A NEW WAY TO ACCESS A TOYOTA

Toyota x KINTO Guidelines



PURPOSE OF THESE GUIDELINES

This document contains everything you need to integrate KINTO into Toyota's ecosystem.

We'll show you how to use KINTO as a proof point within comms. Whether you're raising awareness of the services that KINTO offers or you're using KINTO as a direct call to action to prompt conversion.

These are not the KINTO brand guidelines. We are only covering how KINTO should appear in Toyota communications.



WHAT'S INCLUDED

Strategic approach	4
Messaging	14
Design principles	18
Visual mockups	29
Customer Journey	47

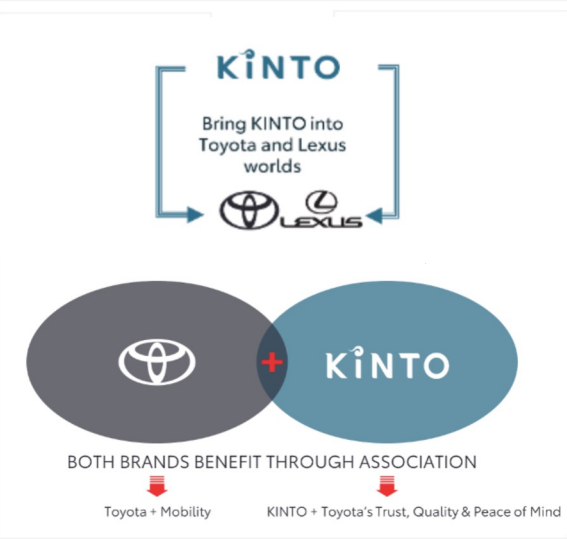
SECTION 01

STRATEGIC APPROACH



THE AIM OF INTEGRATING KINTO INTO TOYOTA'S UNIVERSE IS TO ACHIEVE A VIRTUOUS LOOP OF MUTUAL BRAND BENEFITS

KINTO benefits from Toyota's established brand attributes, Toyota benefits from KINTO's mobility services

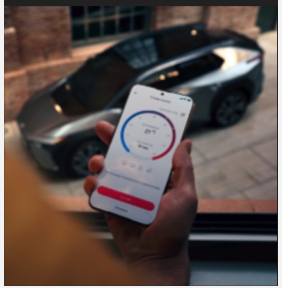


KINTO is a proof point to substantiate the "Future of Mobility" brand pillar

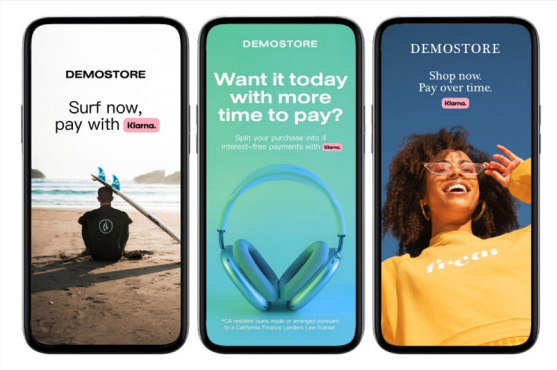
LET'S GO BEYOND

MULTI-PATH: BEV-CENTRIC

"Every 'progressive idea' counts towards meaningfully enriching people's lives"

CONTRIBUTING TO **OUR WORLD'S FUTURE**	LEADING THE WAY TO THE **FUTURE OF CARS**	CHAMPIONING THE **FUTURE OF MOBILITY**	CREATING A MEMORABLE **CUSTOMER EXPERIENCE**
			

WE'RE TAKING LEARNINGS FROM A BRAND THAT ARE MASTERS AT CO-BRANDING OTHER'S SPACES



Klarna; A pioneer that has become ubiquitous through showing up seamlessly in environments that they don't own.

Klarna.®

BUY NOW, PAY LATER

FIND THE ITEMS YOU LIKE, ADD THEM TO YOUR BASKET

SELECT KLARNA PAYMENT METHOD AT CHECKOUT

PAY IN 30 DAYS OR 3 INTREST FREE PAYMENTS

THIS MEANS WHEN COMMUNICATING KINTO IN TOYOTA'S CHANNELS, THERE ARE PRINCIPLES TO APPLY

1. MAKE IT SIMPLE

Be direct and straightforward about who we are and what we offer.

2. BE A CALL TO ACTION

KINTO should be a conversion driver. Direct customers to look into our services.

3. ADOPT HOST BRANDING

Fit in with whatever brand or campaign design the host brand is using.



TWO WAYS TO INTEGRATE KINTO INTO TOYOTA'S CHANNELS

1. NON MODEL MARKETING

Promoting KINTO as a different
way to access a wide range of Toyota vehicles

2. MODEL MARKETING

Promoting KINTO as a different way to access a Toyota model



IN NON-MODEL MARKETING COMMS, WE SHOULD PROMOTE KINTO AS A SERVICE OFFERING A NEW WAY TO ACCESS A WIDE RANGE OF TOYOTA VEHICLES

