

AUGUST 2024
NATIONAL PARTS & SERVICE
TIER 1 MARKETING SUPPORT



Service Centers

August Big Summer Giveback

Display (Mobile and Desktop) Media, Custom High Impact, Video Media, Search Media, Social Media, & OCP

Target:

- Toyota 1P Predictive Audience
- Amazon 1P Garage
- 2P Custom Intent
- Site Retargeting

Tactic:

- Display, Native, High Impact Display, Video and YouTube via DV360
- Overlays and video across Spotify
- Integrated Marquee via The Weather Channel
- Fire Tablet Wakescreen Takeover across Amazon
- This year, we are also providing specialty display banners and customizable social media templates to Platinum-level dealers.

Creative (Digital Banners Units)

TOYOTA **KIDS IN NEED FOUNDATION**

Support the Kids In Need Foundation with an oil change and tire rotation.

SCHEDULE SERVICE

From 8/1/24 - 9/2/24, Toyota will donate \$3.00 to the Kids In Need Foundation for every paid oil change using Genuine Toyota Motor Oil or Mobil 1[®] Motor Oil with tire rotation at participating Toyota Service Centers, with a guaranteed minimum donation of \$500,000. Toyota and Scion vehicles only.

TOYOTA **KIDS IN NEED FOUNDATION**

With an oil change and tire rotation, give back to the Kids In Need Foundation.

SCHEDULE SERVICE

From 8/1/24 - 9/2/24, Toyota will donate \$3.00 to the Kids In Need Foundation for every paid oil change using Genuine Toyota Motor Oil or Mobil 1[®] Motor Oil with tire rotation at participating Toyota Service Centers, with a guaranteed minimum donation of \$500,000. Toyota and Scion vehicles only.

TOYOTA **KIDS IN NEED FOUNDATION**

This August, support education with an oil change and tire rotation.

SCHEDULE SERVICE

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:06 & :15 Pre-Roll Videos:

Need That Back (:06) and Creeper 2 (:15)



Digital Partner



Search Media:

- Google, Bing will maintain consistent coverage across search interest demand, including desktop and mobile devices, featuring text ads via Search
 - This will be utilized during Sales Event period in August
- All will click-thru to respective Owners page
- Use of General Search Ads

- Targeting:
 - CRM > Current Toyota Owners
 - Remarketing > Previous Site Visitors
 - In-Market Audiences > Auto & Vehicles

Search Partner:



Social Media:

Target:

- Toyota owners in need of an oil change and/or tire rotation service

Tactics:

- Image and video link ads
- Drive customers to Toyota Owners' landing page to book a service appointment for an oil change and tire rotation during this promotion

Digital Partner:



Owner Communication Program

August Big Summer Giveback 2024 Emails:

- Dealers enrolled in OCPe that have opted-in to participate in the August national promotion, will have two Dealer-branded Big Summer Giveback emails sent on their behalf:
 - Launch email: August 1, 2024
 - Reminder email: August 15, 2024
- TMNA will send emails targeted to VINs that fall within the top tier of a propensity model developed by ITX Data Team, comprised of owners that indicated the highest propensity to purchase an oil change and tire rotation in August.
- If a Dealer would like to purchase additional oil change and tire rotation VINs within the propensity model (Optional OCPo), the Dealer may coordinate with their Field Specialist at RAPP.
- This year we are offering a specialty SOD email and direct mail template for Platinum Dealers.

Email and Direct Mail Creative Samples:

The image displays three creative samples for the Toyota Kids in Need Foundation campaign. On the left is a vertical email template with a yellow and blue color scheme. It features the headline "KIDS LOVE TO LEARN" and a sub-headline "HELP KIDS SUCCEED". The email includes a call to action to "Schedule service" and a "Donate today" button. The middle sample is a direct mail card with a white background and blue accents, featuring the headline "HELP KIDS SUCCEED" and a call to action to "Schedule service today". The right sample is another direct mail card with a white background and blue accents, featuring the headline "HELP KIDS SUCCEED" and a call to action to "Schedule service today".

