

# Ellen And Toyota

- Toyota and Ellen teamed up for a live Highlander Hybrid commercial
  - Aired in November 2007
  - Toyota scheduling another live commercial for 2008
- Entertaining, in-program placement written by Ellen show staff
  - Based upon key Highlander selling points provided by client
- Additional coverage of Highlander Hybrid featured [www.ellentv.com](http://www.ellentv.com) for a month and posted on YouTube



## Video Gallery



Ellen's Really Big Show

Ellen's Live Toyota Highlander Commercial Part One

Ellen's Live Toyota Highlander Commercial Part Two



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