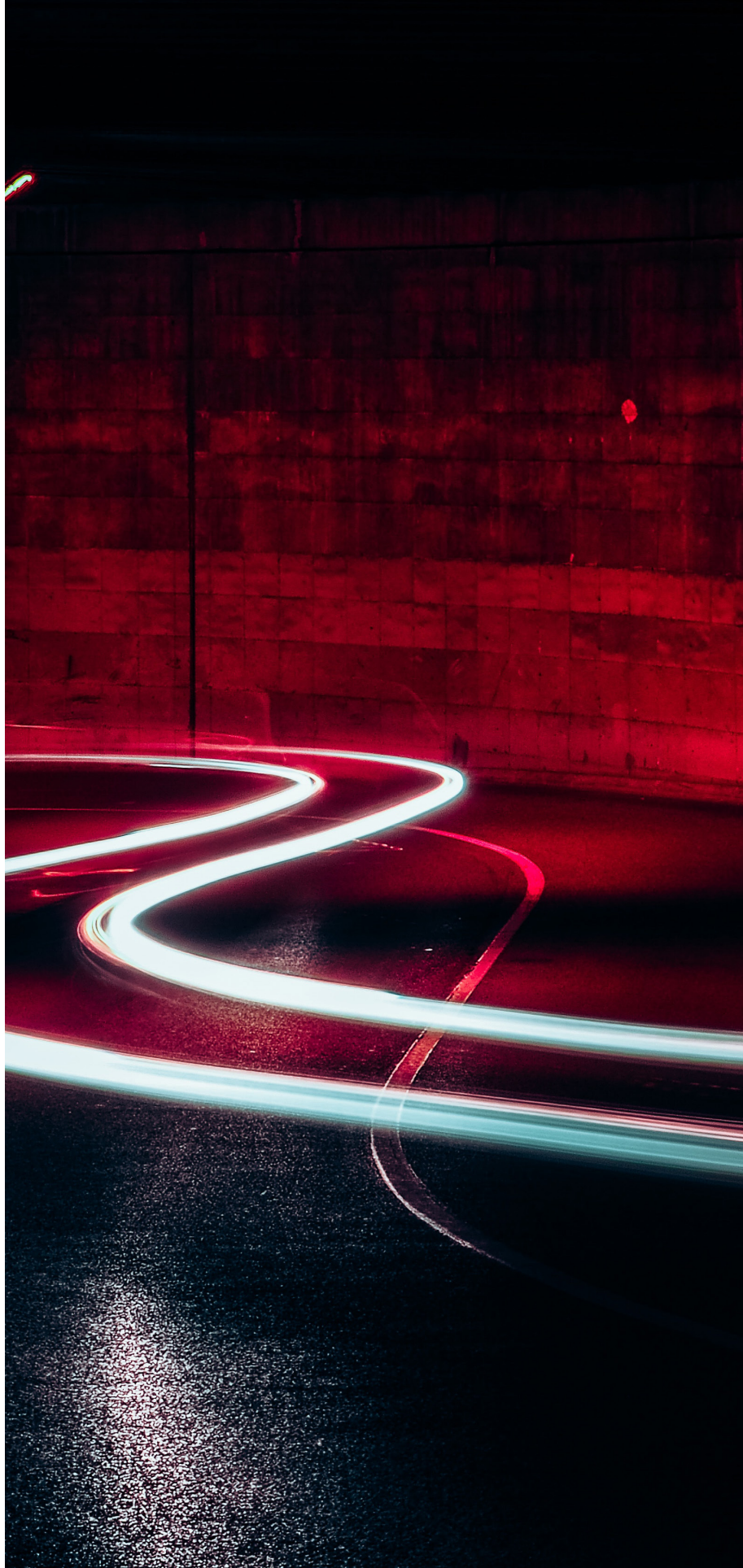
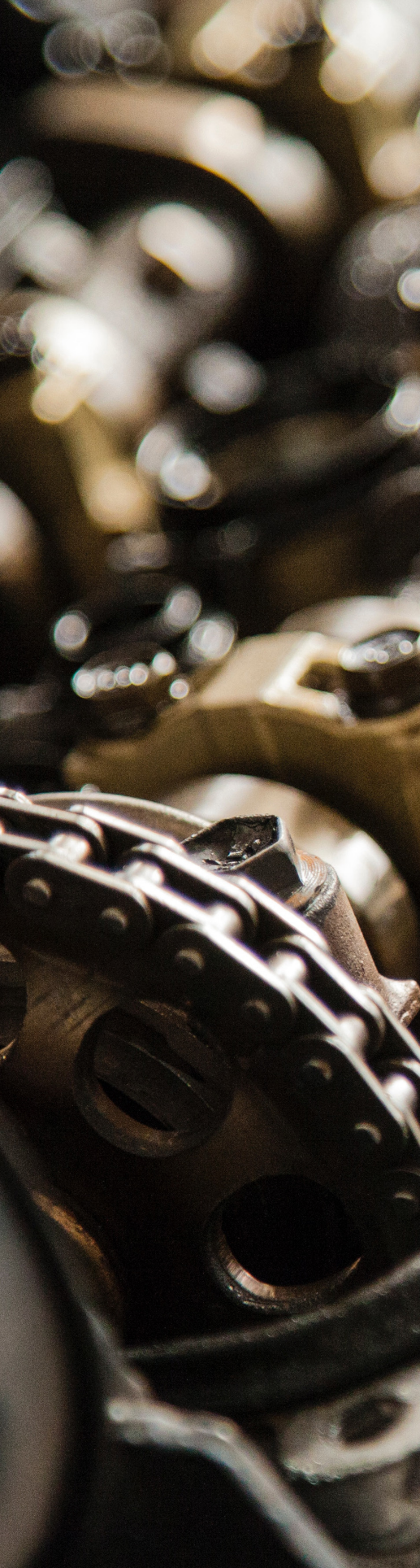


