

October 2024
NATIONAL PARTS & SERVICE
TIER 1 MARKETING SUPPORT



Service Centers

Tire Savings Event

Display (Mobile and Desktop) Media, Video Media, Search Media, Social Media, & Owner Communication Program (OCP)

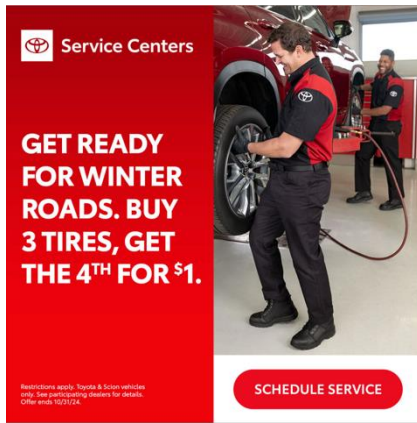
Target:

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

Tactic:

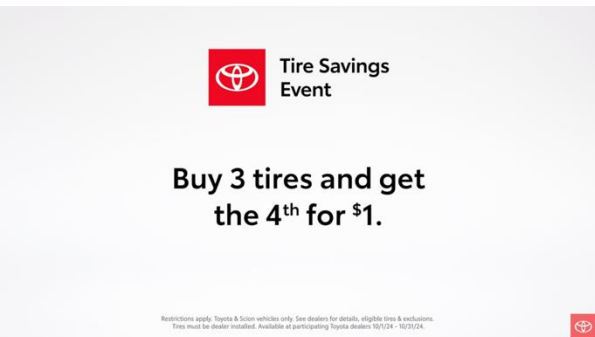
- Display, Native, Video, CTV and YouTube via DV360
- Fire Tablet Wakescreen Takeover across Amazon

Creative (Digital Banners Units)



Video Creative:

Tire Swing :15/:30



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 October
- All will click-thru to respective Owners page
- Geotargeting set to include all zip codes that are opted-in to offer; Zip codes that are not opted-in will receive evergreen messaging instead
- 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 with a high propensity to change their tires in the month of October

Tactics:

- Image and video link ads
- Drive owners to the new Toyota Owner's landing page to find a dealer to purchase tires and take advantage of the rebate offer
- YouTube skippable TrueView Ads & 6-second Bumper ads

Digital Partners:



Owner Communication Program

October 2024 Tire Savings Event Emails:

- Dealers enrolled in OCPe that have opted-in will have two dealer branded Tire Savings Event emails sent on their behalf:
 - Launch email: October 1, 2024
 - Reminder email: October 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 indicate the highest propensity to purchase Tires in October
- If a Dealer would like to purchase additional Tire Savings Event VINs within the propensity model (OCPOptional), the Dealer may coordinate with their National Business Partner (RAPP)

Email and Direct Mail Creative Samples:

NEW SEASON, NEW TIRES

Buy 3 tires, get the 4th for \$1¹

Shop tires

Welcome winter with confidence

With winter coming soon, it's time to prepare for the road ahead. Triumph over whatever Mother Nature sends your way this season with the **October Tire Savings Event** at a participating Toyota Tire Center. Buy 3 tires and get the 4th for \$1, only from October 1 to October 31.

Rain, shine and everything in between

Deals apply to all tires—but which are the right fit for your Toyota?

All-season tires

- **Enhanced performance:** specially designed treads provide grip in a variety of conditions
- **Versatility:** can be used throughout seasons, but ideally suited for temperate climates
- **Built to last:** composed of a hard compound that reduces wear when the miles add up

Winter tires

- **Superior traction:** deep treads and specialized pattern designed for icy surfaces
- **Maintain grip:** composed of a softer compound adapted for better control when temperatures dip and tires harden
- **Extend treadwear:** swapping out all-season tires helps them last longer once the snow thaws

SAVE ON TIRES

THIS OCTOBER!

