

Brand Report

Toyota

Australia | June 2020





This report is a snapshot of the **Toyota owners in Australia. We take a look at their profile and identify their key music behaviours.**

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



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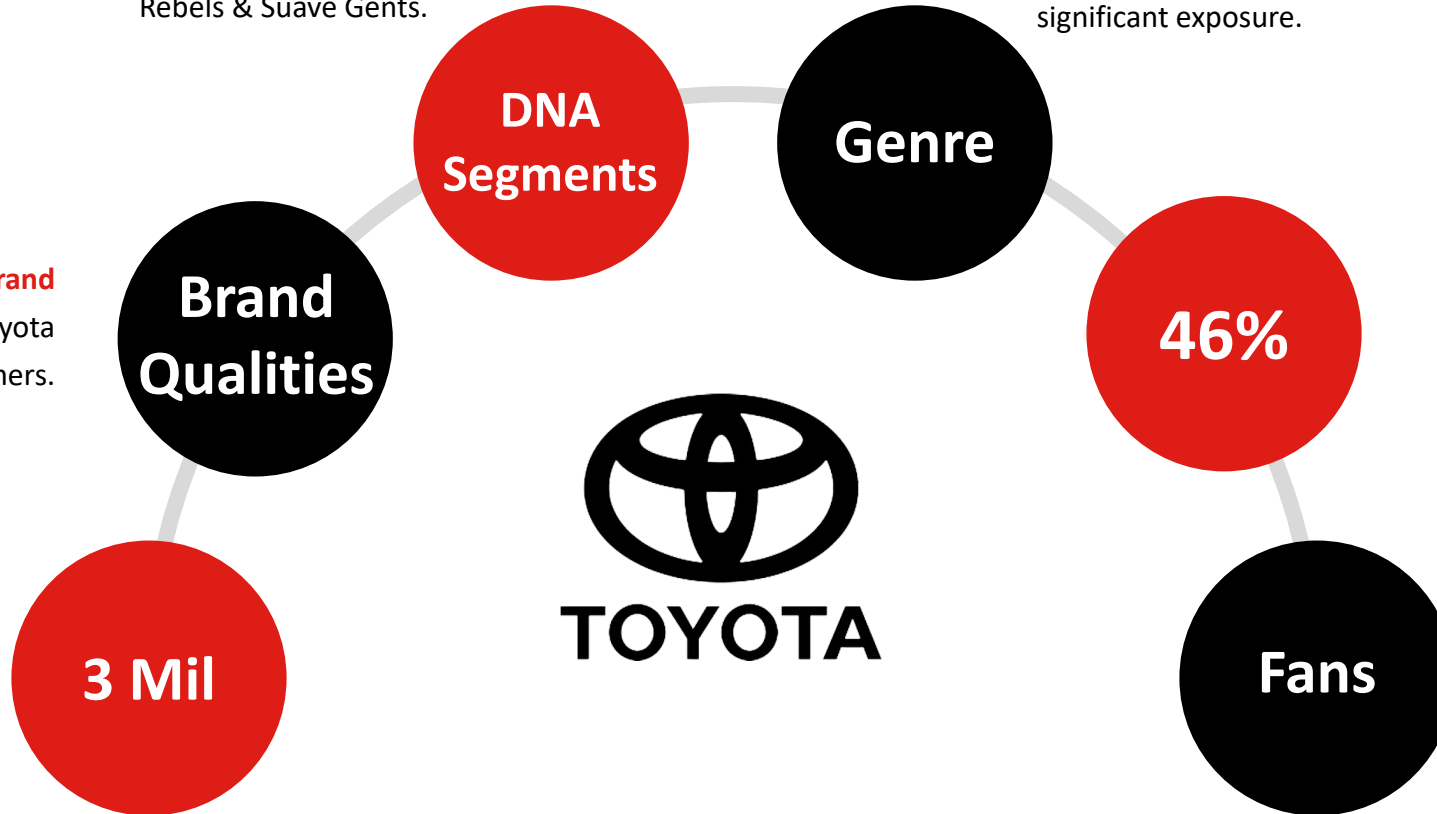
Key Takeaways

The Toyota had a diverse audience. When looking at their DNA Segments affinity, the Toyota customer base has a diverse range of Segments such as Olympic Fans, Young Rebels & Suave Gents.

