Toyota Speeds Into Multicultural Marketing With ‘FasterClass’ Campaign

“Zooming” into the new year just took on a whole new meaning as automotive giant Toyota brings a new level of speed—and culture—to the everyday driver. In an effort to integrate multicultural marketing to consumers across America, Toyota launched the “FasterClass” campaign based off of the brand’s new generation of affordable sports car, the GR86…. https://www.adweek.com/brand-marketing/toyota-speeds-into-multicultural-marketing-with-fasterclass-campaign/