

Print Ad Samples - RAV4 - Jeff Grosso

I imagine a series of print ads, each showcasing one of the vehicle's features/benefits and each using a play on words with the number four.

"RAV 4 WORK..."

Photo of two bakers carrying a huge, multitiered cake out of the back of the vehicle, lift gate open, in front of a reception hall. And the copy could read...

"With the largest cargo capacity of any vehicle in its class, the RAV4 is equipped to handle even over-sized jobs. Ain't that sweet."

(Which is true, it is larger than Honda or Mazda)

"RAV 4 PLAY..."

Photo of a RAV4 with canoes on the roof rack and bikes on the back driving across a shallow brook on a dirt road in the mountains. A few mountain goats look over the scene.

"With optional all-wheel drive, the RAV4 is ready for adventure on virtually any terrain. Even ones usually reserved for hooves."

"RAV 4 SCHOOL..."

Photo of RAV4 packed to gills with stuff to move a student into a college dorm. Grass and trees in background.

"With 194 hp and 34 MPG in the city, the RAV4 hybrid will get you to class on time without emptying your wallet. That's good for you and the environment. Smart"

"RAV 4 LIFE...."

Split screen photo. On the left half is a Grandpa on the farm standing next to his mint condition RAV 4 from its first production year - barn and tractor, hay bales in background. On the right is Junior downtown in the city standing next to a brand new one. They are facing the camera and arm in arm despite their separate locales.

"With world-renowned Toyota durability, reliability and safety, the RAV4 is an SUV that can take you through the city, through the country, and through the years. In style"