

# Connecting authentically through brand communications

## Case Study: Toyota NZ

For Toyota NZ, ensuring their brand communications connect with what matters to their customers is always front of mind.

Alistair Davis, CEO of Toyota NZ, has often spoken about how businesses exist for their customers and it's important to adapt to keep up with the constant shift in consumer expectations.

The company has recognised the need to evolve its brand positioning to reflect these changing consumer expectations, as well as ensure it aligns with the organisation's values and sustainability goals. Toyota NZ has approached this challenge by looking at how their brand messaging can best reflect consumer views on what a good life looks and feels like. Within this, the company has also examined its role in creating aspirations for lower-impact lifestyles.

## A people-centred blueprint

Toyota NZ identified that people within the business, including senior management and marketing teams, needed to work together to explore the business opportunities that come from greater consumer connection. The organisation also recognised that it required the best information about what New Zealanders' value, to take to their creative agency.

The Good Life 2.0 Playbook NZ, launched by the Sustainable Business Council in

partnership with Colmar Brunton, provided this people-centred blueprint. Neeraj Lala, Chief Operating Officer, says that Toyota NZ has used the Playbook's 16 moments that New Zealanders most associate with a good life to 'bring the consumer in the room'. It has helped drive discussions on how to align sustainability goals, consumer values and marketing strategy in its advertisements and brand communications.



Neeraj Lala says the company used the Playbook to help 'bring the consumer in the room'

## Shifting the linear economy

**"Businesses can play a role in increasing New Zealanders' aspirations towards more sustainable lifestyles by helping them put those aspirations into action."**

Alistair Davis, CEO, Toyota NZ

A broader goal of Toyota NZ has been to challenge the current consumption patterns of 'buy bigger, and more', because it acknowledges that this trend is not sustainable for the environment and society.

The company has been able to use the Good Life 2.0 Playbook NZ to show that people believe that a good life goes is not just about having more; that what New Zealanders value goes beyond the mentality of 'bigger, and more' and can be about living a smarter, better and cleaner life. In its 2019 Sustainability Report, Toyota NZ discusses how it has put this into practice by encouraging local product stewardship and circular economy solutions. The Playbook has provided Toyota with a pathway for this, and how they position their products and think about their strategies for talking to customers.

## Advice for others

Neeraj Lala, Chief Operations Officer, encourages other companies wanting to

better integrate people's values into their marketing to use resources like the Good Life 2.0 Playbook NZ to get a better idea of New Zealanders' reality, and understand how their brand can fit with people's vision of a good life.

**"The Playbook has helped us talk about how to bring our brand into New Zealanders' vision of a good life, that also enables lower-impact lifestyles."**

Neeraj Lala, Chief Operating Officer, Toyota NZ

He also says it's important to include many people, teams, and your creative agency, in the conversation about brand communications that enhance New Zealanders' vision of a good life that also enables lower-impact lifestyles.

You can see all the [Good Life 2.0 Playbook NZ moments here](#).

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### About Toyota NZ

Toyota NZ is a wholly owned subsidiary of Toyota Motor Corporation, Japan and the leading motor vehicle franchise in New Zealand. We sell new vehicles, used vehicles, and parts throughout the country via our independently owned dealer network. Our environmental responsibilities cover the complete lifecycle of vehicles from design to end of life. All cars are manufactured overseas in facilities with advanced environmental performance, but we believe local leadership on sustainability is also important: our operations are Toitū carbonreduce certified, we are the first NZ motor company to have ISO 14001 certified used vehicle plant, a GRI rated Sustainability Report and an independently audited Toitū enviromarkcertified dealer network

### About the Sustainable Business Council

SBC is a membership organisation, with a long-term aim to make sustainability mainstream within New Zealand businesses. They do this by inspiring businesses by creating a community of positive change, supporting members to go further and celebrating their leadership and success. SBC is part of the BusinessNZ family and is the New Zealand Global Network partner to the World Business Council for Sustainable Development.

