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*Video to
reimagine and
elevate the brand
communication
strategy and product
training approach.*

Reimagining Product Training



Situation. Toyota was gearing up for a cross country roadshow for the highly anticipated launch of the new Supra.



Pain. Due to COVID-19, needed to quickly pivot to a Virtual approach without sacrificing splash value.



Impact. Attendees praised Toyota for the great user experience.

- Customized landing page & sleek viewer experience
- Innovative & engaging format
- Cost effective