



# Toyota Ireland Ad Campaign Effectiveness



## Project Background

A quantitative, tracking study about attitudes and sentiment towards the Toyota car brand in Ireland and the effectiveness of their Hybrid car campaign measured before and after TV and Radio adverts have been run. The aim was to track consumer sentiment for Toyota in general through long term, multi wave comparison surveys. In addition, Toyota also needed a measure of the effectiveness of their hybrid car ad campaigns, both pre and post campaigns and beyond. The challenge was to ensure each survey was nationally representative and comparable with particular emphasis on Toyota’s target cohorts.

## iReach Methodology

iReach ran this quantitative study using its proprietary research panel, ensuring a nationally representative sample for each wave while also providing comparable respondent sample sizes for Toyota’s target cohorts. Sentiment towards the brand was tracked at regular intervals over a multi-year period allowing Toyota to track how their brand is perceived by the Irish public year on year. In addition, the effectiveness of the Toyota hybrid ad campaign in Ireland was revealed through pre and post campaign surveys which also allowed Toyota to gauge the Irish car markets sentiment and preferences towards their hybrid car line. The project helped Toyota gain insight into their target markets and tailor how they advertise and market their hybrid cars in Ireland.

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## iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adults consumers and business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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