



PACIFIC+ WINS TOYOTA AUSTRALIA CRM COMMUNICATIONS

4th October 2013 - Pacific+, the custom arm of Pacific Magazines and the Seven Media Group, has been appointed by Toyota Australia to deliver their nationwide customer marketing program.

With a relaunched campaign name of **GO PLACES with TOYOTA** (previously Drivers' World magazine), Pacific+ offers a completely new approach to Toyota's CRM activities – with a bi-annual magazine for new owners as a printed and digital magazine, in addition to a web-based destination. Available from November, **GO PLACES with TOYOTA** will take a bold approach via a touring guide concept that really puts the audience in the front seat alongside the brand.

Georgina Brujic, Managing Director of Pacific+, comments: "We realised that for most people the reason they buy a new Toyota is so they don't have to worry about their car anymore. They know that a Toyota will give them great service, be reliable, safe and enjoyable to drive for many years to come. They don't need overt product pushing, they have made their purchasing decision, what they need are more reasons to get out and enjoy it. So we brought the wonderful Toyota driving experience together with Australians' deep love for our exploring country and created an entertaining info-packed touring guide that helps them to do just that."

Brad Cramb, Divisional Manager - National Marketing, Toyota Australia says: "The team at Pacific+ already have great references from our colleagues at Lexus with whom they have been working closely on communications strategies for years. We are excited to be moving forward with a content strategy that creates new dimensions for our brand by reaching down to truly speak to our customers. We look forward to bringing **GO PLACES with TOYOTA** to life across multiple platforms in print and digital." adds Cramb.

Georgina Brujic adds: "We are thrilled with this opportunity to grow our relationship with Toyota Australia. Our business is in knowing audiences and using this knowledge to reach people in ways that resonate, grow connections, add value and bring passions to life. It's exciting to be able to do this for an iconic brand like Toyota."

Ends.

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