Service Center Branding

Display (Mobile and Desktop) Media, Video Media, Search Media

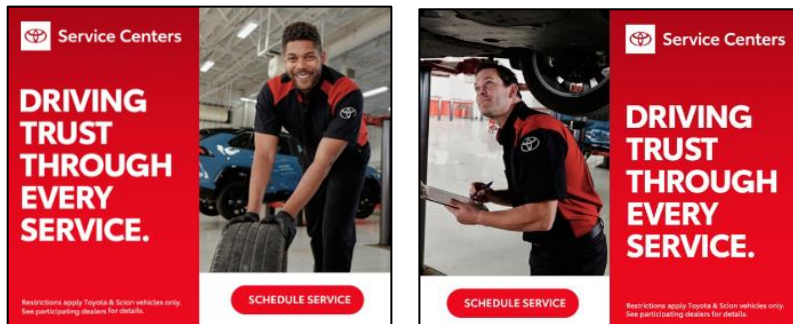
Target:

- Toyota Owners Predictive Targeting
- Site Retargeting
- 2P Custom Intent

Tactic:

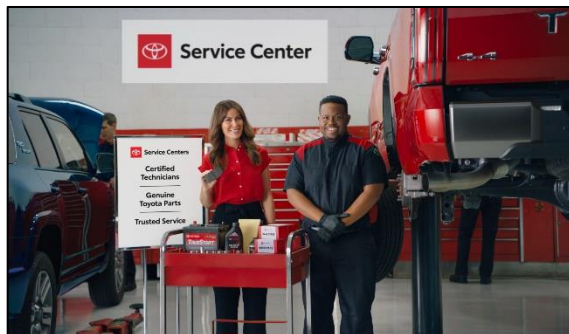
- Standard Display and Video via DV360

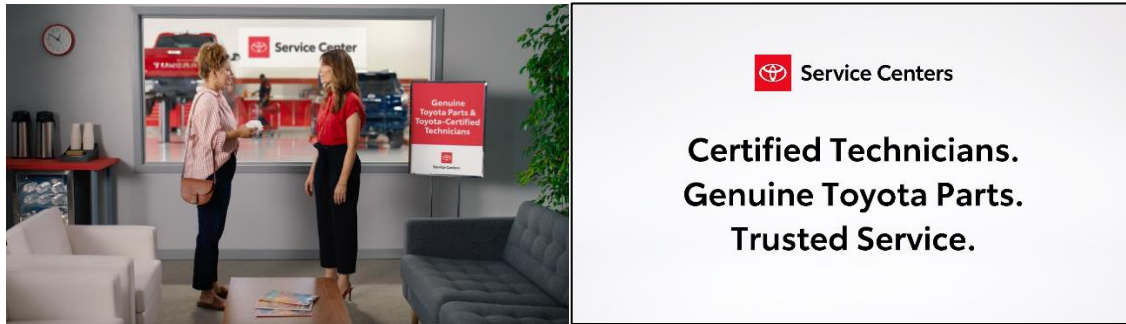
Creative Digital Banner Units:



:06 & :15 Pre-Roll Videos:

Need That Back (:06) and Sushi (:15)





Digital Partner:

 Display & Video 360

Search Media:

- Google, Bing will maintain consistent coverage across search interest demand, including desktop and mobile devices, featuring general search.
- All will click-thru to respective aftersales pages on Owners
- Use of General Search Ads
- Targeting:
 - CRM > Current Toyota Owners
 - Remarketing > Previous Site Visitors
 - In-Market Audiences > Auto & Vehicles

Toyota Express Maintenance Support

Display (Mobile and Desktop) Media, Video Media, Search Media, & Social Media

Target:

- Toyota Owners TXM Predictive Targeting
- Site Retargeting
- 2P Custom Intent

Tactic:

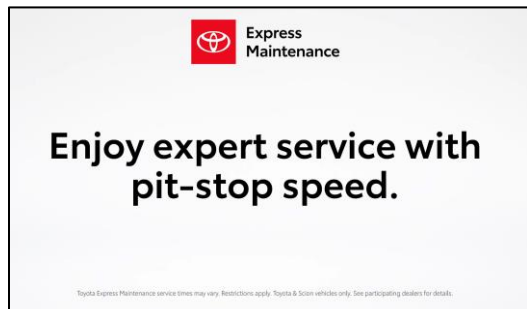
- Standard Display and Video via DV360

Creative Digital Banner Units:



