

TOYOTA

CASE STUDY

OWNERS & RESTORATION CLUB EVENT

A Toyota enthusiast event built around owners, restored vehicles, new product displays, games, prizes and social participation.

Owner Engagement • Product Display • Enthusiast Activation

TOYOTA

BUILT FOR OWNERS.
DESIGNED FOR ENTHUSIASTS.

EVENT EXPERIENCE

NEW + RESTORED
TOYOTA VEHICLES

ENGAGEMENT

GAMES, PRIZES + SOCIAL PARTICIPATION



THE TAKEAWAY

The event gave Toyota enthusiasts a hands-on experience with both the brand's heritage and its newest products.

CORE OBJECTIVE

Put Toyota products and heritage directly in front of passionate owners

OUR APPROACH

Showcase new Toyota products alongside custom and restored vehicles, then layer in games, prizes and social media participation and tracking to extend engagement beyond the display.

PROGRAM FOCUS

Create an event experience for Toyota owners and restoration enthusiasts that celebrates the brand, its vehicles and its enthusiast community.

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