



Hard Way, Easy Way - 2014 Camry

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CLIENT:	Southern California Toyota Dealers	Date:	12/2/13
FOR:	Television	Job#:	TBD
TITLE:	“Hard Way, Easy Way – 2014 Camry	Rev. #:	ORIG.
I.D.#:		Size/Length:	:60
AS RECORDED:		Client Approved:	

Camry Technical, Functional, Emotional Report

Product Essence: “The uncompromising complete package.”

Safe: “It protects me and my family from harm. I never have to worry about taking care of my family.”

Emotional (After I purchase this car, I feel...) “Smart, Safe, Delighted.”

VIDEO

AUDIO

Various shots of a mother going to extraordinary lengths to ensure the safety of her 10-year-old son: dressing him in elaborate shoulder pads and a helmet to prepare him to leave the house, then wrapping in in head-to-toe bubble wrap, using a crane to lift him into an armored truck to take him to school.

ANNOUNCER: When it comes to making sure your family is safe, there’s a hard way...

...And an easy way.

The couple across the street (The Johnsons) and their two kids hop into a Camry and put on their seatbelts. Dad starts to back out of the driveway referencing the back-up monitor in front of him.

DAD: (voice activating) Route: school.

ANNOUNCER: With a five-star safety rating, ten airbags, and voice-activated multi-media features to lesson distracted driving, the 2014 Camry is making it easier than ever be sure your family’s safe on the road.

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

A crane hangs the boy/bubble-wrapped hockey goalie in mid air

BOY: I have to go to the bathroom.

The crane stops. Reverses. Starts to return Bobby to the ground.