

Toyota RAV4 Hybrid

Problem

How does an automotive manufacturer attract outdoor enthusiasts to its product in New York City?

Solution

Utilize a one-of-a-kind OOH campaign with a scalable rock climbing wall during Auto Week.

Background

This media plan was constructed at the end of the brand campaign for the all-wheel drive RAV4 Hybrid called “How Far Will You Take It.” The challenge was to create an event that conveyed a sense of adventure and literally demonstrated how one can challenge himself or herself.

Objective

The team’s objective was to draw attention to the RAV4 Hybrid and create a buzz with the never-before-seen executions. The goal was to attract millennials and outdoorsy types to the RAV4 Hybrid in a fun way, but really anyone (in NYC or online) who would be entertained by the stunt.

Strategy

Toyota initially wanted to erect a free standing ice or rock climbing wall in Manhattan where professional climbers would scale the structure for 3 days during NY International Auto Week. Wilkins suggested building a rock climbing wall on an existing building-mounted bulletin in Times Square instead. The challenge was to find the appropriate safe space for such an execution and seek approval from the vendor and the Dept of Buildings. The team was also required to obtain a special event permit for the live billboard climbers. Because it was difficult to locate a single vertical bulletin and gain vendor approval for the project, the team settled on two stacked bulletins and connected the boards with props for a tall seamless climbing path. This was no easy task, as the top billboard protruded out further than the bottom billboard and required special engineering. The rock climbing path exceeded 100’ and was the tallest outdoor rock climbing wall ever created in New York City and the only scalable billboard ever created in New York.

Plan Details

Markets: New York

Flight Dates: 3/14 /16 – 4/10/16 (3 days of actual billboard climbing)

OOH Formats Used: Bulletins



Target Audience: Millennials

Budget: The team sought to execute the 3D climbing billboard as cost-effectively as possible. A significant portion of the budget was needed for prop creation, engineering and installation, as opposed to the media cost. The vast majority of the budget for the project was allocated for the 3D billboard, while other dollars were spent on permitting and filming.

Results

The campaign was an instant social media success. Users shared photos and videos of the event across all social media outlets. Large crowds formed in NYC's Times Square to watch the climb. Cheers roared through Times Square when the amateur climber, Christina Fate, scaled the billboard. Because of the auto trade show taking place, the event gained huge media traction within the auto industry and was covered by the rock climbing industry. The climbable billboard was featured in the following online and print publications: Adweek, Auto News, Media Post, Marketer, Daily DOOH, Hartford Business Journal, HybridCars.com, Little Black Book, and many more.

-<http://www.adweek.com/adfreak/watch-people-climb-saatchi-and-toyotas-insane-rav4-rock-wall-times-square-170453>

-<http://www.dailydooh.com/archives/114698>

-<http://www.mediapost.com/publications/article/272106/toyota-takes-its-oooh-advertising-to-new-heights.html>

-<http://www.hartfordbusiness.com/article/20160418/PRINTEDITION/304149943/east-hartford-firm-scales-new-terrain-with-3d-nyc-billboard>

-<http://www.autonews.com/article/20160411/RETAIL03/304119991/toyotas-climbable-billboard-creates-buzz-for-rav4-hybrid>

-<http://www.eventmarketer.com/article/toyotas-scalable-billboard-proves-its-rav4-hybrid-is-up-for-adventure/>

-<http://www.hybridcars.com/toyota-rav4-hybrid-hosts-climbable-billboard-in-ny-times-square/>



Testimonials

"I'd be lying if I said I could give you the exact return on investment on an outdoor billboard," he said. "But I will tell you from an expectations standpoint, we've exceeded mine, exceeded our company's." -- Jack Hollis, Toyota's Vice President of Marketing in Automotive News on the RAV4 Hybrid Spectacular Billboard Climb.