



Toyota

Case Study

MARINE CORPS BOOT CAMP CHALLENGE

A targeted Toyota event activation designed to maximize visibility, participation and consumer interaction while delivering measurable results in a high-energy event environment.

Targeted
Engagement

• Event
Activation

• Measurable
Results



TOYOTA

FOCUSED ENGAGEMENT.

MEASURABLE IMPACT.

BRAND TOUCHES

2,500+
IN 8 HOURS

OUR APPROACH

Collaborate closely with the event association to maximize visibility, participation and interaction, while placing Toyota vehicles and brand staff directly into the event experience.

COMMITTED CONSUMERS

+500%
VS. PREVIOUS ACTIVATIONS

PROGRAM FOCUS

Target key demographics aligned with Toyota and the event audience, then use the activation footprint to create more meaningful consumer interaction.

CORE OBJECTIVE

Increase traffic, participation and committed consumers.

THE TAKEAWAY

The activation doubled traffic through the space and exceeded every event benchmark and goal.



TOYOTA / MARINE CORPS BOOT CAMP CHALLENGE



TOYOTA