

FOR YOUR EYES ONLY

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Toyota RAV4 Hybrid Facebook campaign by Saatchi and Saatchi LA, Global

Watch this video at <https://www.lsnglobal.com/seed/article/18869/for-your-eyes-only>

Global – A Facebook ad by Toyota can be viewed over 100,000 different ways depending on who is watching it.

- **Uses Facebook data to tailor its content to individual viewers**
- **Each ad features three short videos taken from a bank of 100 interchangeable clips**

It's no secret that advertisers use online data to target consumers. **Saatchi and Saatchi LA** goes one step further in its Facebook campaign for Toyota, which adapts to suit different viewers.

The ad uses data from Facebook to determine if the viewer would prefer scenes involving technology, adventure, style or shopping, among other categories.

To deliver this level of mass personalisation, the agency created 100 interchangeable clips that piece together to form specific narratives and text that references the viewer's interests, such as: 'You're stylish and tech-sawy, just like the all-new RAV4 Hybrid.'

The Big Picture

Its not just advertisers that are getting smarter. M&C Saatchi's artificially intelligent billboard ads can refine their content to become more effective. We spoke to [chief innovation officer Dave Cox](#) to find out more.