:06 & :15 Pre-Roll Videos:

Need That Back (:06) and Creeper 2 (:15)



Digital Partner:



Search Media:

- Google, Bing will maintain consistent coverage across search interest demand, including desktop and mobile devices, featuring general search ads
- All will click-thru to TXM page on Owners
- Use of General Search Ads
- Evergreen ads speaking to TXM Support
- Updated TXM zip codes layered with targeting:
 - CRM > Current Toyota Owners
 - Remarketing > Previous Site Visitors
 - In-Market Audiences > Auto & Vehicles
 - Affinity Audiences > Auto Enthusiasts, Outdoor Enthusiasts, Performance Vehicle Enthusiasts

Search Partner:



Social Media:

Tactics:

- Photo and video link ads
- All will click-thru to [TXM page](#) on Owners

Digital Partner:



Tire Rebates Support

Target:

- Toyota Owners In-Market For Tire

Tactic:

- Standard Display via DV360

Creative (Digital Banners Units)



Digital Partner



ToyotaCare Support

Display (Mobile and Desktop) Media, Video Media, Search Media, & Social Media

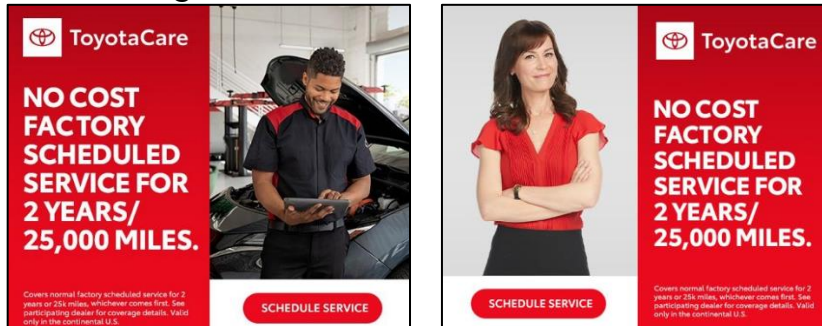
Target:

- Target owners of a new Toyota (0-2 years)
 - 1P Toyota Owners
 - 1P Site Retargeting

Tactic:

- Standard Display and Video via DV360
 - Includes YouTube Trueview
 - Includes CTV
- High Impact Units via DV360 Wunderkind PMP
- High Impact Units via DV360 PadSquad PMP

Creative Digital Banner Units:



Video Creative:

Sushi (:15) and Creeper 2 (:15)



Digital Partner:



Search Media:

- Google, Bing will maintain over consistent coverage across search interest demand, including desktop and mobile devices, featuring general search responsive ads and Google Discovery ad format
- General Maintenance Plans page will click through to Maintenance Plans page on T.COM
- ToyotaCare branded campaign will click-thru to ToyotaCare page on T.COM
- Use of General Search and Discovery Ads
- Maintain evergreen ToyotaCare Support ad copy
 - Remarketing Audiences > Previous Site Visitors
 - CRM > Current Toyota Owners
 - All keywords utilizing CRM list are ToyotaCare branded specific
 - Google In-Market Audiences

Search Partners:



Social Media:

Target:

- Toyota owners within their first two years of vehicle ownership.

Tactics:

- Photo and video link ads
- All will click-thru to [ToyotaCare page](#) on Owners

Digital Partner:



Collision and Wholesale Parts Support

Target:

- Collision and Mechanical Independent Repair Facilities, who are repairing Toyota vehicles & selling Toyota wholesale parts.

Tactics:

- Dealer Ad Builder tools (available on ToyotaPartsAndServiceHub.com)
- Wholesale Parts Pricing tools (available on ToyotaPartsAndServiceHub.com)

Media Partners:



Dealer Ad Builder Tool Creative:

