

Toyota ad hits the sweet spot

The new TVC for Toyota Corolla highlights that it now comes with easy-to-wipe leather seats. To make the point, agency Drafftcb decided to make an ad about how much people love ice cream, and how messy that can be. (video)



When Sweet Spot Content (SSC) prepared its treatment for the script, its creatives saw a formula that perfectly illustrated Drafftcb's idea: Toyota is a family car and families love ice cream, but ice cream can be messy.

"SSC produced a beautifully clear and lucid treatment, distilling our script down into its key components so that we could measure every decision along the way against a neat checkbox, which helped to ensure that we stayed true to the brand and the idea, step by step and scene by scene," says James Cloete, Drafftcb's creative director.

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Along with telling the story, SSC also found something special it could add to the film, which is a creative philosophy that it likes to bring to every project. In this case, the team decided to enrich the film artistically by creating a graphic, hyper-real and idyllic world of Corollas, families and ice creams, with each scene taking its art-directional cues from different flavours. Everything from the cast and locations, props and wardrobe to the colour of the sky and the paint on the walls was considered and then picked or thrown out according to whether or not they fitted with the flavour of the scene.

"Miles has a fantastic eye and an ability to bring his vision to light, while Gareth brings a wonderful art direction sensibility and organised way of thinking. So when you put them together, they are quite a formidable team," says Cloete.

Completing the collaboration, Linda Notelovitz adds much more than just her talents as a producer - she brings her vision as a creative and a filmmaker.

Credits

Sweet Spot Content

Producer: Linda Notelovitz

Director (DP): Miles Goodall

Co-Director (production designer): Gareth Paul

Post Production

Left Post Production

Advertising Agency - Draftfcb

Chief creative officer: Brett Morris

Executive creative director: James Cloete

Creative director: Tian van den Heever

Art director: Louise Hutchinson

Copywriter: Frank Kunene

Executive business Director: Mike Di Terlizzi

Senior account director: Naadira Borah

TV producer: Barbara Clarke

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