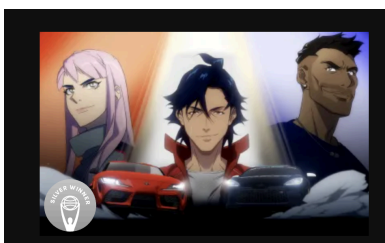




Intertrend's Groundbreaking "GRIP" Anime Series Fuels Love for Toyota, Wins Two Clio Awards

Demonstrating the impact of the AAPI-focused campaign, the anime series earned unprecedented mainstream recognition, winning two globally-recognized Clio Awards including a Silver Clio in Branded Entertainment Content – Film Scripted and a Bronze Clio in Film Craft – Animation



| SILVER | CLIO AWARDS | BRONZE | CLIO AWARDS |
|----------------------|---------------------------------|----------------------|-----------------------------|
| Toyota | Toyota | Toyota | Toyota |
| GRIP: A Toyota Story | GRIP: A Toyota Story | GRIP: A Toyota Story | GRIP: A Toyota Story |
| United States 2025 | United States 2025 | United States 2025 | United States 2025 Campaign |
| Entrant Company | Intertrend Communications | Entrant Company | Intertrend Communications |
| Medium Type | Professional | Medium Type | Professional |
| Medium | Branded Entertainment & Content | Medium | Film Craft |
| Category | Film-Scripted | Category | Animation |
| | | Category | Animation |



LONG BEACH, Calif. (May 27, 2025) – What started as Toyota's love letter to Asian youth has turned into a nationally recognized, award-winning campaign. [Intertrend Communications](#), a leading multicultural creative agency, proudly announces it has been honored with two prestigious 2025 [Clio Awards](#) for its innovative work on Toyota's original anime series, GRIP. The agency earned a **Silver Clio in Branded Entertainment Content – Film Scripted** and a **Bronze Clio in Film Craft – Animation**, showcasing Intertrend's strength in blending cultural insight with bold creative execution.

A culture-driven creative agency whose influence extends far beyond a single demographic, Intertrend's GRIP anime series has accelerated acclaim across consumer, automobile, and entertainment worlds alike. The three-season anime series reimagines automotive storytelling for a new generation of car enthusiasts and embraces the fast-paced, high-stakes world of GR racing through a cinematic anime lens. A campaign which marked a departure from conventional automotive marketing, GRIP entered and was lauded in the overall Clio categories rather than multicultural-specific categories, underscoring its broad creative impact and relevance.

Created in collaboration with anime artists and entertainment leaders across the U.S. and Asia, including Executive Producer **Frank Mele** and Supervising Director **Jae Woo Kim**, GRIP succeeded in making Toyota not just a car company, but a creator of pop-culture content. With its authentic Asian American storytelling, high production value, and genre-bending format, the campaign captivated audiences and drove measurable gains in brand perception—including a 39% increase in unaided brand awareness.

In addition to these two Clio wins, Intertrend was also awarded two 2025 Association of National Advertisers (ANA) REGGIE Awards, including a Silver REGGIE for Content Marketing and a Bronze REGGIE for Multicultural Marketing.

“We are proud of our teammates at Intertrend on the effectiveness of this campaign and for earning these well-deserved awards,” said **Mike Tripp**, group vice president, **Toyota Marketing** at Toyota Motor North America. “Our research revealed consumers wanted to see a more exciting, innovative and inspiring side of Toyota, and what’s most impressive is Intertrend’s ability to take a campaign that was originally targeted specifically to Asian youth and have it capture the imagination of millions.”

Each season blended exhilarating action, empowering themes, and Toyota’s GR lineup into a visually enticing anime experience. For example, the second season introduced a dynamic new female protagonist, Linh “Nitro” Lam, and featured the original song “[Omakase](#)” by Japanese girl group ATARASHII GAKKO!.

“This series is a powerful example of how big brands like Toyota are flipping the script on traditional marketing and advertising endeavors and instead leveraging episodic content, pop culture, and novel storylines to tap into new audiences,” said **Matthew Choy**, executive director of strategy and creative, **Intertrend**.

For the independent agency, the national and international acclaim highlights the intrinsic value of timely multicultural consumer insights. “Intertrend is an agency that specializes in AAPI audiences, but it's actually our depth of cultural insight—and ability to speak to a specific audience with real nuance—that’s what made this work stand out. That’s what caught the attention of the jury. It's not just about who we speak to, it's why and how we do it,” added Choy.

With headquarters in Long Beach, Calif. and Plano, Texas, Intertrend is known for crafting bold, culture-forward campaigns that resonate across generations and demographics. The agency’s work on GRIP exemplifies its unified mission to operate at the intersection of culture, creativity, and consumer connection.

Taking place annually since 1959, the Clio Awards celebrates bold work that propels the advertising industry forward, inspires a competitive marketplace of ideas and fosters meaningful connections within the creative community.

For more information about GRIP, visit www.toyota.com/grip. To learn more about Intertrend, visit www.intertrend.com.

ABOUT INTERTREND COMMUNICATIONS

Intertrend is a multicultural creative agency that understands the intersection of cultures, emerging trends and the interaction between brands and consumers. With a passionate team of over 70 professionals, Intertrend creates deeply resonant and exceptional consumer experiences. Founded 30 years ago and based in Long Beach, Calif. and Plano, Texas, the agency has worked with leading automotive, financial services, retail, entertainment, pharmaceutical and telecom brands. Intertrend also houses a family of entrepreneurial brand units that build to its core expertise across digital,

content and experiential, including The Art of Bloom, Imprint Culture Lab, Imprint Venture Lab, Architecture for Dogs and The Psychic Temple, while supporting Creative Class Collective, a 501(c)(3) and its programs such as Long Beach Walls, Art Renzei, Make Noise Today, Couriers of Hope, and Unexpected Connections. Interpreters and interrupters, interdisciplinary and international, Intertrend is where culture and content meet.

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