

HELPING MAZDA GAIN VALUE FROM ITS SOCIAL MEDIA ACTIVITY



June 2015



PULSAR
Audience Intelligence

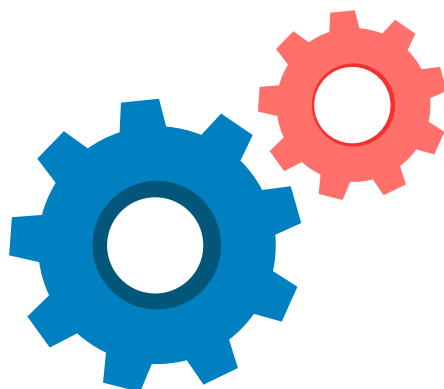
THE BRAND CHALLENGE

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.

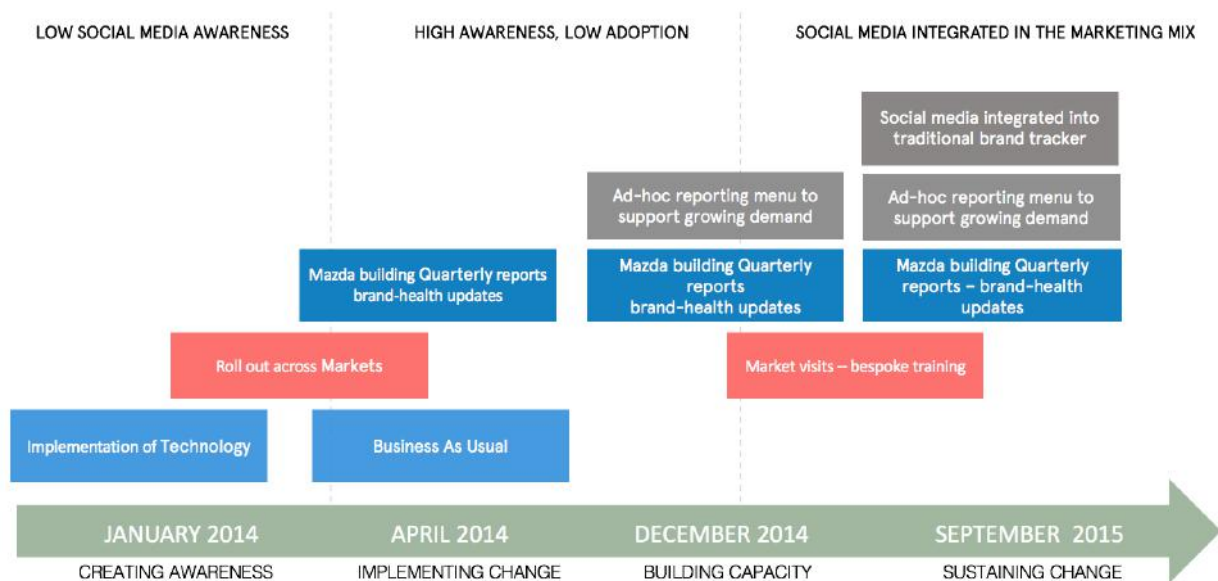


THE APPROACH

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

Another brilliant social media response ties Nissan to a major news story

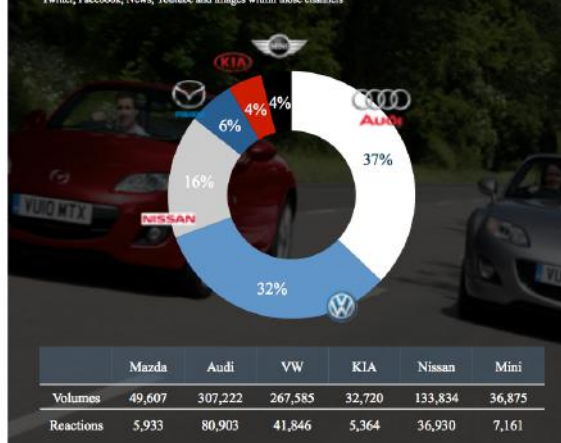
The competitive landscape is essentially unchanged in terms of brand volumes with Audi and VW keeping the lead and capturing 37% and 32% share of voice respectively.

Nissan is the most engaged-with brand and proves once again its ability to react quickly to internet sensations. The brand jumped at the opportunity to respond to Kim Kardashian's bare-bottom on the cover of Paper magazine, tweeting "Hate to break it to you: Ours is bigger" - which triggered over 27k RTs.

Mini and Kia lags behind with only 4% share of total conversation in the competitive set. The launch of the new MINI 5-door got social media audience excited with over 11,000 mentions. In comparison, the unveiling of the new CX-3 generated roughly 3,000 mentions and reactions.

Competitors share of voice

Based on total number of mentions and reactions of Mazda, Audi, VW, Kia, Mini and Nissan in blogs, forums, Twitter, Facebook, News, Youtube and images within those channels



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 and find opportunities to deploy it more effectively.

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

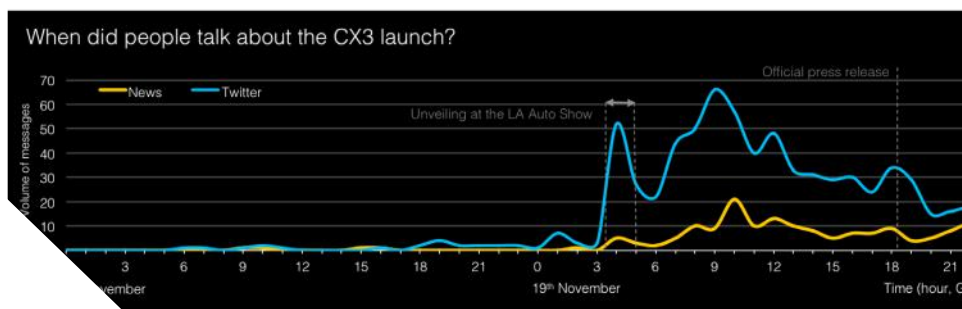
Social has come to the forefront of Mazda's thinking, and nowadays there is always an integrated social element that extends the impact of more traditional above-the-line marketing such as event sponsorship and PR.

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

DISCUSSION ABOUT THE LAUNCH PEAKED AT 9-10AM (GMT) AS EUROPE CAUGHT UP WITH THE LA LAUNCH OVERNIGHT

Twitter volumes firstly spiked at 4am GMT as the new CX-3 was unveiled live at the LA Auto Show. The bulk of activity however occurred between 10-11am as the European public caught up with the news.

WHAT DOES IT MEAN FOR MAZDA? Social media activity suggests the press release was potentially issued a little too late, causing only a small bump in volumes. Product launches are all about being the first and sharing inside information. In this occasion, there was so much build-up that, by the time the press release happened, most people had already been exposed to the story.



THE IMPACT

Helping Mazda become a social brand

“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

THANK YOU.

For more information please get in touch



Giuseppe Polimeno

Head of Social Media Research
Giuseppe.Polimeno@pulsarplatform.com



James Cuthbertson

Global Commercial Director
James.Cuthbertson@pulsarplatform.com

+44 (020) 7874 6577

www.pulsarplatform.com



PULSAR
Audience Intelligence