

# *Steering* **TOYOTA'S** *marketing* *into the*

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**If you needed proof that collaboration was key to success in business,** you need look no further than the award-winning print work that's being produced by Toyota.



# *fast lane*

Toyota (GB) PLC is part of Toyota Motor Corporation, one of the world's largest motor companies. Importer and distributor for Toyota and Lexus vehicles in the UK, the company is responsible for sales, marketing, after sales and customer relations and Toyota's marketing strategy across its entire UK network of 200 Toyota Centres.

But with such a large number of people involved, how do you create dynamic marketing and after sales materials that can be localised without diluting Toyota's brand equity?

The challenge was to find a cost-effective solution that enabled dealerships to customise press ads, brochures, mail shots, door drops and point of sale materials, but at the same time keep everyone singing from the same song sheet.

Working in partnership with Connecti, Abbott Digital and Xerox, Toyota (GB) PLC has managed to do just this and make considerable savings. By harnessing the benefits of print-on-demand they now have an impressive workflow system in place that delivers thousands of pieces of local marketing material.

For producing localised after sales materials they use a system called brandFAST™ developed by Connecti, a leading marketing solutions provider.

Powered by Adobe enterprise software, the brandFAST™ portal allows Toyota Centres to order, edit and proof-read over 200 printed items remotely. Each piece offers consistent corporate branding but allows those logging-on to tailor the items, localising or personalising them. Variable data like names and addresses, price points and special dealership offers can be changed with ease. Previously this process could take up to three days, but now changes can be made in as little as ten minutes.

Toyota customers benefit too, as they will only receive literature from their local dealership that is relevant to them. For example, if a dealership is offering a discount on tyres and the recipient drives a Toyota Yaris, the mailer they receive will only feature the correct tyres for that model. >



“*We have enjoyed massive cost savings.*”

**Robin Giles.**

A second type of mailing, which is ordered centrally from Toyota, informs people of new Toyota dealerships opening in their area. This contains extremely high amounts of variable data, from maps of where the dealership is located and opening hours, to special offers. Even a picture of the recipient's car can be dropped in.

Acceptance of the solution has been overwhelming with over 99% of dealers subscribing to the solution. What's more, Toyota has achieved approximately £500,000 in annual marketing communications savings through this programme.

“Through use of the system we are enjoying strategic marketing gains, with uniform branding achieved across all physical and virtual channels. We have enjoyed massive cost savings, as well as a far more aligned official centre network,” says Robin Giles, General Manager – Marketing Communications, Toyota (GB) PLC.

The print requests are fulfilled using a template system devised by printers Abbott Digital, who print items digitally using two Xerox DocuColor digital presses in conjunction with two Creo RIPs and Darwin variable image authoring software. As a result, orders can now be turned around in just seven days from conception to delivery of the printed items.

In fact, since implementation, Toyota has reduced the time taken to produce, edit and approve localised marketing materials by 90 per cent.

David Loach, Business Development Director at Abbott Digital, explains how working with Xerox has made this project viable.

“Traditionally with digital print it's hard to print large areas of solid colour without areas of banding appearing and ruining the piece. When chosen by Toyota to take on this work, we thoroughly researched the digital print market and found that the DocuColor from Xerox was the best quality digital printer money could buy. The pieces we produce on their machines are of exceptional print quality.”

As a result of this innovative work Connecti and Toyota have won the Print On Demand Initiative (PODi) Best Practices Award and Abbott Digital has been named 'Digital Printer of the Year' by the British Printing Industries Federation (BPIF).

For more information visit <http://www.podi.org/best-practices> and [www.xerox.com](http://www.xerox.com)