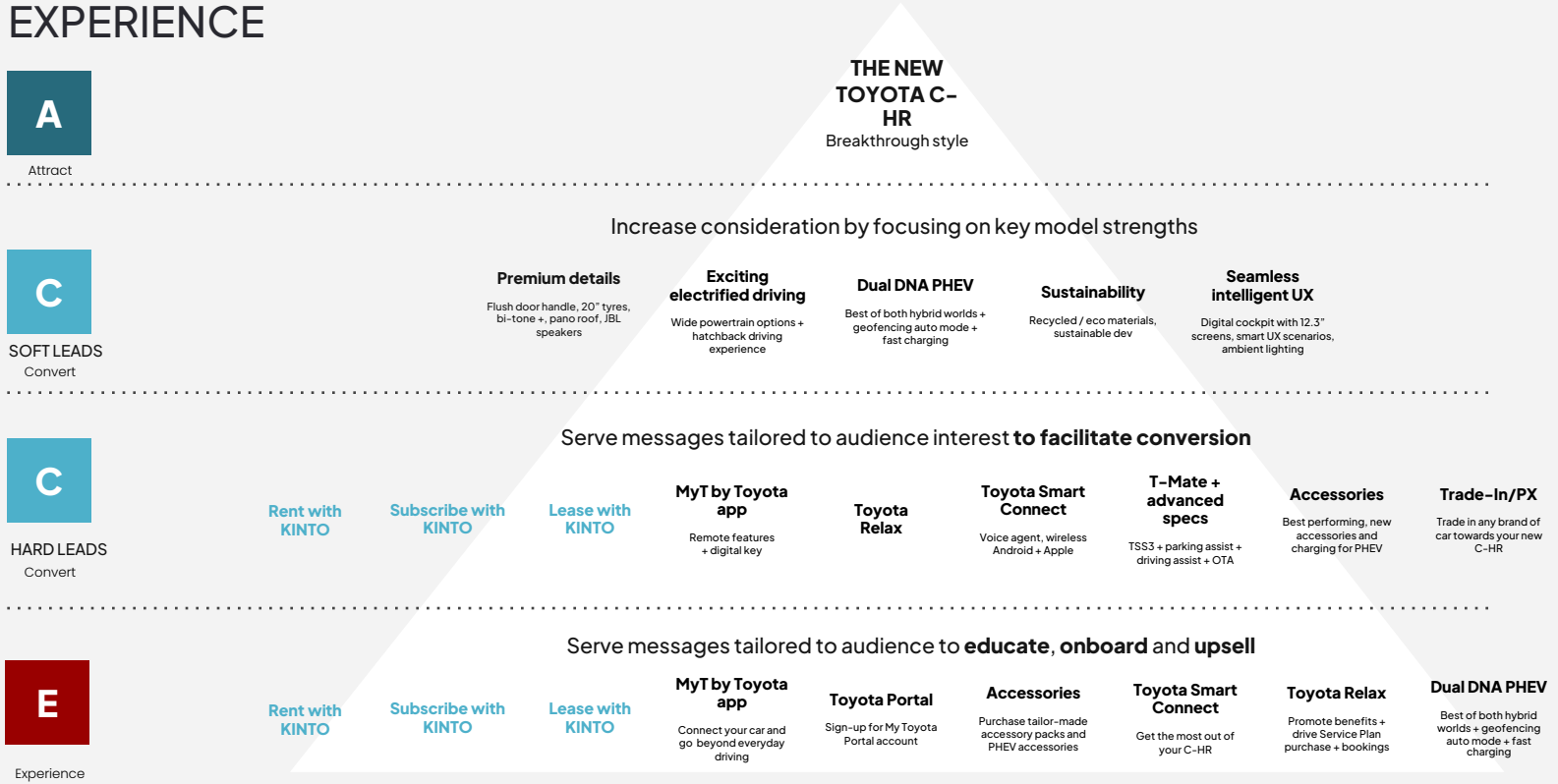
	Audience	Role for comms	Key message		
R Resonate	Broad car buyers	Broadly targeted comms for markets that want to promote KINTO at scale	A new way to access a Toyota with KINTO		
A Attract	Category audience/CAST	Attract category/CAST segments to KINTO brand			
C Convert	In & Near-Market buyers	Convert in-market category audiences	Subscribe with KINTO	Lease with KINTO	Rent with KINTO
E Experience	Current owners	Attract and Convert current owners	Subscribe with KINTO	Lease with KINTO	Rent with KINTO
R Reputation	Mass audiences: current and future buyers	Broadly targeted comms for markets that want to promote KINTO at scale	A new way to access a Toyota with KINTO		

AND USE CHANNELS BEST SUITED TO THE FUNNEL. THIS TOOLKIT FOCUSES ON LOWER FUNNEL COMMS.

	Audience	Role for comms	Key message			Channels
R Resonate	Broad car buyers	Broadly targeted comms for markets that want to promote KINTO at scale	A new way to access a Toyota with KINTO			 Resonate
A Attract	Category audience/CAST	Attract category/CAST segments to KINTO brand				 Attract
C Convert	In & Near-Market buyers	Convert in-market category audiences	Subscribe with KINTO	Lease with KINTO	Rent with KINTO	 Convert
E Experience	Current owners	Attract and Convert current owners	Subscribe with KINTO	Lease with KINTO	Rent with KINTO	 Experience
R Reputation	Mass audiences: current and future buyers	Broadly targeted comms for markets that want to promote KINTO at scale	A new way to access a Toyota with KINTO			 Reputation

As this toolkit focuses on lower funnel comms, mocks up for use in digital and dealer channels are included

IN MODEL MARKETING COMMS, WE SHOULD INTEGRATE KINTO IN CONVERT AND EXPERIENCE

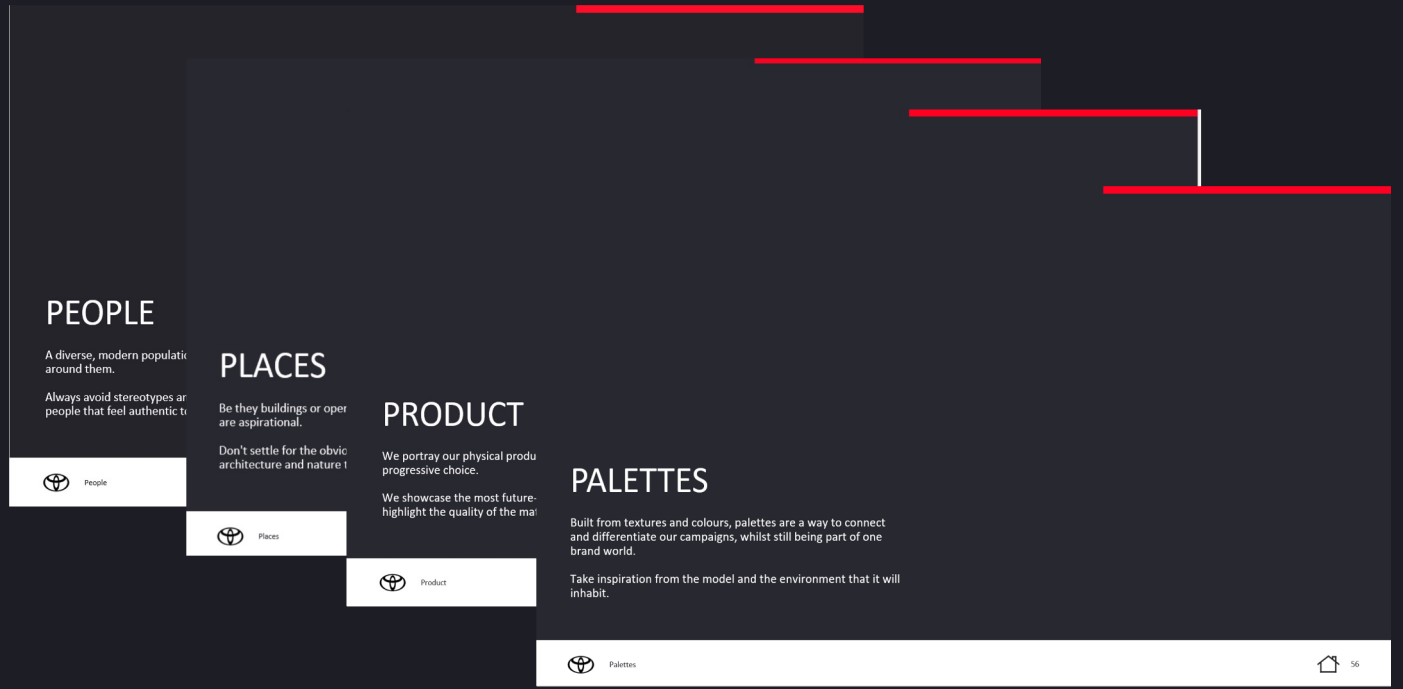


AND USE CHANNELS BEST SUITED TO THE FUNNEL

	Audience	Role for comms	Key message			Channels
C Convert	In & Near-Market buyers	Convert in-market category audiences	Subscribe with KINTO	Lease with KINTO	Rent with KINTO	 Convert
E Experience	Current owners	Attract and Convert current owners	Subscribe with KINTO	Lease with KINTO	Rent with KINTO	 Experience

