



Hard Way, Easy Way - 2014 4Runner

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CLIENT:	Southern California Toyota Dealers	Date:	12/2/13
FOR:	Television	Job#:	TBD
TITLE:	2014 Essence	Rev. #:	ORIG.
I.D.#:		Size/Length:	:60
AS RECORDED:		Client Approved:	

4Runner Technical, Functional, Emotional Report

Expressive Image: "Aggressive exterior style underscores capability with refined interior."

Emotional (After I purchase this car, I feel...) Adventurous, Confident, Smart, Secure

VIDEO

AUDIO

Long shot of an upside-down house. An AMERICAN COUPLE ("The Johnsons") tentatively walks out onto the "Roof Terrace" (which is actually meant to be the foundation of the upside-down house.)
[http://boredcouple.net/upside-down-house-szymbark-poland]

A POLISH MAN and WOMAN, dressed to the nines, greets them and walks them inside to a bizarre kitchen/living room area. A waiter offers them champagne.

The American wife ("Mary Johnson") tentatively sips her champagne and turns to set it down on a table, but realizes the table, too, is upside down. She decides to just hold onto the glass and smiles politely.

Various shots of the 4Runner's wood, chrome, premium leather, etc. to support copy.

As the Johnsons walk outside to leave, they notice a Polish Lowland Sheepdog walking up to an upside-down doghouse.

They roll their eyes and drive off in a 4Runner.

ANNOUNCER: When it comes to expressing bold style, there's a hard way...

POLISH HOST: (referencing upside-down house) ...you see, it's a bold statement about the Cold War era and the end of the world...

ANNOUNCER: ...and an easy way...

Introducing the 2014 4Runner, with an aggressive exterior style and redesigned interior...

...With Projector Headlights, LED Taillights and twenty inch alloy wheels, Toyota's making it easier than ever to express a bold, refined image.

Or, you can do it the hard way...