

TopGear

CASE STUDY MAZDA MX-5 ICON



ADVERTISEMENT FEATURE

ICON[S]

Have we saved the best until last?

Last issue, we revealed three of our top motoring icons – car chase movies, famous TV cars and the exciting, new Special Edition Mazda MX-5 Icon – and this month we share three more. Over the page, this edition of Icon[s] features one of the greatest racing stories in history (a real David & Goliath tale of how Mazda won the 1991 Le Mans 24 Hours), a reminder of one of the all-time legends of Formula One, James Hunt, and one of the most ingenious motoring inventions ever. All three are on our list of the greatest motoring icons of all time and you can still vote for your favourite at topgear.com/icons, but only until 30th September. Don't miss out – you could find yourself as our guest at a special Top Gear magazine/Mazda MX-5 driving event at Dunstons park, full details on the website

Mazda MX-5 Icon Building brand perception online

THE CHALLENGE

Promote the Mazda MX-5 Icon car, build brand awareness, positively increase perception across a set of key brand attributes, actively engage the users of topgear.com and highlight the effectiveness of the campaign through research.

THE IDEA

Created a specific Mazda Icon microsite on topgear.com, and built an MX-5 game and voting system. Drove traffic through online directional and fixed placement adverts.

THE EXECUTION

We really wanted to get users interacting with the brand whilst still communicating the key brand messages and building awareness. We decided to design a micro site around the Icon brand name, positioned the MX-5 as an icon itself and used terrific photography and video footage to record its journey along the Stelvio Pass (an iconic stretch of road in the Italian Alps). We then re-created this route on a video game so that users could experience for themselves what it would feel like to drive an MX-5 around one of the 'must' drive roads in Europe.

To reinforce the link between the new Mazda MX-5, iconic

motoring products and experiences, we prompted users to vote for what they thought was the most iconic thing associated with motor driving.

We wanted to be able to measure how effective the campaign was in changing user perception and attitude towards the Mazda MX-5 brand. We devised a survey and prompted users to take part using a pop-up on the website. The survey proved very engaging with an impressive 12,796 respondents.

THE RESULTS

The microsite proved to be a success in building the brand perception of Mazda's key attributes. There was an average increase of 13% points across the board for every brand attribute measured.

This included: positive impression, No1 value for money car, stylish, sporty, top performing, car like to be seen in and fun to drive car.

- 1 in 3 who saw the promotion responded by visiting the Icons microsite.
- The micro site attracted 932,473 UK unique users, generating 1,792,841 UK page impressions.
- The game was played nearly 4 million times, over 420,000 times from the UK

“It was an integrated solution that engaged the consumer/target with a multi platform solution. The creativity shown by BBC Top Gear matched by the perfect audience alignment enthusiasts with Mazda won the business and enabled us to make the decision that only one media partner would be required”

MEL SROCYNSKI Marketing Communications Manager