Mocks up for use in digital channels are included in this toolkit

IN BOTH INSTANCES, KINTO INTEGRATES INTO TOYOTA'S BRAND VI



SECTION 02

MESSAGING



HERO MESSAGING

B2C

a. A new way to access a Toyota with KINTO.

a. Flexible ways to access a Toyota with KINTO.

a. Lease, subscribe or rent a Toyota with KINTO.

B2B

a. A new way to access a Toyota for your business with KINTO.

a. Flexible ways to access a Toyota for your business with KINTO.

a. Lease, subscribe or rent a Toyota for your business with KINTO.

a. A new way to manage your fleet with KINTO

SERVICE MESSAGING

PRIMARY SERVICE MESSAGING **LEASE (FORMALLY ONE)**

a. Leasing including maintenance and insurance with KINTO

a. Lease and get maintenance and insurance included with KINTO

a. Full service leasing including maintenance and insurance with KINTO

PRIMARY SERVICE MESSAGING **SUBSCRIBE (FORMALLY FLEX)**

a. Flexible subscription for up to 1 year with KINTO

a. Subscribe with KINTO

a. Car subscription with KINTO

a. Toyota subscription with KINTO

PRIMARY SERVICE MESSAGING **RENT (FORMALLY SHARE)**

a. Hourly to daily car rental with KINTO

a. Rent with KINTO

a. Car rental with KINTO

a. Toyota car rental with KINTO

a. Rent by the hour, or by the day with KINTO

DOS AND DON'TS

Be straightforward and easy to understand. Don't say anything that needs explaining

DO SAY

- Leasing inclusive of maintenance, tax, insurance
- Monthly repayment plan including maintenance
- Subscription from 1 month up to 1 year
- Car subscription on a range of models
- 1 hour to 1 day Toyota rental
- Convenient vehicle lease, rental, subscription

DON'T SAY

x Mobility services
x Freedom to move
x New ways to move
x Smart mobility solutions
x Mobility made easy
x Share with your community
x Subscribe to a lifestyle

SECTION 03

DESIGN PRINCIPLES

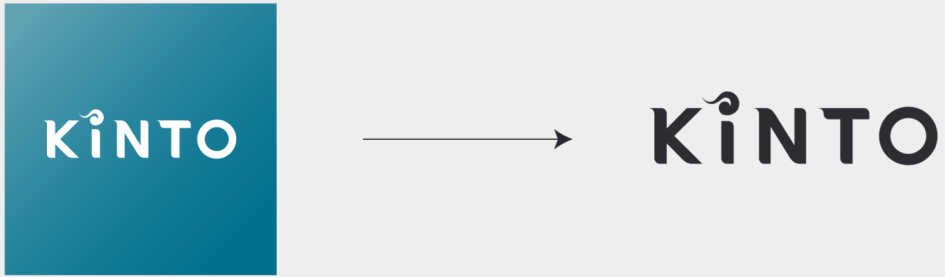


LOGO UPDATE

Logo Update

The square KINTO logo will be replaced with the clean wordmark in white or black across all KINTO in Toyota's Brand World communications.

The cleaner logo alternative is preferred as it lends itself better to co-branding with Toyota.



Logo Options

The **white logo** should be the primary option across all comms for KINTO in the Toyota Brand World. This works best against imagery and darker backgrounds.

The **black logo** can be used as a secondary option where light backgrounds are used and the white logo is not clearly visible.

The Toyota and KINTO logos should always appear in the same colour.



Primary Option



Secondary Option

Teal Gradient

For Non-Model Marketing comms only, we recommend bringing a teal gradient to image assets to highlight the KINTO brand and make it more prominent, aiding in building brand awareness and memory structures.

This should always be used in conjunction with the KINTO white logo. It should never be used on any Toyota Model Marketing comms.

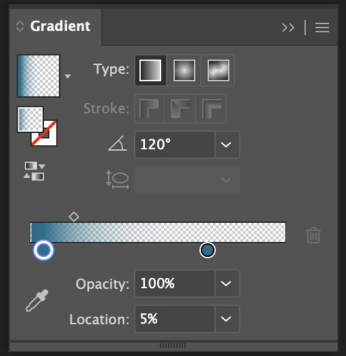


KINTO

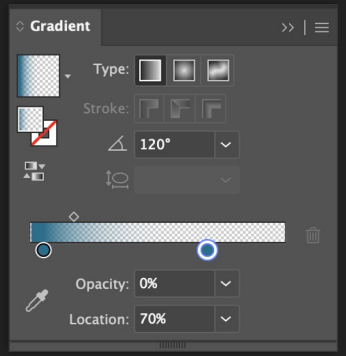
Teal Gradient – How To

How to create it
Gradient angle is 120°, 5% location at the start and 70% at the end. Opacity is 100% at the start and 0% at the end.

