

Toyota Prius

Problem

How do you generate buzz about being an iconic leader in sustainable transportation?

Solution

Use OOH formats to set an example and demonstrate your product's benefits.

Background

Embracing Prius' optimistic spirit and desire to participate in their world, the campaign positioned Prius as an accessible and positive influence on people and nature. The "Harmony between man, nature and machine" platform gave customers the opportunity to interact with Prius' innovative and technological features.

Objective

The 3rd generation Prius' overall campaign was about leadership, hope and change. It sought to win the hearts of the mainstream by changing the perception that sustainability means sacrifice. The campaign used optimism to try to shift Prius from the car you should buy to the car you want to own.

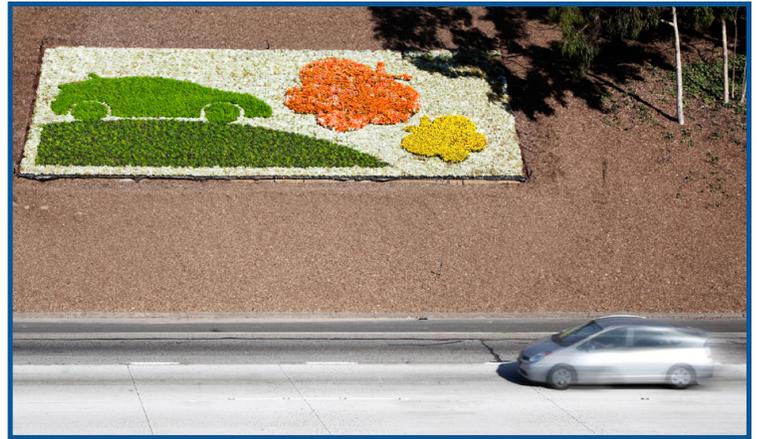
Strategy

The outdoor campaign welcomed people to the world of Prius by demonstrating Prius' commitment to the environment by providing unique benefits to local business and communities.

To highlight solar technology, giant solar flower sculptures were created and placed in public spaces. These sculptures served as outdoor "hot spot" destinations with seating for up to 10 people, solar-powered charging stations and free Wi-Fi access.

Solar Ventilated Bus Shelters were placed in close proximity to the flower sculptures. These retrofitted cooling bus shelters provided an added benefit to commuters during warmer months by demonstrating how Prius' solar powered ventilation system uses a fan to draw outside air into the cabin to reduce cabin temperature.

Millions of drivers saw a 30' x 60' Prius image bloom on the sides of Los Angeles' busiest highways. The campaign used harmony floralscapes – living roadside displays featuring images from the campaign, created by more than 20,000 live seasonal flowers. This was the perfect way to showcase harmony at its best: environmental branding through organic, reusable materials, reclaimed water and solar electricity. Ultimately, this new media channel clearly illustrated the important balance between man, nature and machine.



Plan Details

- Solar flower sculptures: executions ran for two weeks each in Boston, Chicago, Los Angeles, New York, San Francisco and Seattle.
- Solar ventilated bus shelters: Five shelters in each market (Boston, Chicago, Los Angeles, and San Francisco) cooled the waiting public.
- Harmony florascapes: Seven executions in Southern California ran for approximately four months.

Results

Consumers loved the campaign – and so did the press. Local media, blogs and social networks were buzzing about the eco-friendly Prius. The unique out of home effort generated tremendous publicity, demonstrated Prius' commitment to the environment and engaged the out of home audience to actively participate with applicable installations.