

## GOLD COAST MAZDA

**Brief** Gold Coast Mazda were on a mission, they needed to profile their new Mazda 2 range but wanted more than just a straight 30 second commercial campaign.

**Campaign Objectives**

- Profile and increase interest in the new Mazda 2
- Increase traffic into their service department.

**Insights and Solution** SEA FM'S "CAR FULL OF STARS"  
This campaign answered the client's brief in a number of facets, got Sea FM listeners talking and integrated Gold Coast Mazda in the execution. The mechanic was to guess five mystery celebrities driving the new Mazda 2.



Additional clue incentives were on offer if listeners took their car to be serviced at Gold Coast Mazda or went for a test drive to ultimately win a key to open a new Mazda 2 on offer. Multimedia support included website clues on both station/client websites and social media pages.

**Results**

- 14 additional Mazda sales during the promotion
- A 60% increase in service bookings at Gold Coast Mazda
- Strong results for Sea FM also, achieving no.1 come for that survey period.



**Station**  
90.9 Sea FM, Gold Coast

**Campaign type**  
Direct Response

**Promotion timeframe**  
1 month

**Target market**  
18-24 years, 25-39 years

"Sea FM's 'Car Full of Stars' was the text-book sales promotion – we delivered for the client and the Sea FM listener."

Andrew Very, Content Director – Sea FM/Gold FM