



SUCCESS STORY

Toyota: Streamlining Creative Production Across Channels

How Toyota unified ad workflows across their omnichannel setup, local offices, and dealerships - saving time and reducing costs.

Customer Case



The Creative Performance Platform

Toyota

Intro: From Fragmented Systems to One Unified Workflow

Toyota's marketing setup spanned across HQ, regional offices, and local dealerships with a wide mix of insourced and outsourced teams.

Between creative, AdTech, and marketing roles, campaigns were being built and managed in multiple systems, creating inefficiencies, delays, and misalignment.

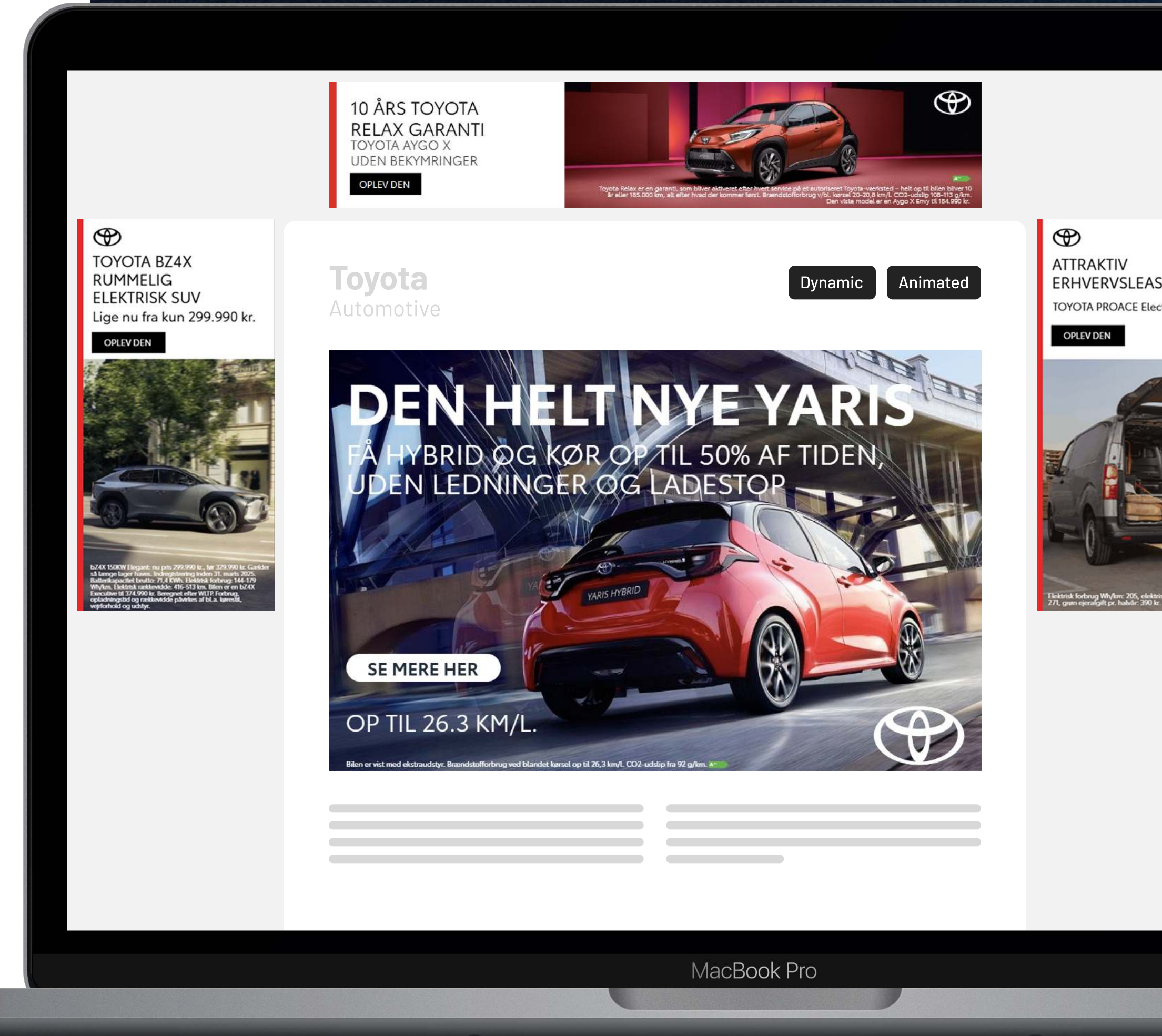
The brand needed one platform that allowed everyone to **collaborate in real-time** and take control of a **dynamic, data-driven setup** across both Display and Social Media channels.

Goal: One Platform for a Connected, Scalable Ad Setup

Toyota aimed to unify fragmented workflows. They needed a platform that allowed real-time updates to reflect changes like **pricing**, **weather**, or **local offers** - without rebuilding campaigns over and over again.

Their goal was to **streamline production**, maintain brand consistency, **reduce costs**, and let designers focus on creativity over repetition, while keeping creative and data optimised.

See Toyota Ad Examples



The Creative Performance Platform

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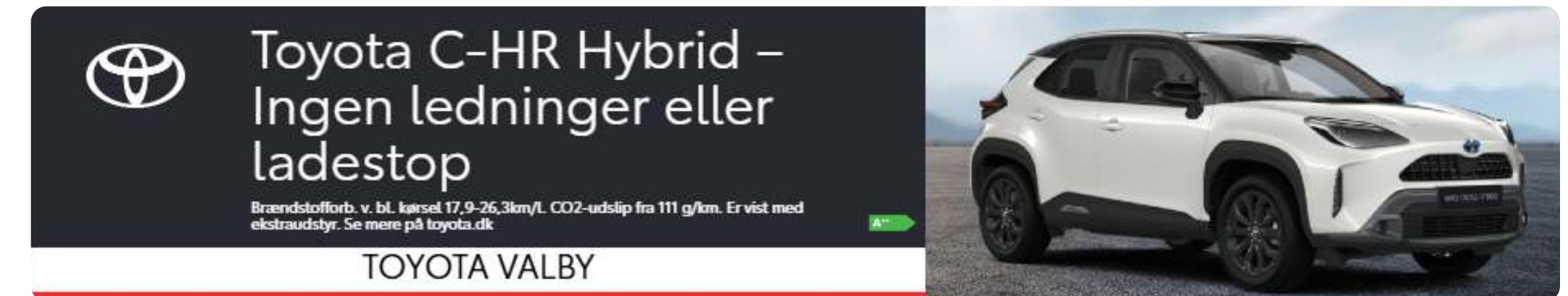
Results: Connected, Creative, and Cost-Efficient

By adopting Zuuvi, Toyota brought creative, marketing, and AdTech teams together under **one scalable platform**. They gained the agility to **react to market shifts** and campaign needs instantly across all channels and regions.

- ✓ Enabled **geographical targeting** with tailored ads per city.
- ✓ Separated **creative** and **data**, allowing independent optimisation.
- ✓ Achieved a **70% reduction** in production costs.
- ✓ Improved **CTR** and **brand recognition** across campaigns.
- ✓ Freed up designers to focus on creative quality instead of repetitive production.

[See Toyota Ad Examples](#)

ZUUVI



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