32% of Toyota customers say they follow their favourite artists on social media. They are also more likely than the general population to start liking artists after significant exposure.

Young, Trendy & Cool are brand qualities that appeal to the Toyota customers.

3 Million people in Australia own a Toyota



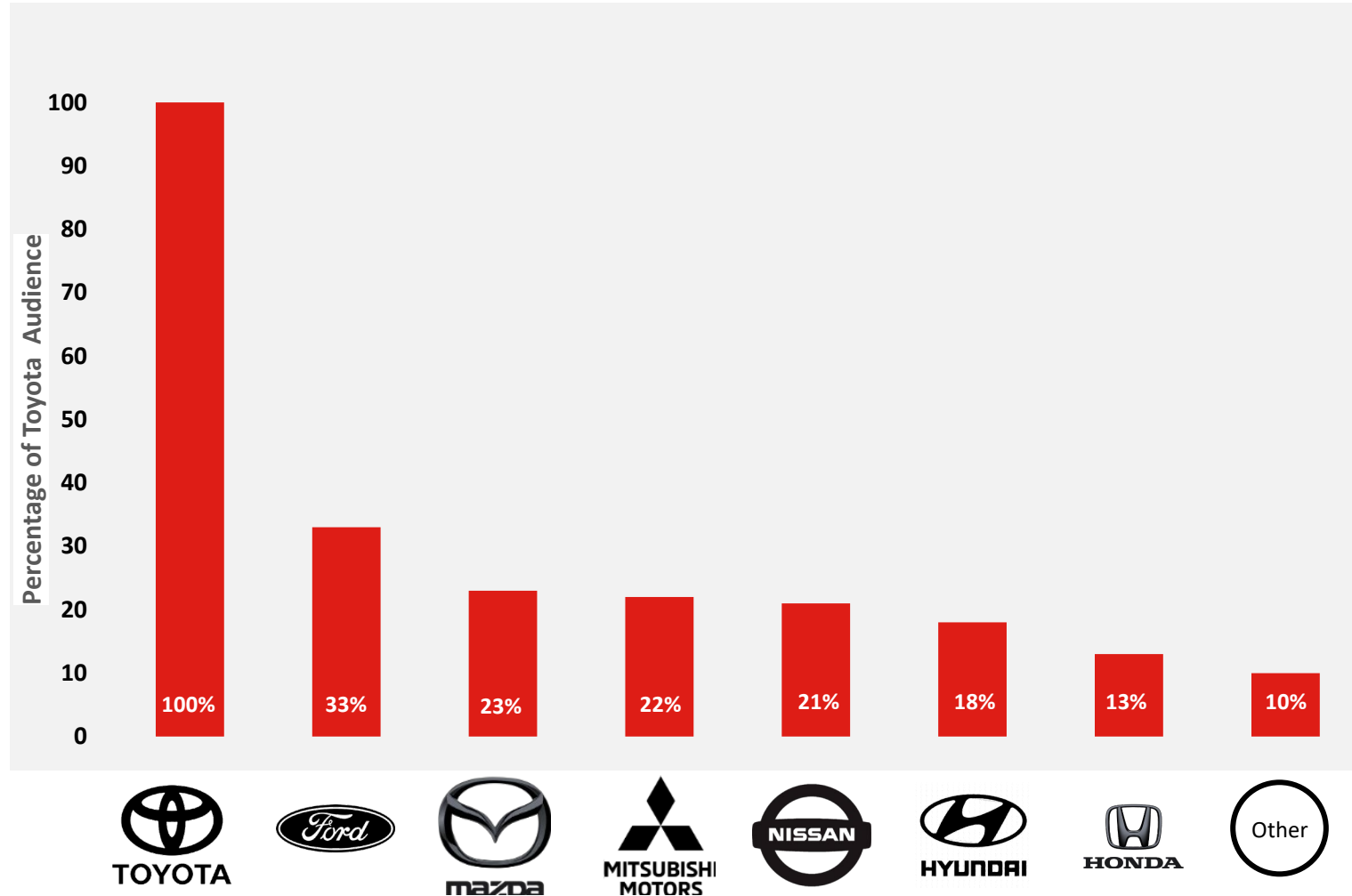
46% regularly watch music videos on YouTube.

