

## Using Affinity Segments to showcase the Mazda6's technology, Mazda Canada rapidly grows awareness at scale, reaching nearly half a million Canadian Technophiles within the first month of the launch.



### About Mazda Canada Inc.

- [www.mazda.ca](http://www.mazda.ca)
- Head office in Richmond Hill, Ontario, Canada
- Distributor of Mazda vehicles in Canada

### Goals

- Drive awareness of new Mazda6 car, SKYACTIV technology
- Encourage engagement with brand
- Reach a targeted, qualified audience at scale

### Approach

- Implemented Affinity Segments for launch campaign
- Targeted "Technophiles" segment
- Complemented with high-precision keyword targeting, Remarketing for extended reach

### Results

- Reached 500,000 unique users in first month
- Extensive reach helps grow awareness, enter consideration set
- Adding Affinity Segments grew reach 10x compared to contextual targeting alone
- Extended impact of TV campaign targeting same audience

Mazda counts among the largest auto manufacturers in the world, producing more than one million units annually over the past several years. Celebrating its 45th anniversary this year, Mazda Canada Inc. is the distributor of Mazda vehicles in Canada. The company is a subsidiary of Mazda Motor Corporation, which is based in Hiroshima, Japan and was established in 1968. In 2002, the automaker launched its iconic "Zoom-Zoom" brand message along with its sports sedan, the Mazda6, which has since received numerous awards and "best of" titles in 27 countries.

### New launch requires wide reach to specific audience

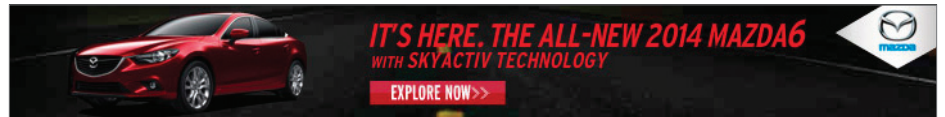
Over the past decade, the Mazda6 has undergone a few key redesigns – 2013 marked the launch of an all-new model combining Mazda's signature design style with SKYACTIV Technology, its cutting-edge performance and fuel-saving technology, as well as some innovative safety technology including Smart City Brake Support and Rear Cross Traffic Alert. The launch of this flagship vehicle demanded an innovative marketing approach: to build awareness of these technological advancements, inform consumers of the car's new features, and drive them to the Mazda6 website to engage directly with the brand. And while Mazda Canada looked to reach consumers at scale, it also needed to connect with a very precise segment – people with a passion for technology who would be drawn to the SKYACTIV Technology features.

In the past, gaining significant reach in relevant places has been a core focus for Mazda Canada. "Traditionally with online display advertising, our challenge has been finding the right inventory that is contextually relevant to the Mazda6," says Dave Klan, Marketing Director at Mazda Canada, noting that this high-demand inventory can be competitive and costly. "With audience based targeting, we love that we target the audience versus the content they are consuming," he continues. "But we sometimes find we are pushing the limits of available scale."

### Connecting with tech-lovers using Affinity Segments

In April 2013, working closely with their Google Canada team and agency Excelerator, Mazda Canada executed their Mazda6 launch campaign leveraging Affinity Segments on Google's Display Network. Affinity Segments is an audience-based targeting tool designed to give advertisers massive reach of users who have demonstrated a sustained, qualified interest in a given topic. To demonstrate the Mazda6's technological prowess to a qualified audience, Mazda Canada targeted the "Technophiles" Affinity Segment, which includes users who research new gadgets, are well-versed in the functionality of new technology, and invest significantly in high-tech toys. Including this Affinity Segment in the campaign gives Mazda Canada unprecedented access to technology enthusiasts, generating further scale compared to previous campaigns.

Additionally, Mazda Canada uses Affinity Segments to create synergies between its online and offline campaigns. By targeting the Technophiles segment across Google Display, Mazda reinforced the messaging and impact of its television campaign geared to the same type of audience.



"We are incredibly excited about the technology advancements in this car, and being able to engage with people who we know care about high tech was critical for us," says Dave Klan.

### Leveraging multiple targeting tools generates effective exposure

Mazda used tailored ad creative for the Technophiles segment emphasizing SKYACTIV technology and inviting users to explore the features in more detail on the Mazda site. In addition to targeting technology fans with Affinity Segments, Mazda Canada complemented the high reach of Affinity with precise keyword contextual targeting, which displays Mazda6 ads on sites with relevant keywords. And lastly they implemented Remarketing, which allows Mazda to re-connect with people who have already shown interest by visiting the Mazda6 website. By leveraging multiple targeting tools, Mazda can extend its reach and exposure to the right audience at the right moment.

### Rapid, extensive reach to qualified users builds awareness, consideration

In its first month alone, the launch campaign featuring Affinity Segments reached nearly half a million car buyers from English and French Canada. Building a campaign with high reach using Affinity Segments and complementing it with high-precision targeting at the keyword level, Mazda was able to grow reach tenfold (compared to keyword contextual targeting alone over the same month-long period, with comparable campaign spend).

"Affinity Segments delivered perfectly for this campaign in allowing us to reach many users in a short period of time who we knew would have a predisposition to appreciate the Mazda6's technology upgrades," says Michael Tsang, Interactive Marketing Manager at Mazda Canada, noting the campaign exceeded expectations in efficiently building critical awareness of the new model. "Reaching technology-savvy users allowed us to enter their consideration set for a future vehicle purchase," he adds, "and establish Mazda as a leader in innovation in automotive technology."

### Reaching the right audience at every step with Google

Given the success of the Mazda6 launch campaign, Mazda Canada has integrated Affinity Segments into its online media mix for the CX5 and Mazda3 models. "Affinity Segments allows us to reach the most important psychographic clusters to our entire line-up of vehicles," says Krista Kelly, National Brand Manager at Mazda Canada.

Incorporating audience-targeting tools has fundamentally changed Mazda Canada's approach to display marketing: The group is experimenting with combining complementary audience-centric solutions to create a "full-funnel" approach – from building awareness with Affinity Segments to re-engaging interested consumers with Remarketing. "We want Mazda Canada to be present during every key stage of a car buyer's journey," says Angie Matchett, Media Director at Exceleator Canada. "Google Canada is our only partner offering more than just products – they offer full audience solutions."

© 2013 Google Inc. All rights reserved. Google and the Google logo are trademarks of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated. 130628