

Case study:

Mazda Sakata 'Run'

by interactive agency Syzygy



MAZDA



Revolution
AWARDS
SHORTLISTED



Winner

Introduction

In March 2006 Mazda launched its Mazda 2, Mazda 3 and Mazda 6 special editions, known as the Mazda 'Sakata' range.

Brief and objectives

In March 2006 Mazda launched its Mazda 2, Mazda 3 and Mazda 6 special editions, known as the Mazda 'Sakata' range.

Mazda's marketing objective was broadly to increase awareness of its brand and product range and specifically to encourage Sakata prospects to request brochures, arrange test drives, visit dealerships and buy a car. The Sakata audience comprised those looking to buy a new, fairly sporty car in time for the March registration period.

Mazda's marketing brief also called for the attributes of sportiness, affordability and value to be conveyed about the range across all creative executions. The chosen strategy would have to work within budgetary constraints.

Strategy

Email was selected as a pillar of the Sakata campaign because of its ability to generate leads and sales cost-effectively. It was also recognised for its ability to work in harmony with above-the-line campaigns. In this instance, Mazda ran a simultaneous magazine display ad campaign by JWT.

A five figure strong database of opted-in prospects held by Mazda were identified as ideal targets for the campaign. These prospects had interacted with Mazda one or several times, fitted a certain profile and hadn't been contacted too recently in connection with another campaign.

Solution

The emails directed to a microsite (also by Syzygy) with more information about the range and the option to request a brochure or book a test drive.

Online integrated creatively with the offline ad campaign. The cars were portrayed as trainers in sports shoe boxes, with copy centred on the concept of 'run.' Crucially, the online creative extended the concept in a relevant new direction by adopting the language and visual style usually associated with trainers and trainer websites. The email copy and imagery followed best practice in, for example, presenting a call to action clearly and quickly.

Email deliverability was tested before the campaign and responses were tracked during it, to optimise future campaigns.

Results

The results are exceptional and well ahead of industry averages on every measure, from open rates to clicks. Most importantly, the return on investment is high through sales made to email recipients.

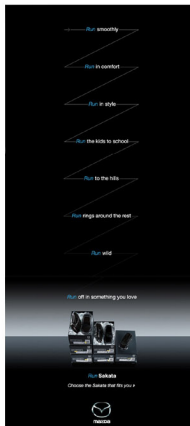
This campaign corresponds with the average for Mazda online activity of cost per site visitor. 39% of campaign email recipients opened the email, with 46% of those going on to click through to the microsite. The email campaign initiated multiple new car sales to email recipients, with a very impressive return of 5.6 times the amount of profit against the budget spent.

The success of the email campaign can be attributed largely to Mazda's insight-driven approach: Its underlying pan-European CRM database stores prospect and lead data generated by all channels (including direct mail and phone operations). The sophisticated system shows how many times and how people have been contacted to optimise segmentation and the timing and relevance of new communications. Data from email campaigns is fed back into the system to add to the view Mazda has of each prospect.

The campaign encapsulates best practice in not only email marketing but CRM. It shows that direct marketing expertise applied to email is the only way to achieve outstanding results.

The email:
<http://awards.syzygy.net/syzygyshowcase/runsakata/index.htm#>

The microsite:
<http://www.mazda.co.uk/sakata/default.aspx>



Email



Microsite