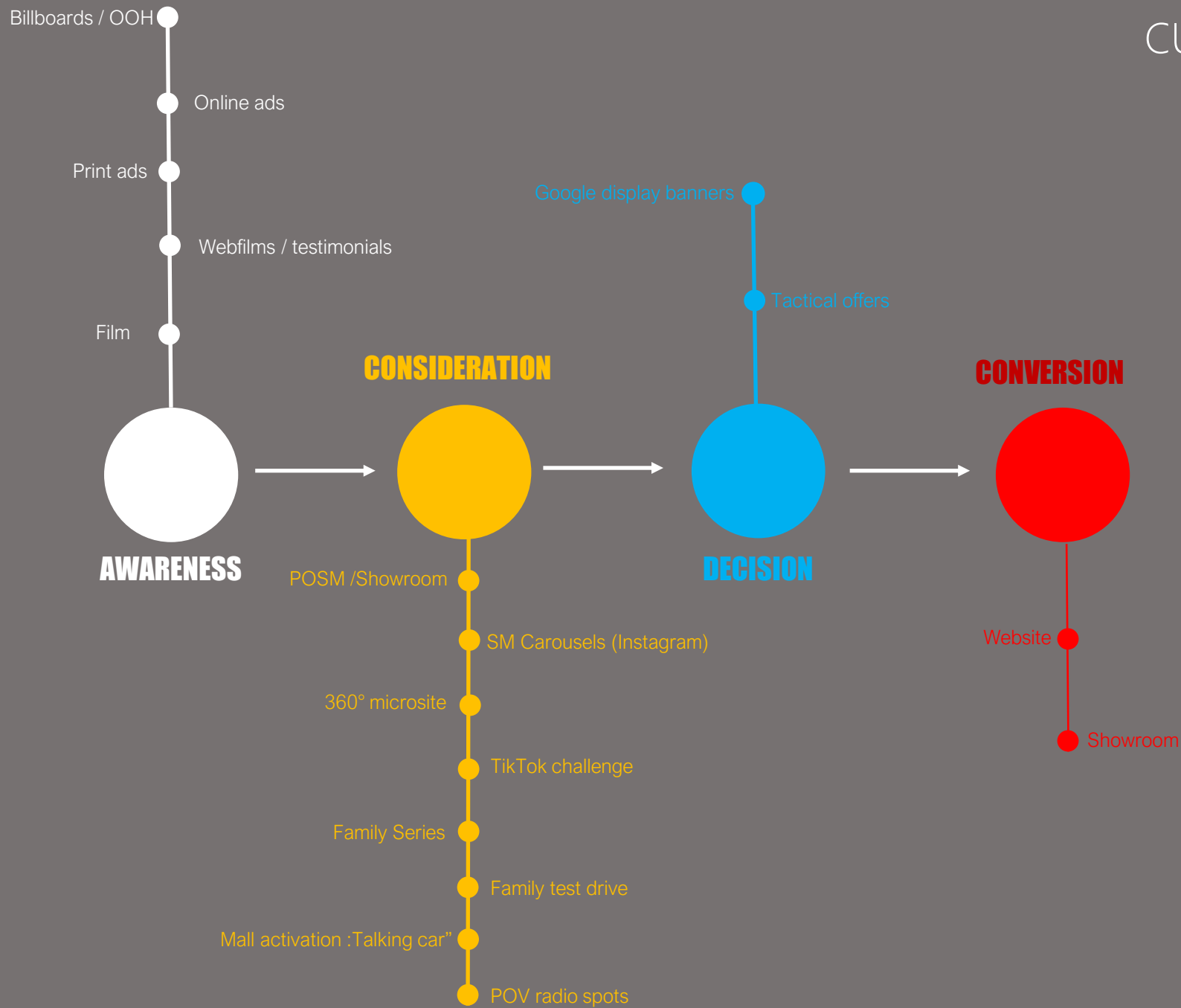


the

consumer journey

CUSTOMER JOURNEY

(1st CREATIVE ROUTE)



CUSTOMER JOURNEY

(2nd CREATIVE ROUTE)