Start



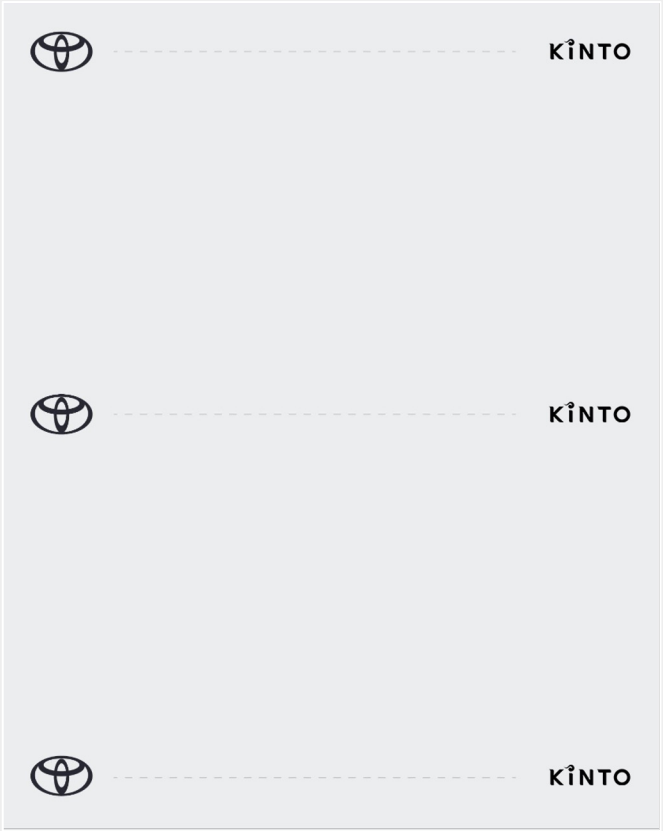
End

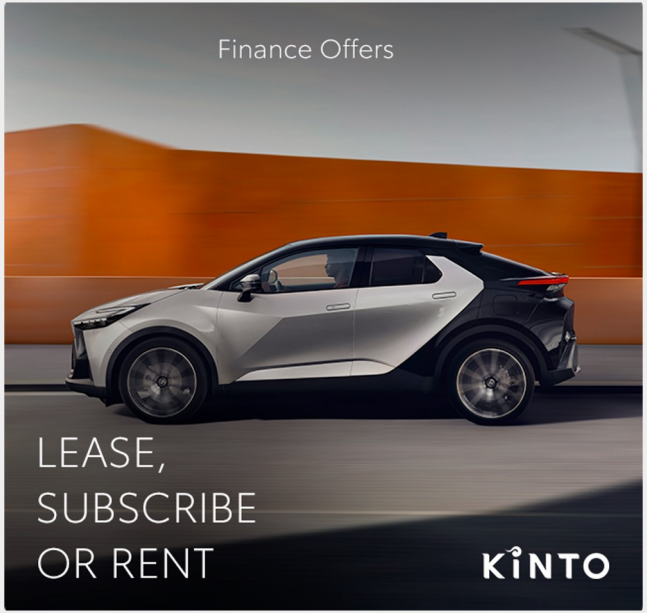




Logo Positioning

The KINTO and Toyota logos should always sit in line with each other, e.g. if Toyota ellipse sits bottom left, KINTO should sit on the bottom right. **This is the default positioning.**





When the Toyota logo is not present within the asset, the KINTO logo must be positioned in the bottom right corner as shown here for a Model Marketing example.

Use of imagery

Make sure to only ever use imagery which is aligned to the Toyota Brand World principles across all KINTO x Toyota comms.

KINTO imagery should never be used in Toyota channels.

Please note that there is no Toyota Brand World image bank. All images will need to be sourced relevant to your campaign or comms.



Please note these images are stock images, representative of our brand world, but not approved for use in comms.

LOGO SIZING



Logo Sizing

The KINTO logo should always be the width of twice the height of the Toyota ellipse.

This ensures the right proportionality between the brands on all co-branded comms.

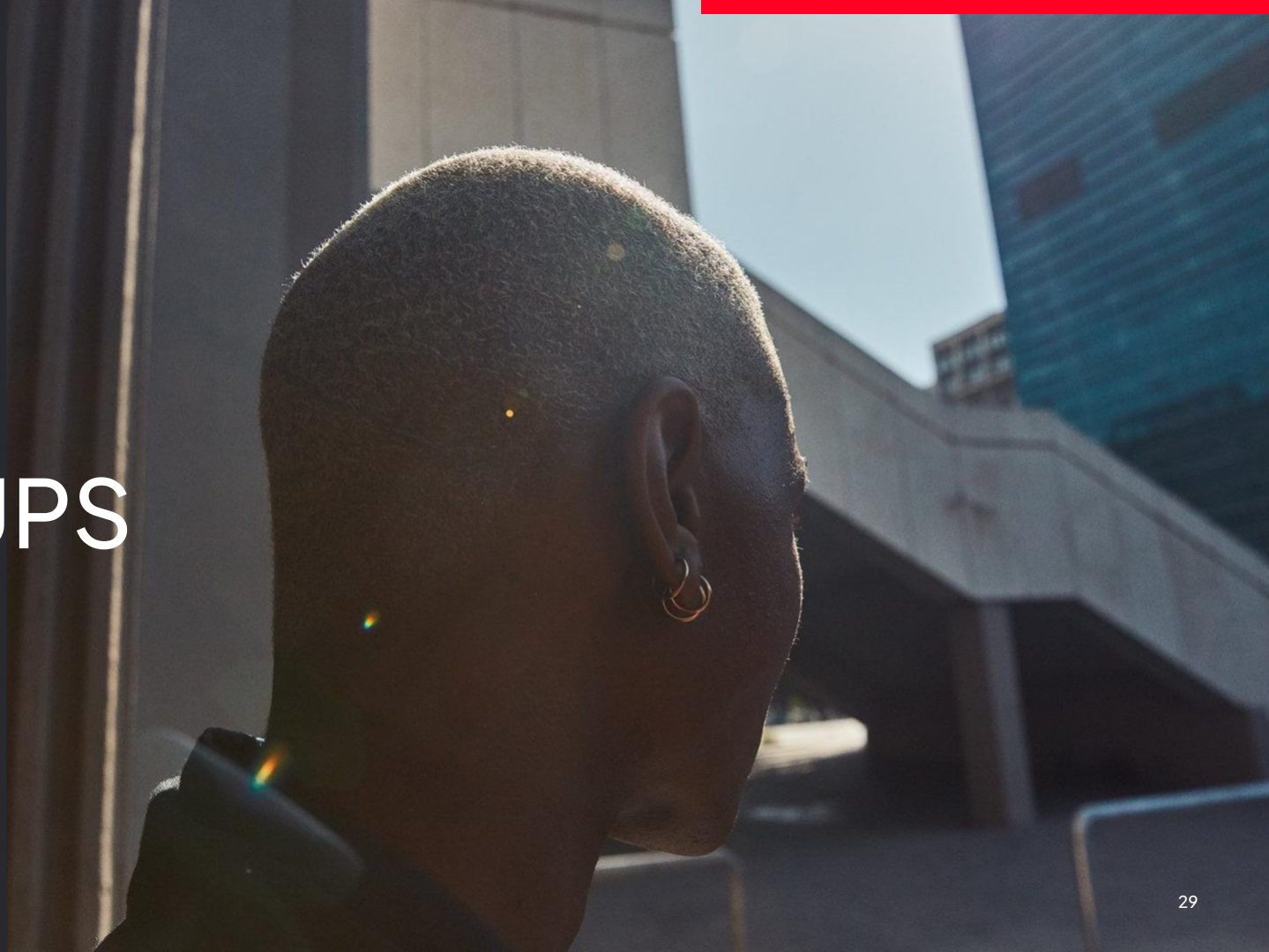


Logo Usage x Co-Branding

As above, the sizing needs to be relative to the Toyota ellipse, and when used with partner logos the ellipse and additional logo should sit together, and the KINTO logo should be positioned separately on an opposite corner (ideally bottom right) of the asset.

