

# How TV helped Mazda zoom to number 1



## Background

In the late 1990s, Mazda sales had plateaued in Australia and any incremental growth they enjoyed was the result of additional models being introduced to the range.

While they were a stable 'top-10' brand, they trailed other import brands such as Nissan, Mitsubishi, Honda and Hyundai. And they were a long way behind the Big 3 (Toyota, Holden and Ford).

## Concept

The introduction of a new generation product line-up was the catalyst for the launch of the new "Zoom-Zoom" marketing strategy in 2000, resulting in a campaign that taps into the joy of motion that we first experience as children. The advertising communicates this feeling of joy with energy and emotion and, of course, the now classic tagline, "Zoom-Zoom".

It's a campaign that has become one of the most recognised and successful advertising campaigns in automotive history. And television can take a lot of the credit for this success as it has enabled Mazda to communicate "the emotion of motion" with real impact.

According to Alastair Doak, National Marketing Manager at Mazda, "Back in 2000 when we had the challenge of establishing the Zoom-Zoom concept, we knew there was only one medium that could bring it to life – and that was TV."

In addition to the fun and energetic TV spots, Mazda has used innovative techniques to leverage their sponsorship of popular Free TV programs.

# CASE STUDY: Mazda

## Results

The decision to use television as a cornerstone of the campaign has clearly paid off. The “Zoom-Zoom” tagline is now recognised by an astounding 96 per cent of Australians.

Mazda is now the number 1 vehicle importer in Australia, and, more importantly, Mazda now enjoys record sales, more than doubling its market share in the past seven years. Before the “Zoom-Zoom” campaign launched, Mazda was in seventh place in the list of top car makers but has now lifted sales volume to claim the Number 4 position – and incredibly, they’re now the first brand starting to close in on the previously unreachable ‘Big 3’.

## Who

Client: Mazda  
Agency: CHE