

MAZDA CASE STUDY



The results from this Structural Graphics Extendo exceeded Mazda's expectations. They were so effective, Mazda decided to launch two back to back campaigns!

CLIENT: Garage Team Mazda

INDUSTRY: Automotive

PROJECT: Direct Mail

SG SERVICES: Design, Production, Assembly, and Mailing

BACKGROUND

Garage Team Mazda is a WPP-backed creative agency based in Orange County, California. Proficient in every media channel, they provide creative marketing solutions, brand restoration, content development, strategy, and analytics. Having hosted a Structural Graphics Open House, Garage Team Mazda was familiar with Structural Graphics' design and production capabilities. When the special needs of this project came up months later, the two companies collaborated. When Mazda U.S. released the 2014 Mazda 3 it partnered with Structural graphics to produce some incredible dimensional mail.

PROJECT GOALS

Promoting the newly redesigned Mazda 3 model line called for formats that were themselves as interesting and engaging as the redesigned vehicles. The agency was particularly enamored with Structural Graphics' patented Extendo® design which met the criteria for interest and engagement, provided an inexpensive solution, presented plenty of real estate for messaging and photos, and posed no difficulty to mail. The goal of the client was to get the word out about the new look and features of an existing vehicle.

CHALLENGES

With a sea of media competing for every target's attention, getting noticed with direct mail requires interesting, engaging formats delivering killer graphics and compelling messages. In conjunction with Structural Graphics, Garage Team Mazda tackled those challenges.



STRUCTURAL GRAPHICS' APPROACH

The Extendo® is interactive, engaging, and surprising. It is versatile in that it can be delivered in a variety of carrier designs. In this instance, to better accommodate the teaser format of the messaging, we added a cover flap which opens bottom to top. The cover carries a teaser headline reading, "People say there's no comparison to the all-new 2014 Mazda3". Opening the flap reveals the payoff line, "We beg to differ. Because the one thing you can compare the Mazda3 to is itself." Product info sits above the line and a pull tab is exposed on the right side under a thumb cut. Pulling the tab activates the trademark action of the Extendo®, when two panels extend out in opposite directions as a result of that one pull. The Mazda 3 five door and four door are on display on each respective panel.

SUCCESS

The impact of the Mazda piece was easily measured. The mail piece included a customized offer letter, which prompted recipients to bring the letter to their local Mazda dealership and cash in on special incentives and services. The pieces were mailed to a very targeted group and the results were fantastic.