Whatever the weather, master every turn

Shop tires

Buy 3 tires, get the 4th for \$1¹

Take advantage of tire savings this fall and get the upper hand on frosty weather. **Only from October 1 through October 31**, buy 3 tires and your 4th is just \$1 at your local Toyota Tire Center. You'll also enjoy these added benefits:

- 24-month road hazard coverage²
- Complimentary tire inspection
- Expert installation

Improve stopping distance

New tires do more than improve the quality of your ride. They also **reduce stopping distance by up to 10 car lengths.**³

Based on an independent study conducted in 2013. Test performed at a speed of 60 mph (0-60 mph) at a water depth of 20 in. Car length is 12.76 ft. Based on testing performed under controlled conditions. Many factors can affect stopping distance, including driver response time, condition of the vehicle and road surface texture. Use for comparison only.

MAIL PANEL

TOYOTA

Buy 3 tires and get the 4th for \$1¹

Call [1-XXX-XXX-XXXX] to schedule service.

NEW SEASON, NEW TIRES

With winter coming soon, it's time to prepare for the road ahead. Triumph over whatever Mother Nature sends your way this season with the **October Tire Savings Event** at a participating Toyota Tire Center. This **October 1-31**, buy 3 tires and get the 4th for \$1 while enjoying these added benefits:

- 24-month road hazard coverage²
- Complimentary tire inspection
- Expert installation

Call [1-XXX-XXX-XXXX] to schedule service.

Improve stopping distance

New tires do more than improve the quality of your ride. They can also **reduce stopping distance by up to 10 car lengths!** Your stopping distance may vary. MAKE SURE YOU'RE PREPARED.

EXPLORE A RANGE OF OPTIONS FROM THESE LEADING TIRE MANUFACTURERS⁴

BRIDGESTONE Continental PIRELLI Firestone GENERAL GOOD YEAR HANKOOK KUMHO TIRE MICHELIN PIRELLI TOYOTA

Minimum tire requirement: 40% tread depth. ¹See performance chart of tire types. ²See performance chart of tire types. ³See performance chart of tire types. ⁴See performance chart of tire types. Based on testing performed under controlled conditions. Many factors can affect stopping distance, including driver response time, condition of the vehicle and road surface texture. Use for comparison only.

Branding

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

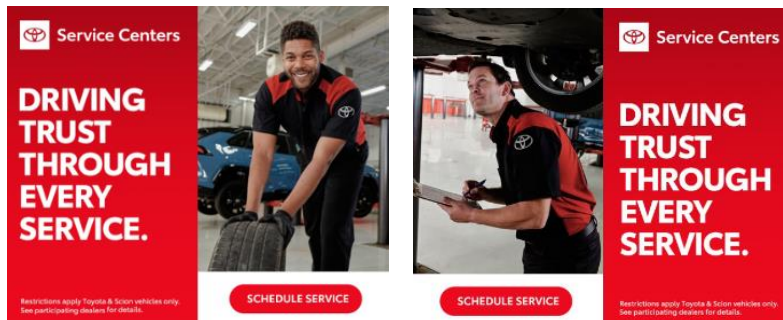
Target:

- 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:



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:



ToyotaCare Support

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

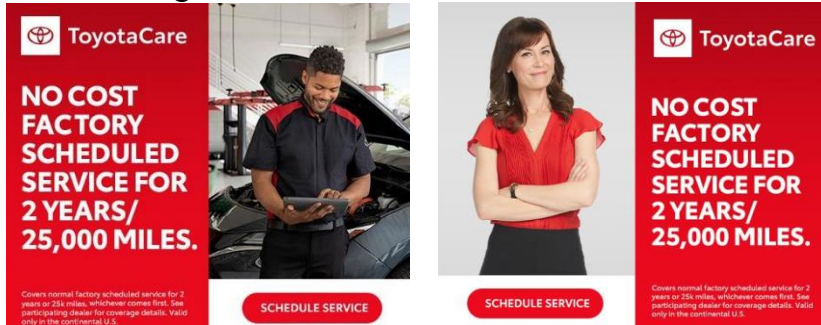
Target:

- 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)
- Email & e-Newsletter Blasts
- Custom Content Articles
- Email & Online Display Ads

Media Partners:

