



High impact Good Weekend advertising drives lifts in brand metrics – exposure to the Mazda campaign in the Good Weekend showed significant increases in brand favourability, brand recommendation and purchase intention.

Campaign Objectives

- » Increase awareness of the Mazda 'New Look' MX-5 model
- » Increase purchase consideration
- » Drive advertising recall through high-impact advertising execution placements in the *Good Weekend*

Campaign period

- » Saturday, October 27, 2012.

Target Audience

- » 25-44's with skew towards males

Creative Execution

The Mazda MX-5 campaign was executed in the *Good Weekend* as a 'take-over' cover in conjunction with a full page advertisement and sponsorship of 'win a weekend away' competition.

Research Methodology

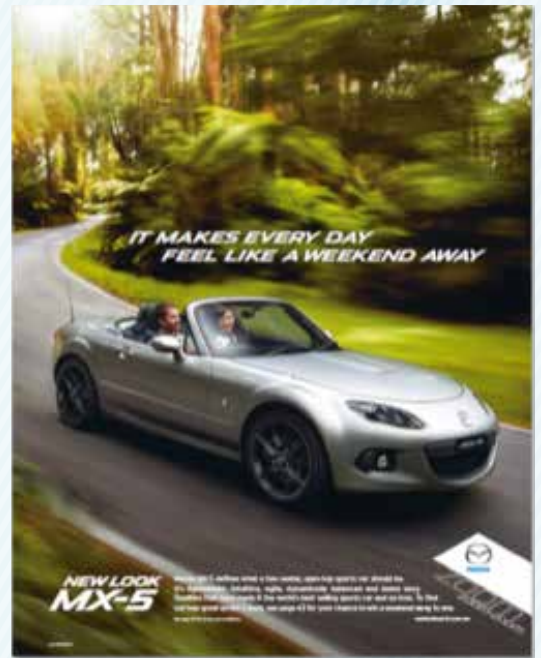
A few days prior to the campaign, a benchmark control group was recruited to measure key brand metric levels including brand favourability, brand recommendation, brand consideration and purchase intention (n=1,142)

The second was conducted between 29th October - 1st November 2012 to compare brand metric levels (brand favourability, brand recommendation, brand consideration and purchase intention) and ask questions about the Mazda MX-5 advertising in the *Good Weekend* to evaluate the advertising execution and messaging itself (n=1,848)

The following results measure the shift in brand metrics between the 'benchmark control group' and the *Good Weekend* 'exposed group'.



Good Weekend - Mazda 'take-over' Cover



Mazda Full page Ad

72% of the target audience recalled seeing that advertisement with majority (88%) correctly identifying the advertising was for Mazda.

The Results

- » Overall the campaign drove lifts in brand favourability of 6% points, brand recommendation of 12% points, brand consideration of 4% points and purchase intent for the Mazda MX-5 of 9% points.
- » Purchase intention in particular showed significant lifts amongst males of 8% points.
- » After exposure to the Good Weekend campaign, Mazda had the third highest level of consideration of all the car brands shown.
- » The campaign was very successful in communicating key messages of 'A new look' and 'It makes everyday feel like a weekend getaway' which particularly resonated with males and 25-44's.
- » The advertisement was most likely to be described as imaginative and exciting; with majority (80%) stating the ad stood out and over half (56%) indicating that it is an ad they would stop and look at.

Campaign impact

Brand Metrics	Ad-recaller
Brand Favourability	+6% pts
Brand Recommendation	+12% pts
Brand Consideration	+4% pts
Purchase Intention	+9% pts

For more information please contact your Fairfax Media representative