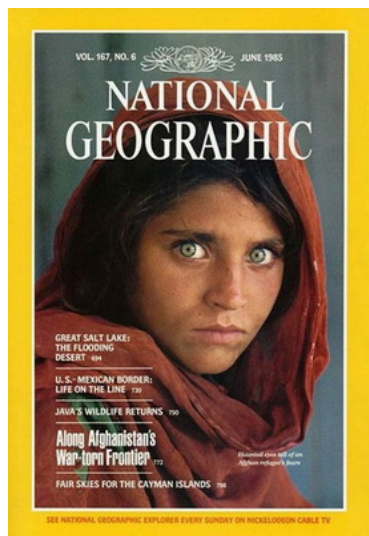


# MAGNETIC

## TOYOTA RAV4 TAPS INTO THE SPIRIT OF ADVENTURE WITH NATIONAL GEOGRAPHIC PARTNERSHIP

Voyage of discovery generates 11K site visits and drives down CPE by 75%



National Geographic partners with Toyota to create Route 125

Created by: S. Jones

Date added: 19.02.2013

Toyota RAV4 and National Geographic magazine have teamed up for a multi-channel campaign to celebrate the magazine's 125th anniversary.



Toyota RAV4 and National Geographic magazine have teamed up for a multi-channel campaign to celebrate the magazine's 125th anniversary.

The activity, entitled 'Route 125 - the most exciting route in the UK', will see National Geographic's Emerging Explorer Daniel Raven Ellison and his 10-year-old son travel the UK looking for 125 separate ways to have an



### AT A GLANCE

<b>OBJECTIVE</b>	Present Rav4 as the car for adventurous families
<b>AUDIENCE</b>	Adventurous car buyers
<b>PLATFORM</b>	Print, digital, social media, blogs
<b>MAGAZINES</b>	National Geographic
<b>MEDIA USAGE</b>	Magazines
<b>MEDIA AGENCY</b>	ZenithOptimedia
<b>PUBLISHER</b>	National Geographic

### BACKGROUND

Toyota's RAV model is designed specifically for the adventurous driver. So the opportunity to celebrate the 125th anniversary of National Geographic, a title synonymous with exploration and adventure, was an opportunity too tempting to ignore.



## IDEA

To inspire ordinary families to undertake their own voyage of discovery, Toyota and National Geographic created 'Route 125 with RAV4', an online mini-series and road map that saw explorer Daniel Raven Ellison and his 10-year-old son Seb travel around the UK.



## EXECUTION

Running across multiple platforms, the 'Route 125' campaign took the form of an evolving, interactive road map and blog, as father and son undertook 125 mini adventures in their RAV4. Videos posted on YouTube and an ongoing blog track the pair's travels. Four double page spread advertorial features highlighted the adventures in National Geographic with additional excerpts in Metro.

Supported by digital display advertising and a paid-for Twitter campaign, Toyota amplified the Route 125 story online with a blogger outreach during the school summer holidays, challenging mums and dads to complete an adventure of their choice in a RAV4. On Mumsnet.co.uk, the UK's largest parenting site, Toyota created further dialogue via forums with a push towards test driving the RAV4.



## RESULTS

Toyota created a campaign that taps into parents' interest in outdoor activities with their kids, thereby increasing exposure of its RAV4 model. The activity achieved double the targeted social media engagements, generating more than 11,000 site visits and a hugely positive long-term legacy for the brand. The campaign reduced Toyota's targeted cost per engagement (CPE) by almost 75 per cent.

