

FCB's Camdeboo Giant Flag phenomenon celebrates 45 years of Toyota Hilux

FCB Joburg has broken new ground for Toyota South Africa with a new television commercial to celebrate 45 years of Toyota Hilux in South Africa.

The TVC showcases the tough new Toyota Hilux Legend 45, launched to mark the anniversary and pays homage to every Hilux made since the first in 1969 by taking viewers down memory lane. But that's not all - the TVC also features Giant Flag branding, a man-made natural phenomenon, viewable from the flight path and intended to generate a national pride campaign starting in the Camdeboo Municipality's local community, then stretching throughout the nation and hopefully across the globe.

[Click here](#) to view the ad and [here for more information](#).

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