



Toyota July/August Sales Event

With this project we've focused on designing a fresh and new way to package the current Toyota Sales Event spots in a way that is both exciting and challenging. By using the vehicles as elements in the spots' design, which have nearly equal weight as the graphic type-treatment, we're looking to create a piece that keeps the vehicles at the forefront while creating a touch of eye-candy and a natural progression from the previous campaign.

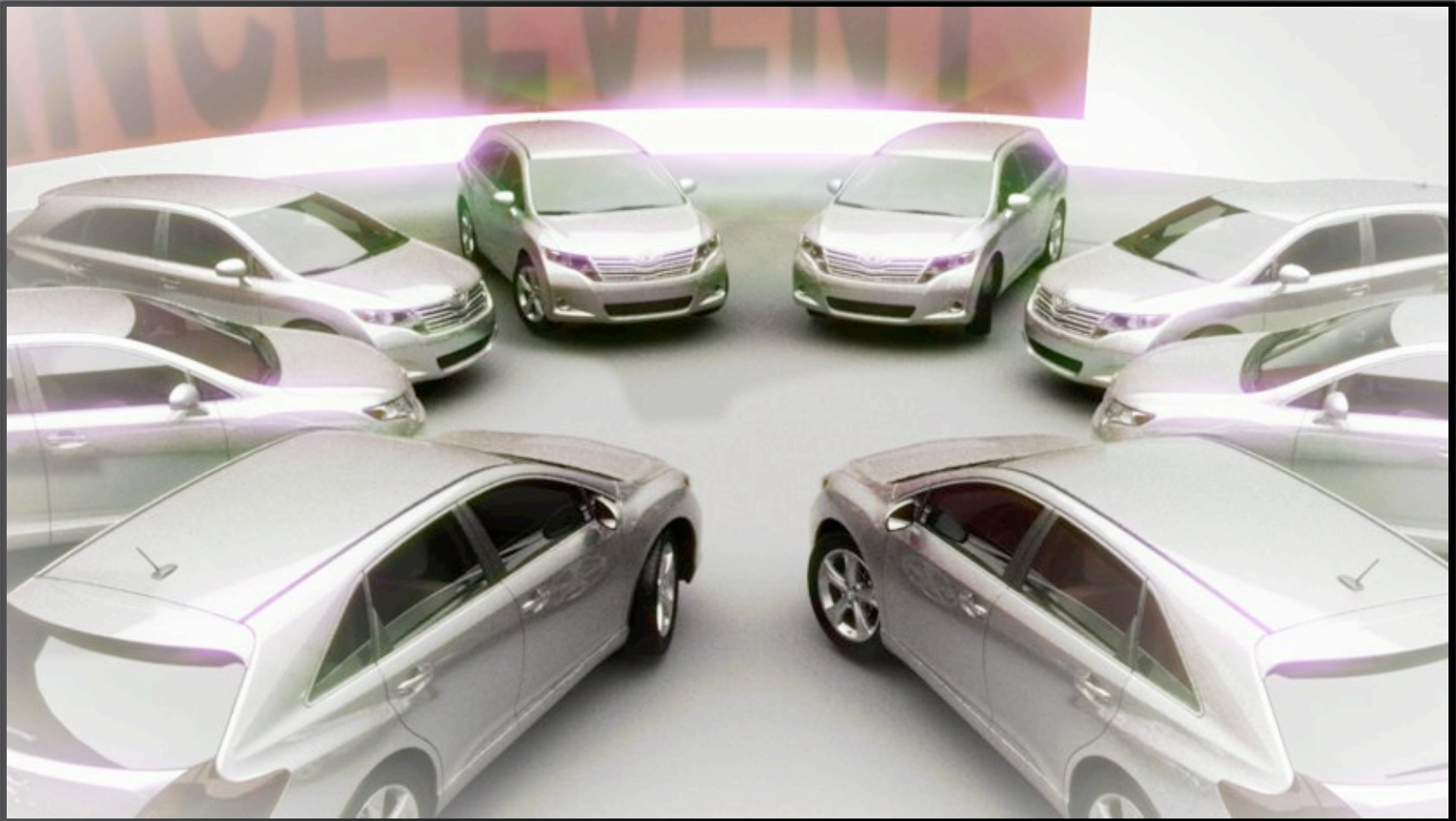
Setting out to create a framework that would allow us to create new versions easily and showcase various Toyota vehicles for their own specialized spots, we wanted to craft a design template that is contemporary, fresh, and perhaps more importantly... reusable. Thus, we've created a stage environment that will allow us to capture a variety of rich and textured images of Toyota's line of vehicles. As you can see in the style frames, we'd like to layer the cars to keep some in the foreground and others in the background, giving us a comprehensive look at all the vehicles involved in the event. Alternatively, we plan to include individual shots of each car on it's own, allowing us the ability to single out certain lines for specialty focuses for Toyota.