SECTION 04

VISUAL MOCKUPS



NON-MODEL MARKETING MOCKUPS

A REMINDER OF CHANNELS FOR NON-MODEL MARKETING COMMS

	Audience	Role for comms	Key message			Channels
R Resonate	Broad car buyers	Broadly targeted comms for markets that want to promote KINTO at scale	A new way to access a Toyota with KINTO			 Resonate
A Attract	Category audience/CAST	Attract category/CAST segments to KINTO brand				 Attract
C Convert	In & Near-Market buyers	Convert in-market category audiences	Subscribe with KINTO	Lease with KINTO	Rent with KINTO	 Convert
E Experience	Current owners	Attract and Convert current owners	Subscribe with KINTO	Lease with KINTO	Rent with KINTO	 Experience
R Reputation	Mass audiences: current and future buyers	Broadly targeted comms for markets that want to promote KINTO at scale	A new way to access a Toyota with KINTO			 Reputation

As this toolkit focuses on lower funnel comms, mocks up for use in digital and dealer channels are included

NON-MODEL MARKETING | HERO B2C

DISPLAY BANNER AD
300x250 EXAMPLE
Imagery is illustrative and not for final use. Alternative CTA.

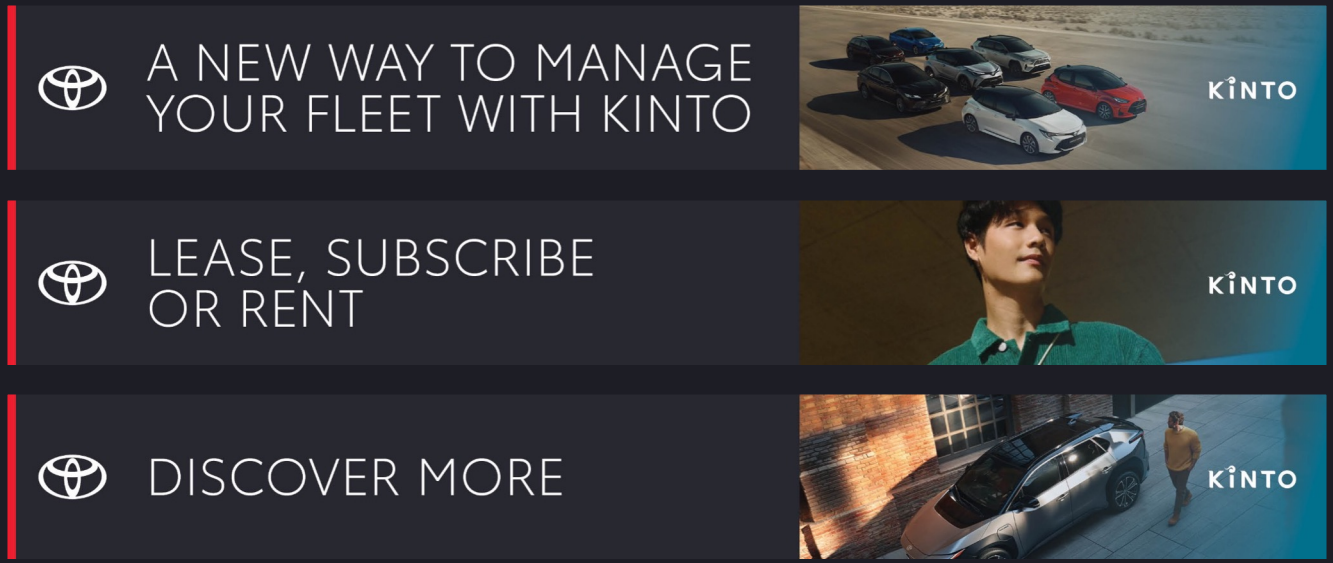






NON-MODEL MARKETING | HERO B2B

DISPLAY BANNER AD
728x90 EXAMPLE



NON-MODEL MARKETING | LEASE B2B

DISPLAY BANNER AD
300x250 EXAMPLE







When promoting KINTO leasing, make sure you are targeting a business audience.

NON-MODEL MARKETING | SUBSCRIBE

DISPLAY BANNER AD
300x250 EXAMPLE







NON-MODEL MARKETING | RENT

DISPLAY BANNER AD
300x250 EXAMPLE







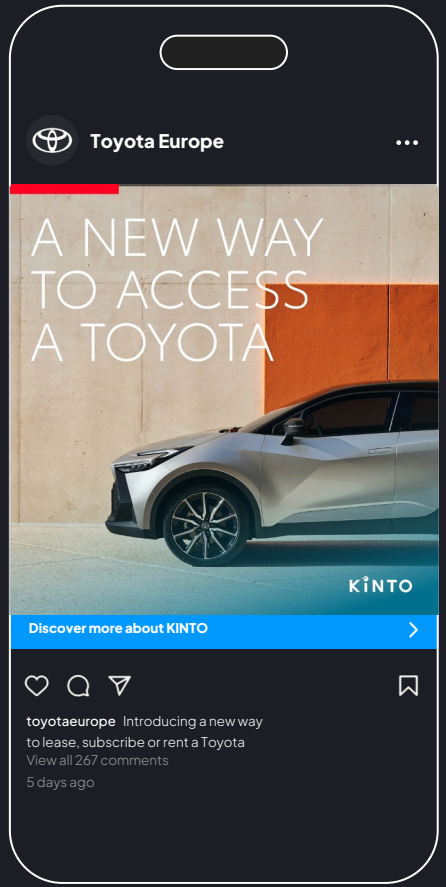
NON-MODEL MARKETING | POS

POS Leaflet



NON-MODEL MARKETING | SOCIAL

SOCIAL POST (HERO)
4x5 EXAMPLE



MODEL MARKETING

A REMINDER OF CHANNELS FOR MODEL MARKETING COMMS

	Audience	Role for comms	Key message			Channels
C Convert	In & Near-Market buyers	Convert in-market category audiences	Subscribe with KINTO	Lease with KINTO	Rent with KINTO	 Convert
E Experience	Current owners	Attract and Convert current owners	Subscribe with KINTO	Lease with KINTO	Rent with KINTO	 Experience