**PULSAR** 

Helping **Mazda** gain  
value from its social  
media activity





# The brand challenge

## *Becoming a social brand*

Mazda Motor Europe wanted to introduce social media listening as a new way to gather customer feedback and inform its first brand-led marketing campaign in Europe.

Mazda came to us in the position of being a global brand who wanted to push the visibility of social media across the organisation.

In this context it was also clear that their social presence throughout Europe had considerable scope of improvement. The role of our continuous research: to identify opportunities to improve and to provide additional value to users via social.



# The approach

## *Continuous social media reporting*

To meet Mazda's needs we created our on-demand social media reporting model: a bitesize, cost-effective way of delivering social media insights that can be easily shared across business units, going beyond just research or digital teams into marketing, brand and PR.

We recognised that many clients do not have the time nor desire to trawl through lengthy reports with deep strategic recommendations, but instead need an output that gets to the point and measures purely what is necessary.





# Outputs continuous, real-time, actionable, social media intelligence

*Highly responsive social media reporting, able to turn around requests in a couple of days – and thereby operating seamlessly with internal teams*

Alongside the reporting, what's just as important is the way that we work with Mazda in partnership:

- Our bespoke and easily deployable training program has been successfully rolled out in 12 markets.
- Established relationships with regional stakeholders and deep understanding of challenges and business needs in each market.
- Pulsar's integrated account team provides Mazda with ongoing support to ensure the success of the project and clear.



# The impact

*Helping Mazda become a social brand*

Since bringing on-demand reporting options to Mazda, we at PULSAR have effectively become their outsourced social insights team, helping them recognise the value of social opportunities to deploy it more effectively.

Mazda has successfully integrating social media in its Europe-wide marketing planning for 2015 and beyond.

Social has come to the forefront of Mazda's thinking, and nowadays there is always an integrated social element that extends the impact of more traditional above-the-line marketing such as event sponsorship and PR.

PULSAR reports are being used for consistent and long-lasting performance evaluation for product launches & comms campaigns.





“

We chose Pulsar as our preferred social media listening partner because of its advanced analytics capabilities and world-class research team. The Pulsar team has worked closely with the local markets to ensure they understand the benefits and limitations of social media research and are prepared to take on quick turnaround research (i.e. product recalls).

The fact that Pulsar also offers a social customer engagement system – in addition to the social media listening platform – was another reason we decided to work together, as we could use just a sole platform and set of KPI's across all our social teams.

”

Christian Ohm Manager

*Head of Consumer  
& Market Intelligence*





**Contact Pulsar  
to see what the  
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