

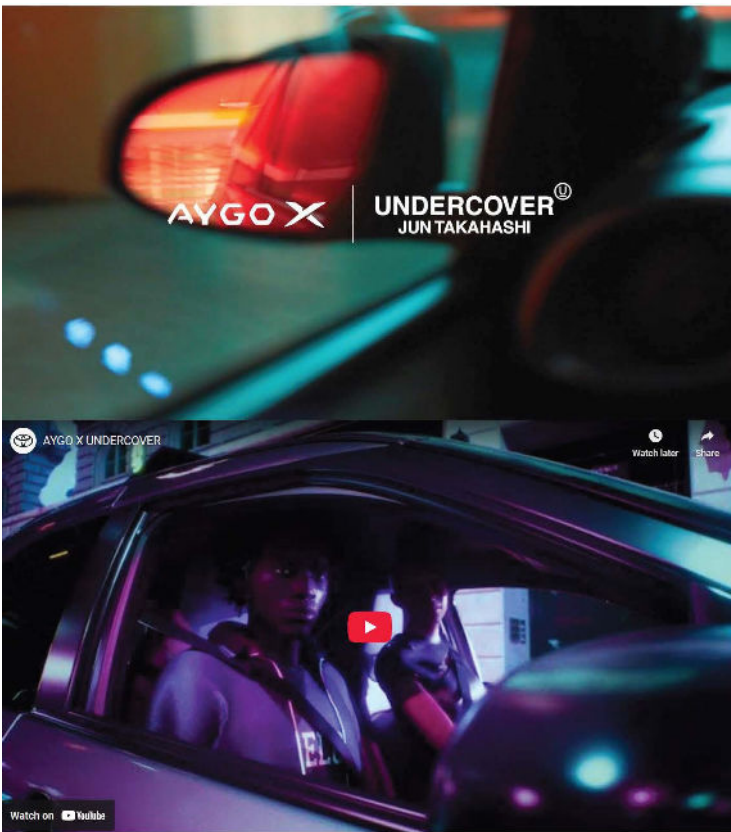
Congratulations to all the winners of The Drum Awards for Marketing! For more insights into the work, scroll through all the winning case studies below.

< Back to full results

Reaching new audiences with a bespoke virtual world for Toyota Aygo X UNDERCOVER

Silver | Company: **Spring Studios** | Category: **Technology Innovation** | Client: **Toyota Motor Europe** | Year: **2024**

For Toyota's first fashion collaboration for the Aygo X crossover, it partnered with Jun Takahashi's UNDERCOVER, a culturally subversive brand, with roots in Tokyo and a regular at Paris Fashion Week. Its ambition was to grow brand reputation and attract new audiences in Europe. The key challenge to crack was how to leverage Undercover and its community to achieve these goals. We found Undercover fans loved the subversive meaning underneath its designs and relished the knowledge required to decode them. Engaging them would require a narrative that placed the car in culture and added value beyond the product itself. Our idea? A virtual world called Paris, Tokyo that was home to the Aygo X UNDERCOVER. In a sea of generic car campaigns, we took an alternative route. Mixing dichotomies - of real and virtual worlds, of the chaos and balance of Undercover. The heart of the experience was made in Unreal Engine and augmented with lightmapping, CGI and other techniques to create a single thread through the experience. We populated it with the iconography of the Undercover brand and collaboration, enabling us to build a bigger, more engaging narrative our audience demanded. The Results: Achieved the campaign's overall ambition of increasing Toyota's brand reputation, contributing to +1.3 points in brand strength and +9 points in brand choice in Q2-Q3. A branded media partnership in France using the campaign's innovative technology assets saw content completion at 19% above benchmark, contributing to pre-reservations of the car in France alone at 60 qty.



Credits

- James Barnfield, Creative Director, Spring Studios
- Ben Perdue, Creative Director, Head of Editorial, Spring Studios
- James Cundill, CGI Creative Director, Spring Studios
- Sam Bayles, New Business Director, Spring Studios
- Christianne Hamilton, Head of Strategy, Spring Studios
- Lara Ferris, Senior Strategist, Spring Studios
- Ife Oyetade, Art Director, Spring Studios
- Morwenna Cobbold, Production Director, Spring Studios
- Ryan Wooding, Senior Designer, Spring Studios
- Ben Rimmer, Senior Designer, Spring Studios
- Ellie Lomax, Account Director, Spring Studios
- Ben Dosage, Artist, Studio Dosage
- Valentina Panzera, Senior Specialist, Model Launch Marketing & Communication, Toyota Motor Europe
- Matt Watkins, Director, Imaginar
- Rochelle Ackie, Head of Moving Image - Post Production, Spring Studios
- Thomas Howard, Retouch Studio Manager, Spring Studios



Terms and Conditions