Mocks up for use in digital channels are included in this toolkit

MODEL MARKETING | LEASE B2B

DISPLAY BANNER AD
300x250 EXAMPLE



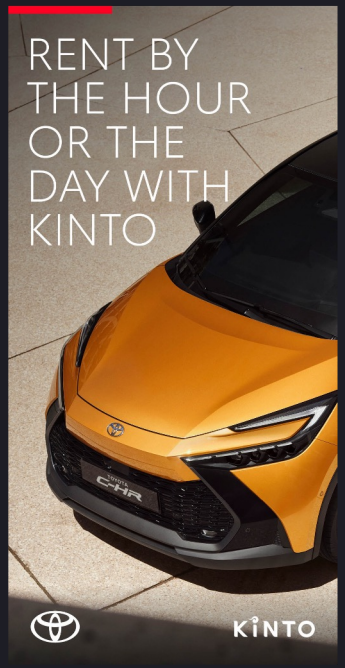


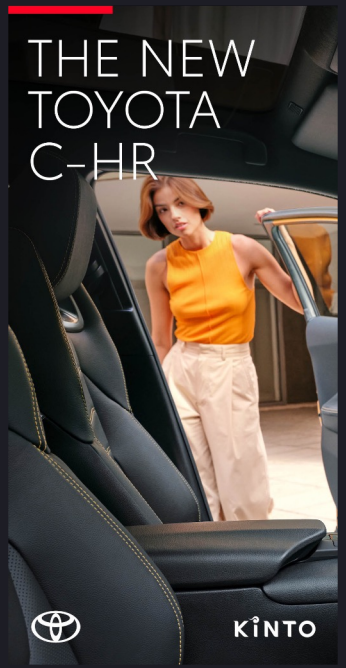


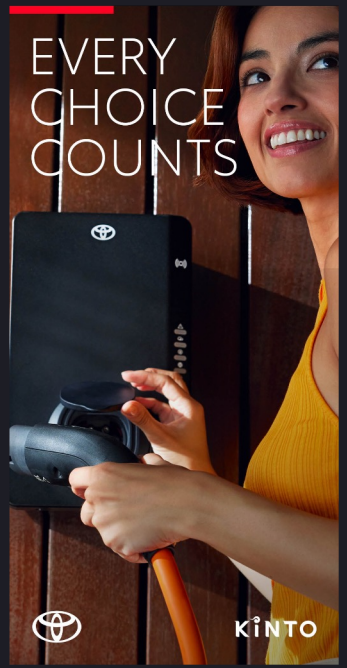
When promoting KINTO leasing, make sure you are targeting a business audience.

