



VDX content integration with Motor Trend delivers high engagement and increased vehicle awareness for Mazda



Overview

In a highly competitive and saturated automotive market, Mazda is constantly on the lookout for new and innovative offerings to showcase Mazda vehicles in a manner that engages buyers. Mazda partnered with VDX.tv to drive brand awareness in market, for the CX-5.

Solution

Mazda collaborated with VDX.tv to build a campaign that unified creative content with desired performance, ensuring consumers could establish familiarity with the Mazda brand in an immersive way. Leveraging a partnership with Motor Trend, VDX.tv was able to integrate auto-specific content into an immersive, highly engaging, video-driven experience (VDX).

The Mazda CX-5 campaign, which promoted the model's innovation and design, used credible and unbiased content from Motor Trend Group, including *Chief Designer Gives Us A Walkaround of the 2017 Mazda CX-5*, and *6 Things To Know About the 2017 Mazda CX-5*.

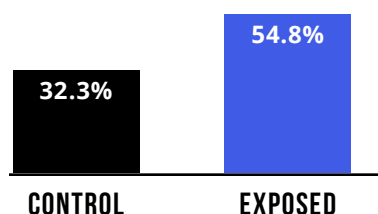
Results

In addition to its own quantitative analysis, VDX.tv partnered with Kantar Millward Brown to provide a qualitative analysis of campaign performance.

The campaign eclipsed VDX.tv's benchmarks, delivering higher consumer engagement rates, time spent in-unit and clicks to Mazda's website. Higher consumer engagement helped achieve a significant lift in brand and vehicle awareness, amongst respondents aged 18-49 and planning an auto purchase in the next year.

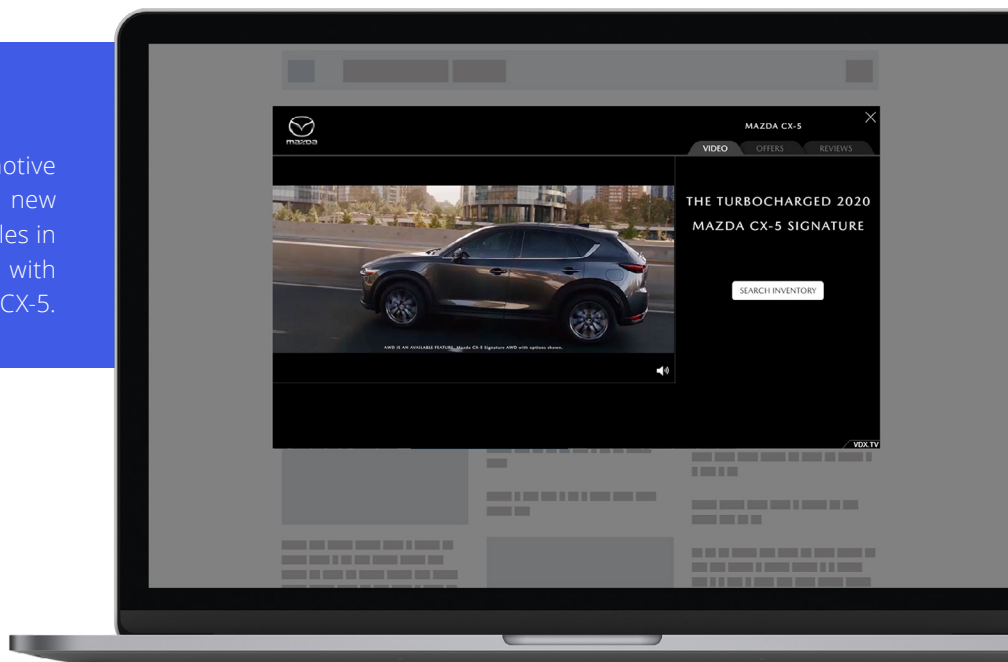
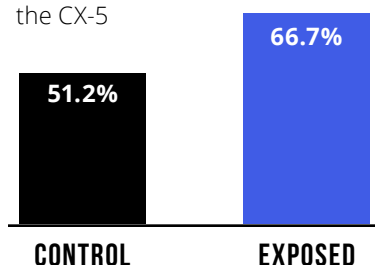
Ad Awareness

+70% increase in ad awareness



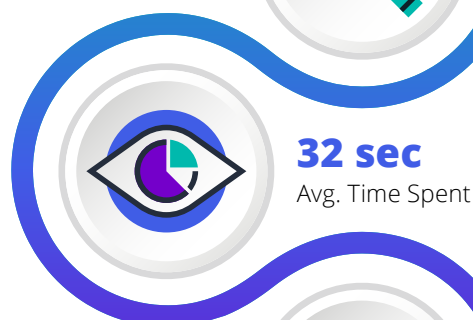
Vehicle Awareness

+30% increase in awareness for the CX-5



CLICK SCREENS TO VIEW DEMO OF ALL SIZES

2.57%
Engagement Rate



8.04%
Click-through Rate



For more information, please contact us at sales@vdx.tv

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