



How TV helped Mazda zoom to number 1.

Since its launch in 2000, 'Zoom-Zoom' has resonated with drivers the world over. It taps into the joy of motion that we first experience as children, through advertising that communicates this feeling with energy and emotion.

It has become one of the most recognised and successful advertising campaigns in automotive history.

Television can take much 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 that

there was only one medium that could bring it to life – and that was TV.'

It's fair to say that this decision was a wise one – the 'Zoom-Zoom' tagline is now recognised by an astounding 96 per cent of Australians.

Mazda now enjoys record sales – more than doubling its market share in the past 7 years and lifting volume to now claim 4th position in Australia up from 7th place before the campaign launched (Source: VFacts 2006-2007).

Mazda is also now the number 1 import brand in Australia. Now that's steering a brand to fame.

For more information on how television can build brand fame and drive sales, visit thinktv.com.au

To drive sales and recognition for your brand

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