MODEL MARKETING | RENT B2C

DISPLAY BANNER AD
100x600 EXAMPLE

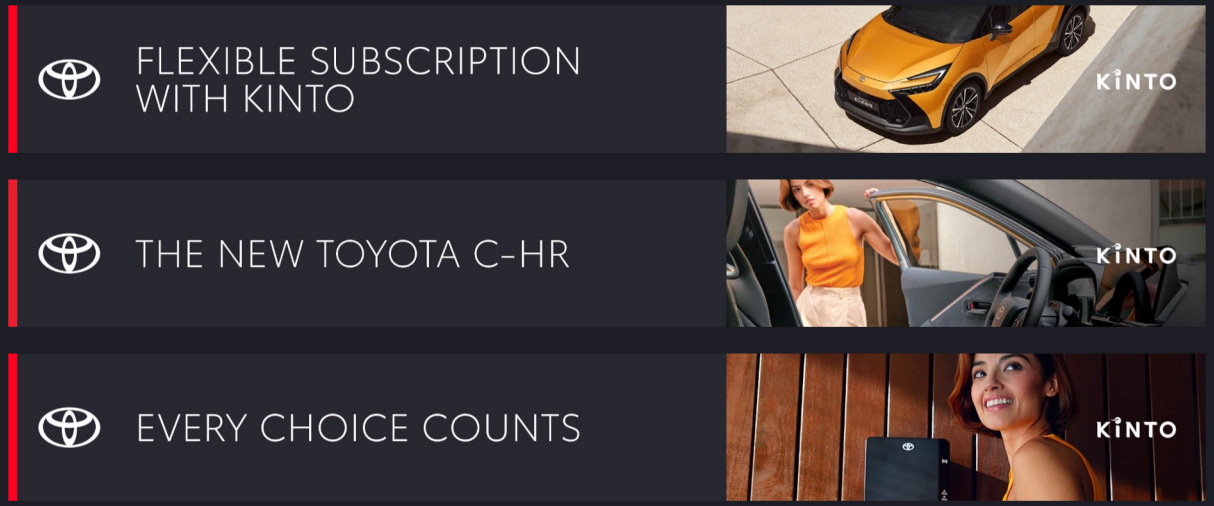






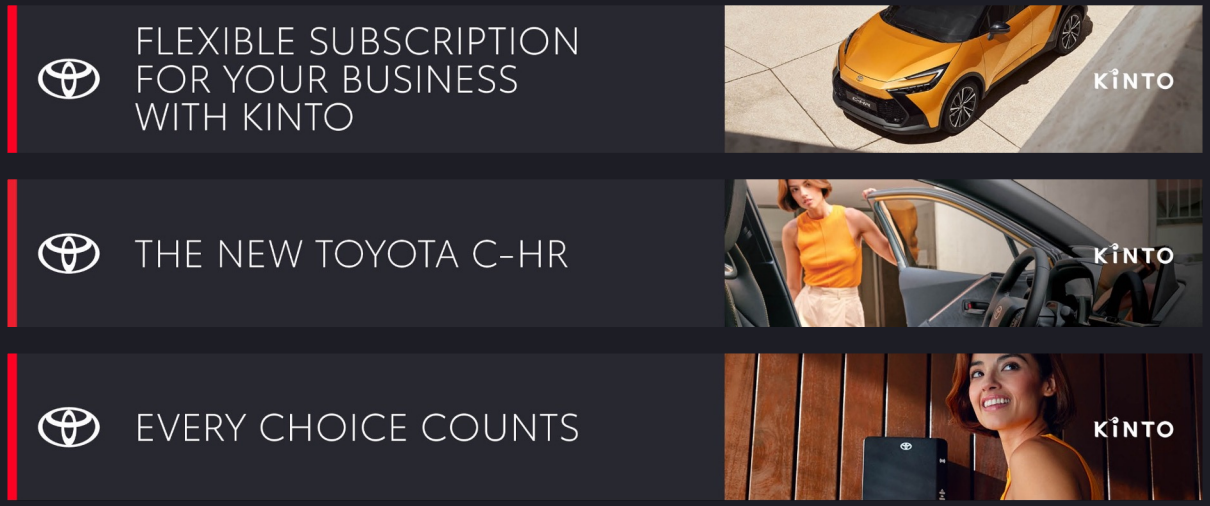
MODEL MARKETING | SUBSCRIBE B2C

DISPLAY BANNER AD
728x90 EXAMPLE



MODEL MARKETING | SUBSCRIBE B2B

DISPLAY BANNER AD
728x90 EXAMPLE



MODEL MARKETING | SUBSCRIBE B2B LCV

DISPLAY BANNER AD
300x250 EXAMPLE

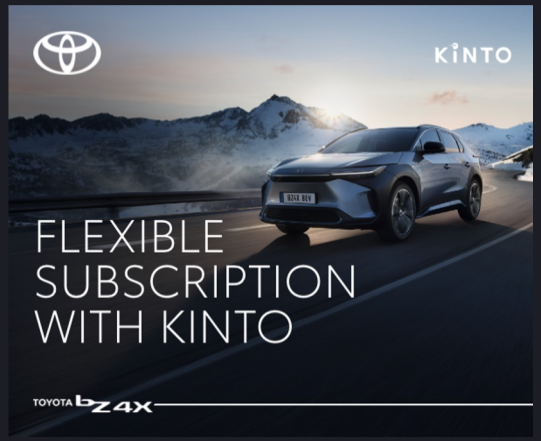






MODEL MARKETING | SUBSCRIBE B2C

DISPLAY BANNER AD
300x250 EXAMPLE







SECTION 05

CUSTOMER EXPERIENCE CHANNELS



WHERE TO PROMOTE KINTO AND ITS SERVICES

IN MODEL MARKETING COMMUNICATIONS:

Promote live KINTO services visibly throughout the new Toyota model research journey

- On the car chapter
- In KMI emails
- At point of purchase / in finance offer

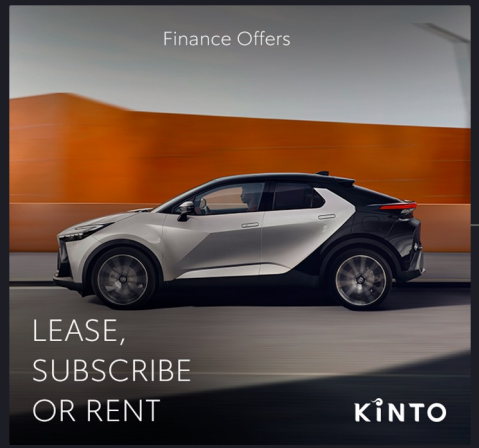
IN NON-MODEL MARKETING COMMUNICATIONS:

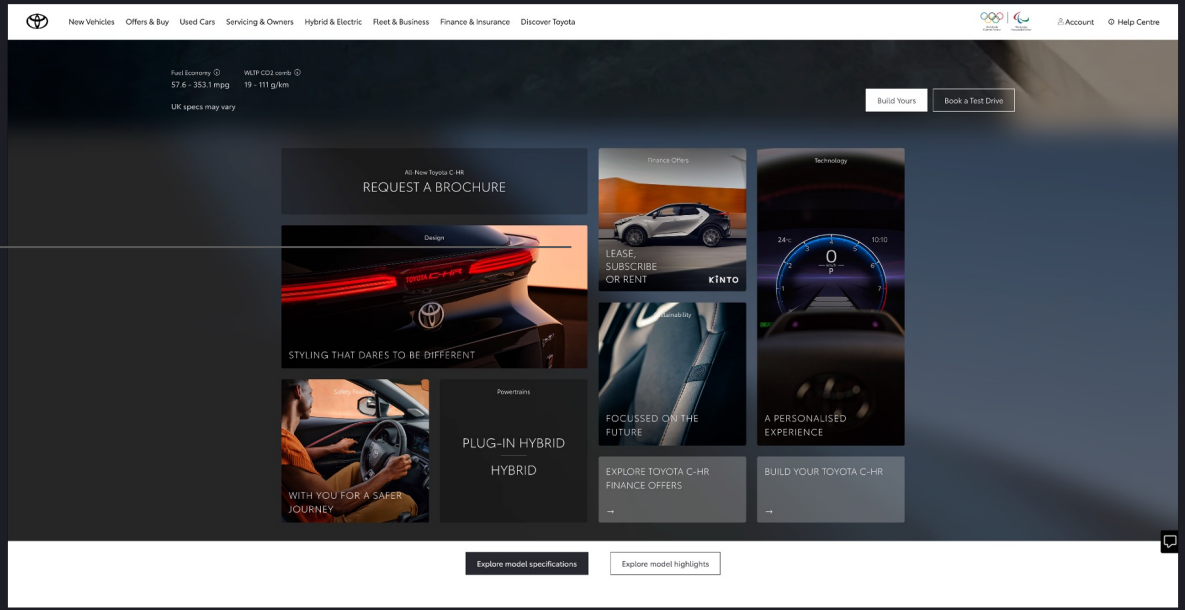
Promote live KINTO services to encourage discovery throughout Toyota owned channels

- On a “discover KINTO page”
- In ongoing newsletters

MODEL MARKETING | CAR CHAPTER

CAR CHAPTER (HERO CARDS)



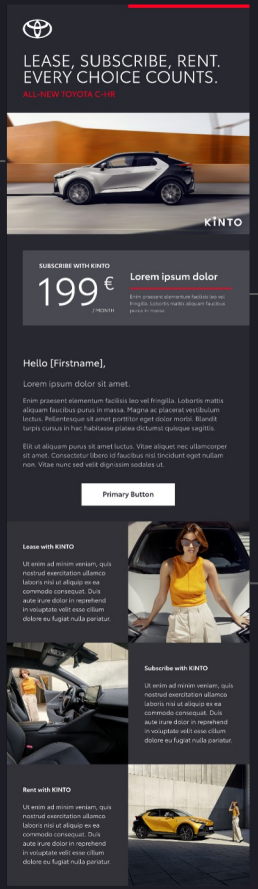


MODEL MARKETING | EMAIL

EMAIL (HERO)



KINTO logo used in hero image





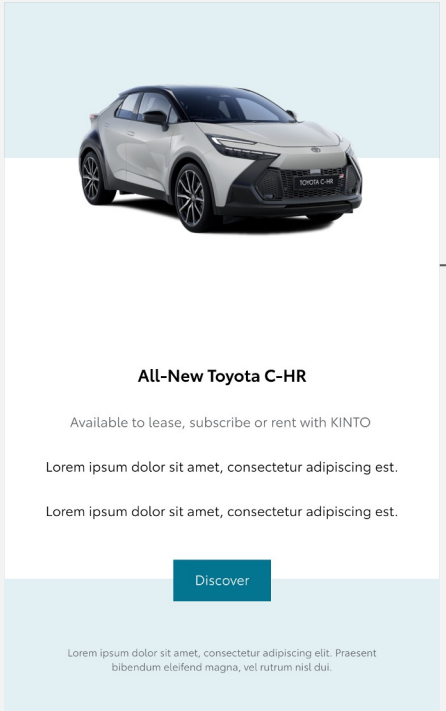
Hero KINTO offer promoted in a standalone module