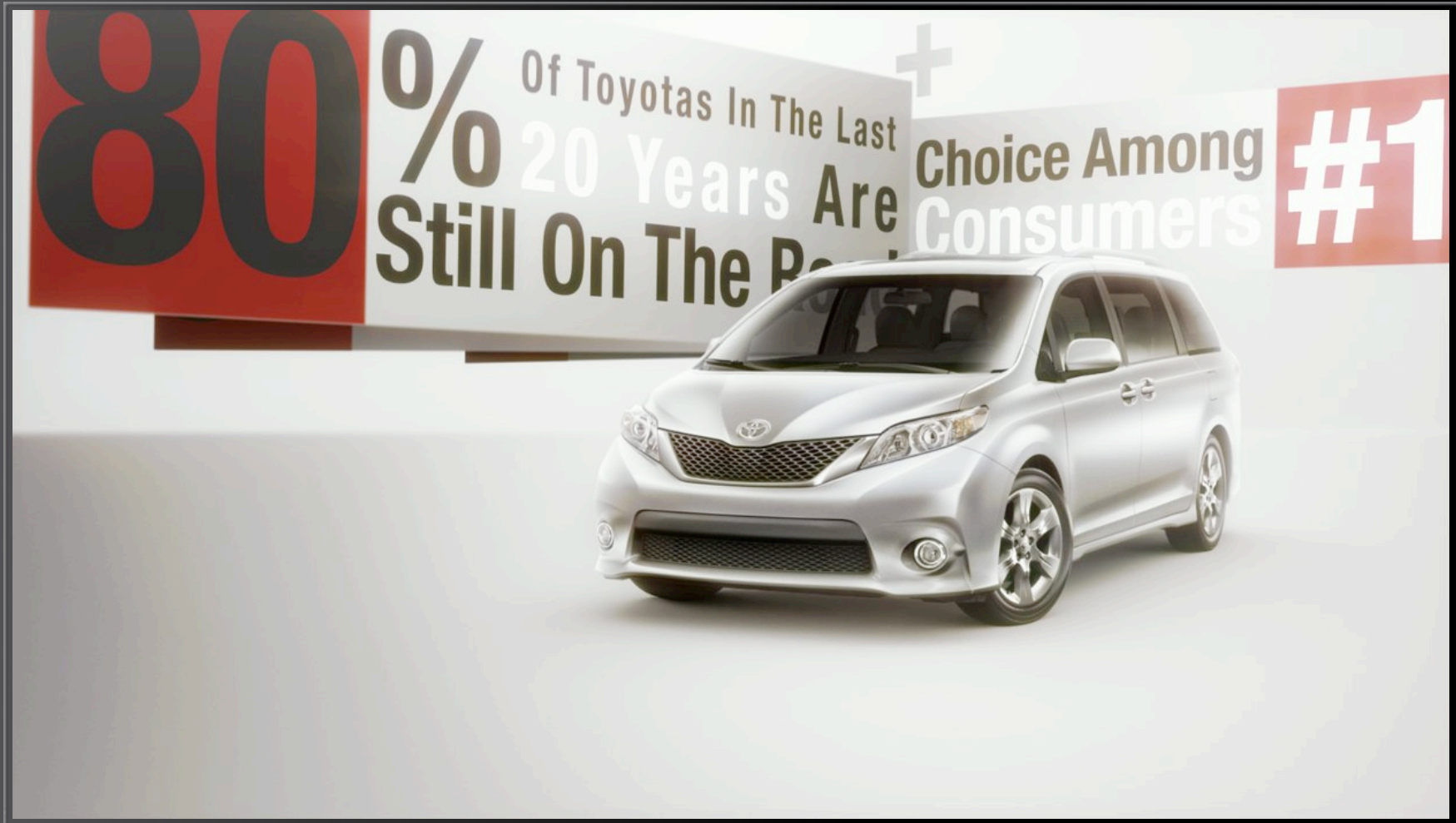


The environment we plan to design for the physical line of cars and trucks is a step above the general white syke. For this iteration we'd want to create a stage with various platforms that can proudly display each vehicle in a way that fills the frame and gives equal positioning to each car or truck. Additionally, we'll create a variety of shots that place the vehicles in clever geometric arrangements that can be shot from all angles for an added layer of depth to the design.





Seasonal car commercials can be, shall we say, bland sometimes. To avoid that at all costs, we'll be lensing the automobiles and trucks in a very filmic way. Depth of field, some hand-held camera moves and gorgeous lighting will all be part of our tool-kit. We want to create stunning frames throughout the spots. Our style frames offer but just a glimpse of that style, but we like the glares, glints and subtle chromatic touches... all of which contribute to the stylish and modern look we are going after.



In regards to type-design, we plan to integrate all messages into the frames in a seamless and dazzling way. We are still very early in the design stage, and continue to further expand on this idea, but as you can see in these style frames we envision cards arranged in crossing patterns with the cars and trucks filling the spaces in between. What's important is not to treat the type design as an afterthought, rather something that lives and breathes in the same space as these vehicles. It should be an integral part of the visual narrative, and thus we'll block out space for the messages when composing each shots.



By allowing the line of Toyota vehicles to live a 3-dimensional space with the title-design we firmly believe that this environment will create a new take on the current campaign that is both modern and appealing. I look forward to talking to you more about this project.

Thanks,
Aladino Debert

