



# TOYOTA

● BEHAVIORAL CAMPAIGN & ENERGY & WATER



## WHY

Toyota Sweden is promoting fuel efficiency by challenging and enabling consumers to drive more carefully.

## HOW

- Toyota Sweden created a free Glass of Water iPhone app, giving drivers a fun and interactive way to reduce fuel consumption and CO<sub>2</sub> emissions.
- The app shows a virtual glass of water on the iPhone screen that reacts to acceleration and braking. Drivers can gauge their fuel efficiency at the end of a trip by seeing how much water spills out of the glass.
- The data can be uploaded to a website which allows users to analyze driving patterns, challenge friends, and share progress through social media.

## BUSINESS VALUE



REPUTATION

**Brand awareness** – The app performed well on the iTunes download charts and created significant brand exposure to non-Toyota customers.

**Brand sentiment** – The app generated high participation rates.

## CONSUMER VALUE



### FUNCTIONAL

Drivers can reduce fuel consumption by 10% per trip.



### EMOTIONAL

Consumers feel good about participating in a popular, eco-friendly challenge.

## RESULTS

- In its first week the app was the third most popular in the iTunes store, with 240% more people participating than originally targeted. [Source](#)
- More than 95,000 people have registered to take part in the challenge, together they have driven over 678 000 km with the iPhone app. [Source](#)
- There was a 150% increase in non-Toyota owners who would consider buying a Toyota as a result of the campaign. [Source](#)