



IT'S THE STOPS
THAT INSPIRE
US TO GO.

Toyota Camry | toyota.com/camry

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TOYOTA | Let's Go Places

The advertisement features a first-person perspective from the driver's seat of a Toyota Camry. The steering wheel, with the Toyota logo, is prominent in the lower-left foreground. The center console includes a navigation screen displaying a map, climate controls, and a gear shifter. The rearview mirror is visible at the top center. The background, seen through the windshield, is a vibrant landscape with rolling green hills, a blue lake, and several colorful hot air balloons floating in a clear sky. A man and a woman are walking hand-in-hand on a grassy path in the distance. The overall mood is one of freedom and adventure.

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Toyota's Rhetoric Analysis

The non-coded message of this Toyota advertisement starts with the foreground being a first-person perspective for the viewers. Meaning that the viewers feel like they are in the Toyota Camry. The reason why this illusion is present is because the bottom half of the advertisement depicts the black interior of the driver's side to the center console of the car. At the very top of the advertisement is a small portion of the top-inside of the car with the rearview mirror in the right semi-top corner. In the middle ground beyond the top of the car and the dashboard, the viewers see a scene outside of a couple holding hands walking away from the car. They are surrounded by eight hot air balloons, scattered between the middle ground and background at different altitudes, located in the sky and one located on the ground on the right side of the advertisement. The landscape shown in the background consists of mountains losing their vibrant color as they fall more in depth. The mountains are covered in grass and a body of water starts from the left of the page bringing the viewers eyes directly to the middle of the page where the couple is located. This shows that the composition of this advertisement is one-point perspective where everything is created from one vanishing point. The vanishing point can be located in front of the couple. The colors of the sky can also be a signal to where the vanishing point is because the sky starts at the top as a sky blue with some clouds present. Then, it blends into a baby pink with clouds and at the bottom the clouds are hard to make out with the soft yellow

illumination in center. An advertisement is not only about what is in the image. It is a combination of image and text together that gets the message across much easier.

For this Toyota advertisement, there is minimal text present but the text that is present is what sums up the point that is trying to be given. The headline of this ad states, "IT'S THE STOPS THAT INSPIRE US TO GO." This headline is stating that the little stops you make along the way are worth your while and the more you travel, the more stops you will then want to adventure. The placement of the headline is located in the sky to the left of the ad. Two of the hot air balloons are overlapping the top of the 'I' in the beginning and the bottom of the 'NS' in 'INSPIRE' which gives depth. In the reading, "Rhetoric of the Image" by Roland Barthes, it states the question, "Does the image duplicate certain of the informations given in the text by a phenomenon of redundancy or does the text add a fresh information to the image?" (Barthes 155) Some advertisements are a lot of see-say ads where their words express exactly what is happening in the image. In this case, my Toyota advertisement is not see-say, my advertisement has excellent synergy and the text adds new information into the mix. Without this headline written you would just be staring at a couple going on a hot air balloon appointment in the mountains with their car parked. With the presence of the headline the story changes to the idea that they were traveling in their Toyota when they saw a hot air balloon in the distance and decided to follow it. When they found the hot air balloon spot, they made the decision that it would be a fun experience. I agree with the reading when it says, "The text helps to identify purely and simply the elements of the scene and the scene itself." (Barthes 156) With the example I have previously given, shows what elements are present and how they display anchorage in order to give the whole sense of the story. What we have to realize is that the message that lies within goes beyond the imagery.

When exploring the in depth meaning of the image you have to sometimes pay attention to the finer details. This advertisement has multiple signifiers such as: fairytale, nature, adventure and conquer. The fairytale aspect of this advertisement is found in the feeling of surrealness that gets you to ask yourself, am I really here? The couple looking at each other gives a feeling of excitement that is formed by the surrealness of the idea that they are going to be floating in the sky in a hot air balloon at any minute. Nature is another signifier because of the water, the mountains, the grass and the trees that are within the ad. What is amazing about it is not what you see on the ground but the idea of what they would see in the hot air balloon. The birds eye view of the nature is what makes one appreciate the beauty within our planet which then makes us wonder why we treat it so poorly. The third signifier is adventure which is what I believe the GPS stands for. The GPS shows where they started, point A, to where they ended up, point B. Adventure is the planned locations you are headed for and all of the unplanned locations you ended up at along the way. Conquer, last but not least, can be shown by the GPS but can also be shown with the rearview mirror. In the rearview mirror you see miles and miles of grassland. This does not tell us where they have been but it gives us a sense of where they came from. It gives us an idea of how far they traveled to get to this point and the scene through the windshield lets us know how much more they are wanting to conquer.

In Conclusion, the non-coded iconic message explains all of the objects that physically appear within the frame of the advertisement. The linguistics portion of the advertisement gave us a complete story of the Toyota and the journey it accompanied the couple to get to. The coded message made us penetrate the image to make us realize that it was not only about a happy couple with a car. It was about the fairytale story, the beauty of travel, the excitement of adventure and the things that have and are awaiting to be conquered.

Work Cited

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