

# Marketing mazda case

[Business](#), [Marketing](#)



But MAZDA advertisement focused more on the performance of the car and made a "mature" image, spent more budgets in advertisement on the magazines, even cooperated with ESPN to appeal to sport fans (the target audience). The Mazda used some direct marketing like sending mails and CD-ROM to the client. Also set the website for the model to attract more people, especially the Protege. Mazda gave a major push to the Protege on the Internet including several fun activities and games, this Internet marketing made a huge success.

The slogan and advertisements gave the audience an impression of the sporty, fun-to-drive Mazda. The MIMIC program of Mazda gave the company a second birth. 2. Evaluate Mamma's decision to drop the "Get In. Be Moved" tagging for the Protege and adopt the "Zoom-zoom" theme for its advertising. "Get In. Be Moved" was a powerful slogan for Mazda developed by Done, it created a brand promise to nonusers that when you get in a Mazda car, the car can get you moved.

It was a success since it can stand for all the models of Mazda. But the question is this tagging could not demonstrate the spirit and the distinguishing feature of Mazda. Instead, the "Zoom-zoom" phrase created an environment of senses for the audience. The "Zoom-zoom" sound stands for the sound of the engine and wakes the inner child of the target audience. This new phrase not only perfectly describes the sporty theme of Mazda, but also more appeals...