Toyota customers are more likely than the general population to be fans of A Boogie Wit Da Hoodie, Red Hot Chili Peppers & Pearl Jam.

Let look at the...

BRAND OVERVIEW.

Automotive Category brand overlap

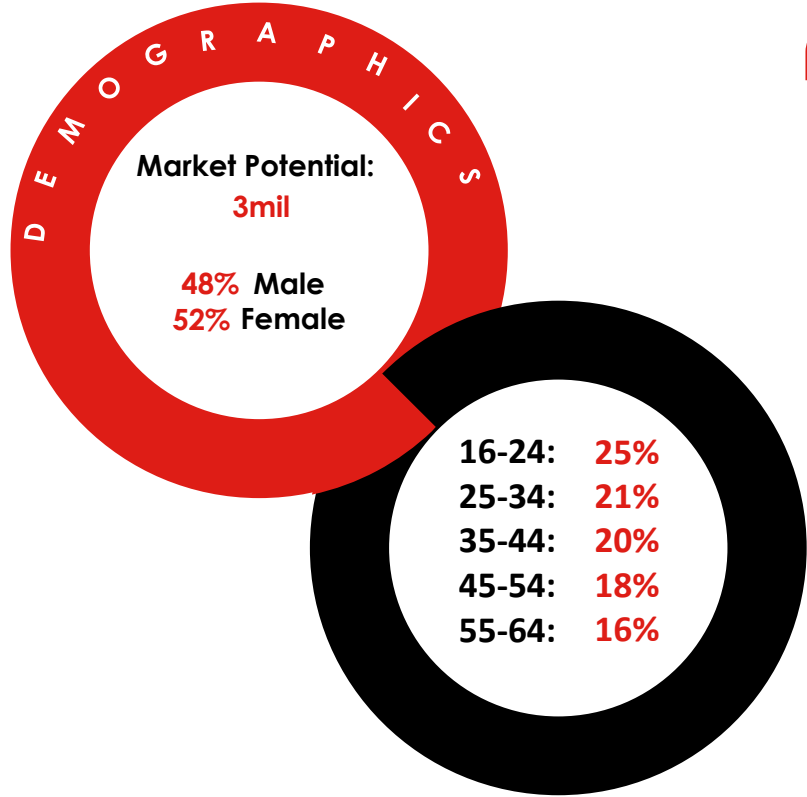


33% of
Australians
who own a
Toyota **also**
own a Ford.



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Toyota Audience Profile



Attitudes

I like to challenge and push myself to be the best I can be in life

I tend to buy brands I see advertised

There is too much choice online

I think it is very important to contribute to the community I live in



Top 5 Segments



Olympics Fans



Gaming Streamers



Brand Buyers



Young Rebels



Suave Gent

Household Income

Top 10%	7%
Top 25%	23%
Mid 50%	49%
Bottom 25%	16%

% of the population

Top 5 Media Properties

- Online
- TV
- Social Media
- Traditional Radio
- Online TV

Top Activities

- Playing sport
- Investments
- Business
- Fitness & exercise

What do they want brands to be?





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Toyota Music Map



FANS of:

A Boogie wit da Hoodie	1.4x
Red Hot Chili Peppers	1.3x
Pearl Jam	1.2x
Led Zeppelin	1.2x
David Guetta	1.2x

Genres:

Contemporary Christian	1.4x
Gospel	1.3x
Rap	1.2x
Hip-Hop	1.2x
R'n'B	1.1x

Music Attitudes

I mainly listen to music artists that are well-known / popular

I usually start liking music artists later, after they have had lots more exposure

Streaming Platforms



Why they follow their favourite artists

I share common interests with them

I think they are interesting personalities (funny, smart, cool, cute, controversial) beyond their profession

Music related activities

	Reach	Index
Watched music video on YouTube	46%	1.1x
Stream Music	40%	1x
Attend Live Concert	8%	1.1x
Live Stream Concert or Festival	13%	0.9x
Songkick	15%	1x
Follow Band on Social Media	32%	1.2x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



In many cases, a brand is considering a partnership to reach and impact a new audience.

If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.

Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.

All we need is the brand's audience brief.



Thank you.

Reach out if you have any questions
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