

# The 2014 Toyota Tundra Helps Drivers 'Build Anything'

September 20, 2013

**TORRANCE, Calif. (September 20, 2013)** – Pickup truck drivers can build what matters most—not just “things,” but more importantly, family, community, character and legacy—with the [redesigned third-generation Toyota Tundra](#).

An integrated marketing campaign, developed in partnership with Saatchi & Saatchi LA, will encourage them to do exactly that. On Sunday, September 22, the 2014 Tundra has a new consumer target—the “Evolved Trucker.” This generation of full-size pickup truck drivers’ main priority is enhancing the life of their entire family.

“The new Tundra has been engineered and crafted to deliver full-size pickup truck capability that empowers truck owners all across America to build anything,” said Jack Hollis, vice president of marketing for Toyota Motor Sales, U.S.A., Inc. “The marketing campaign reflects this DIY spirit and genuinely showcases the truck’s versatility.”

The campaign leverages multiple mediums, as well as partnerships with *Discovery Channel* and *Animal Planet* to showcase the do-it-yourself spirit of the family guy who includes his family on everyday adventures and projects centered around the homestead. The campaign carves out new territory with a truck buyer whose life is much bigger—and fuller—than traditional “truck guy” clichés.

## Broadcast

Three broadcast commercials provide the focal point for the campaign. The first spot, “[Car-B-Q](#),” featuring NASCAR driver Kyle Bush, will debut on Sept. 22 during NBC Sunday Night Football along with “[Baseball](#),” which demonstrates how a dad was inspired to build a baseball field in his own backyard. “[Tree House](#),” a fast-paced nod to the DIY truck owner, will roll out later in the broadcast flight.

Each spot starts with a moment that illustrates the mantra of “Build Anything” with the Tundra and goes backward in time to show the events that led to that moment of truth. The spots will air during several top-rated and high-profile programs such as Monday Night Football, MLB Playoffs, College Football, NASCAR Sprint Cup, *Nashville*, *NCIS Los Angeles* and *The Today Show*.

## Print

The 2014 Tundra will have a significant presence in print outlets, including *Sports Illustrated*, *Popular Science*, *Car & Driver*, *This Old House*, *Outside*, *Field & Stream* and *Texas Monthly*. Dynamic interactive tablet executions will be featured across Time Inc. publications.

## Digital and Social

The redesigned 2014 model will also be supported by rich media ad units, homepage takeovers as well as branded infographics, articles, blueprints, videos and instructions on top search websites such as YouTube, MSN, The Weather Channel, eHow and HowStuffWorks to help drivers prepare and complete projects around the home with the help of Tundra. Through a sponsorship of live NASCAR racing, the Tundra will deliver live in-race video content on Twitter for the multi-tasking, multi-screen Twitter follower.

### **On-site Experiences**

A number of ride-and-drive experiences in the coming months will allow guests a chance to get behind the wheel and experience the 2014 Tundra first-hand. Toyota-sponsored events and on-site activations include Dew Tour, Supercross, Toyota Drive Center events, Bass Pro Shops events, Monster Energy Cup, as well as various country music festivals and military events.

Toyota first unveiled the redesigned Tundra at a press conference at the Chicago Auto Show on February 7, 2013. The truck adds dramatically bold elements of design, refinement, quality and craftsmanship, while building upon its reputation for power, function and reliability. Equipped with a powertrain that pulled the Endeavour, it's the most stylish and capable Tundra yet.

For more information on the 2014 Toyota Tundra, visit [www.toyota.com/tundra](http://www.toyota.com/tundra).