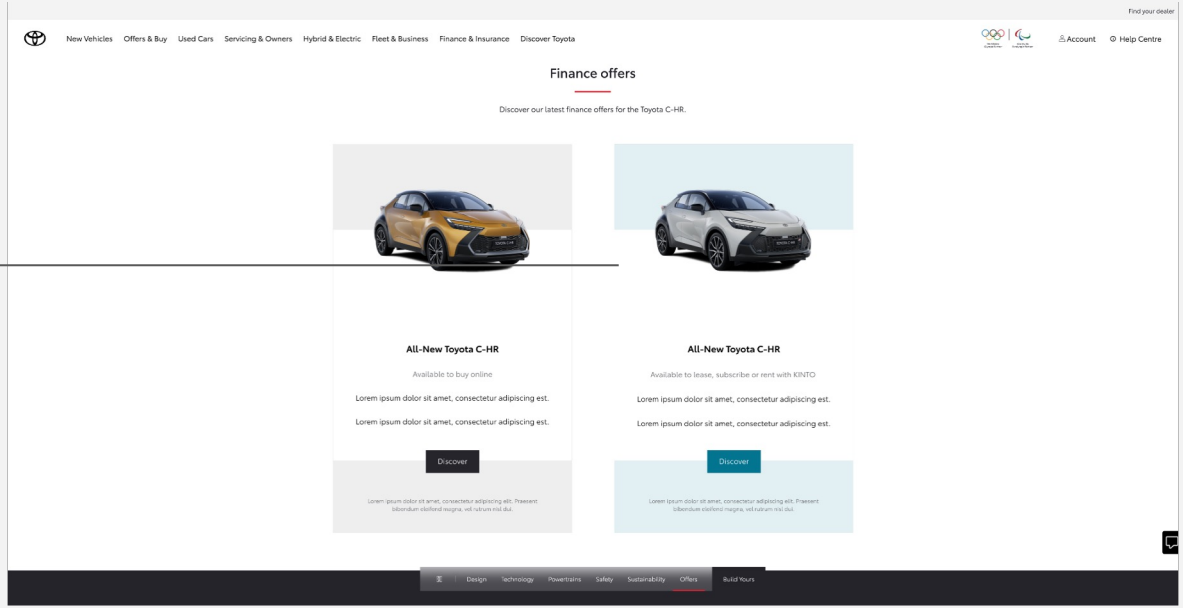


Specific product details pulled out in sub module.

MODEL MARKETING | CAR CHAPTER

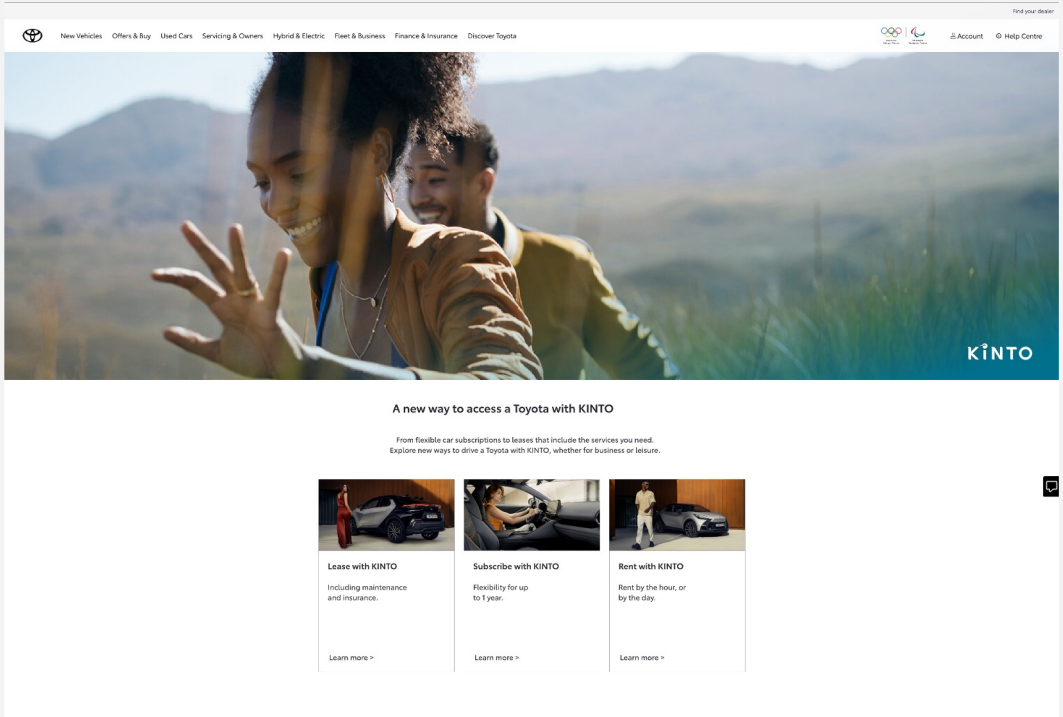
CAR CHAPTER (FINANCE OFFERS)





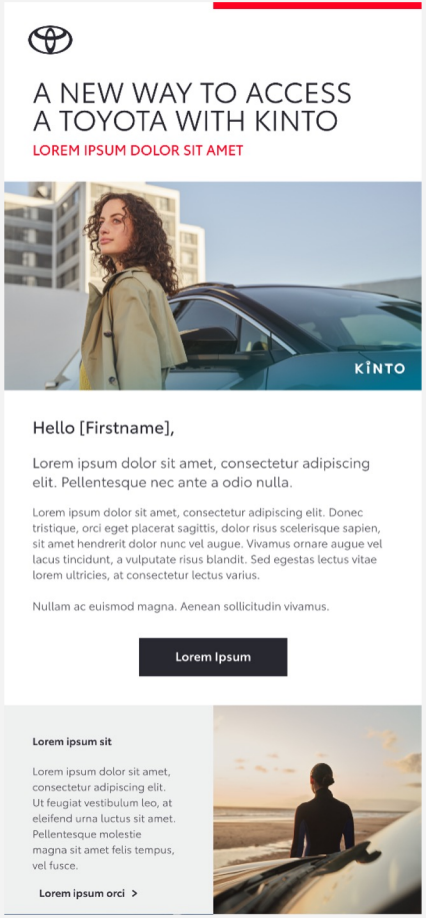
NON-MODEL MARKETING | WEBPAGE

DISCOVER KINTO WEBPAGE



NON-MODEL MARKETING | NEWSLETTER

NEWSLETTERS



THANK YOU



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