



## Case Study Automotive

Toyota needed the press launch of their innovative new urban small car, the iQ, to be high-impact, on-brand and showcase a vehicle considered forward-looking, intelligent and energetic, yet functional.

## Challenge

Create and stage a launch in a location which clearly highlights the individuality of the iQ, and provide a unique experience for 600 European journalists, in 15, two-day rotations.

## Solution

BI WORLDWIDE chose Milan as the destination city—a chic, stylish location that reflected the attributes of the iQ and demonstrated the car's capabilities. A complete Toyota Experience was created for every single element, all emphasising the brand and iQ concept. A driving route through the city and surrounding countryside provided the perfect driving experience, including access to areas of the city ordinarily prohibited.

## Results

The launch was a resounding success that exceeded all the client's expectations. Significant, and positive, column inches were generated in many key publications across Europe, reflecting the extremely positive feedback received from journalists about the launch.

**“** Having achieved all our objectives, the event was delivered with dedication, attention to detail and professionalism from pitch through to reconciliation. The destination and choice of hotel suited the iQ, and the Toyota brand, absolutely. **”**

*General Manager, Product Communications, Toyota*

Increase in positive  
press articles

Relationships  
strengthened with key  
press

