

Toyota loves FCB Africa: The 57 year-strong brand relationship

By Leigh Andrews

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Toyota formally announced earlier today that it is continuing its "exceptionally good, regularly measured" relationship with "the best of the best", FCB Africa. Brett Morris, FCB Africa Group CEO and group CCO shares their perspective of the love story that's endured over five decades and counting.



Brett Morris, FCB Africa Group CEO and group CCO.

More a review than the typical account pitch, Morris explains they were benchmarked against the best of the industry as part of the iconic SA brand's business-wide process and still came out tops.

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Then known as Lindsay Smithers, FCB Africa first helped launch the first Toyota vehicle in South Africa, the Toyopet Stout, back in 1961.

Six of the best: FCB's Toyota craft

Morris shares his favourite current FCB-Toyota work below:

Here, Morris explains what each party brings to the relationship as well as how that business pitch process keeps the relationship steering smoothly...

🔴 **Talk us through the Toyota business pitch process.**

The relationship with Toyota has never been a 'marriage of convenience'. It is continually reviewed based on the credentials of the agency and the delivery on the account. This process was no different and we were determined, more than ever, to show Toyota that they are with one of the best agencies. This is a partnership that we strive to earn every single day.

🔴 **What does it mean to FCB to have retained the Toyota account?**

It means everything to us. We pride ourselves on our relationships with our clients, whatever the length so you can imagine what a relationship of 57 years means!

🔴 **Explain your relationship with the brand.**

This is an incredibly important relationship and our most enduring one. Many of us have been lucky enough to work on this brand for decades, myself included. It is one of South Africa's most iconic brands and the story of FCB is deeply entwined with the story of Toyota. It is fair to say that it's part of the DNA of the agency.

Sounds like a mutually beneficial relationship to me. Click through to the [FCB Africa press office](#) or their [Twitter feed](#) for the latest updates.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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