



Sitecore  
**Case Study:**

## Mazda Australia – Bringing the zoom-zoom to life online

### Summary

Sitecore partner, igloo, won Mazda Australia’s digital account in mid 2009, and has worked cohesively with the car manufacturer’s group of agencies to deliver truly integrated campaigns.

The Mazda website was originally developed in Sitecore and with igloo’s team experienced in Sitecore development, there was no reason to change vendors; the two companies instead focused on improving the implementation of the CMS on the new website.

Globally, the Mazda definable brand ‘Zoom-Zoom’ is broken down to 3 core elements – stylish, insightful and spirited - to capture the emotion of motion. These messages have been successfully delivered in both the cars’ design and marketing to date, a result of which is the hugely successful Mazda3.

To build on the ‘insightful’ element, Mazda wanted to bring the Zoom-Zoom brand alive online, both on the website and within social media channels.

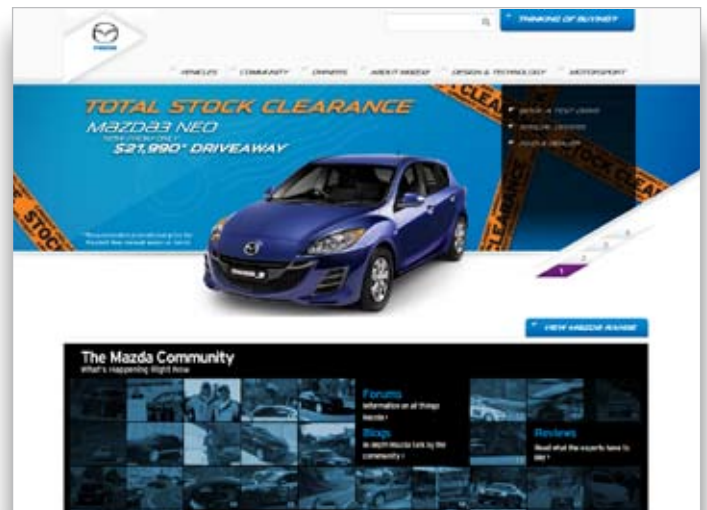
With a functional CMS already in place, igloo worked on ensuring the three core elements were captured in a fresh design while enabling greater content ownership, integration with CRM services and more interactive user features.

### Challenge

Mazda’s brief was pretty simple: “to deliver Australia’s best automotive website.” This needed to be achieved by conveying the ‘emotion of motion’ concept to the digital realm; the core of Mazda’s Zoom-Zoom brand strategy.

The new site required improved technical infrastructure, a more engaging and informative user experience and facilitation of clear calls to action. This refinement in Information Architecture included a design and navigation overhaul offering

Mazda Australia  
Site  
[www.mazda.com.au](http://www.mazda.com.au)





easy shortcuts according to intention, such as booking a test drive, finding a dealer and requesting a brochure.

Social media integration was identified as a huge opportunity for Mazda to open up channels of communication with its customers. Prior to the development of the new site, Mazda lacked a social network and community strategy, with no official Mazda Australia presence on Facebook, Flickr or YouTube and a tactical attempt at Twitter.

While many other local and imported car companies were already active in building and managing their own social media communities, a strategic opportunity still existed for Mazda in bringing online communities and their cars together in one place. Mazda and igloo identified that no car manufacturer in Australia had yet put social media at the forefront of their sites.

Such a bold approach was always going to invite a healthy debate during the development of the Mazda digital strategy. Here lay one of the core challenges in creating the new site for Mazda: building a compelling line of attack to invest in social media, whilst also negating the risk that is omnipresent when bringing public comment and contribution so close to a company's product.

Challenges in the development of the new Mazda site included creating the vast array of content required to deliver the rich user experience defined in the strategy.

“One of the biggest challenges for the Mazda site was to contain all the data within Sitecore. Previously it was built across a number of relational databases, however we wanted to give the client complete control over the data using one simple interface and we knew that Sitecore was more than capable of handling the volume of data required.” said Daniel Graetzer, igloo's Technical Director.

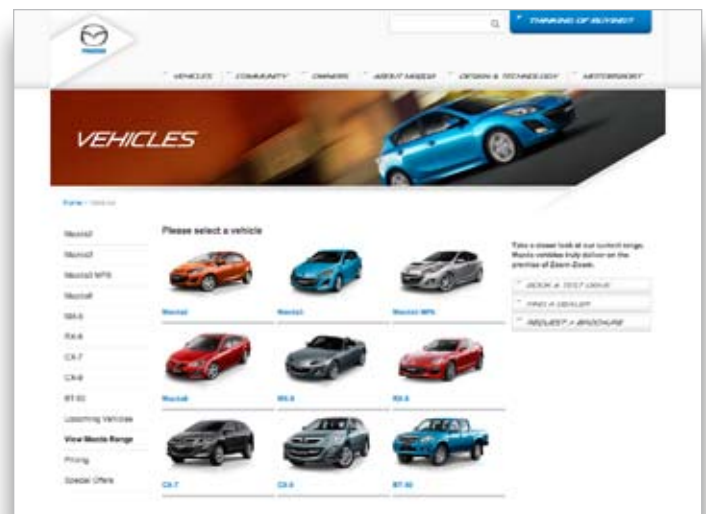
This was successfully developed and the new site demonstrates a simple and intuitive way to manage all the data all within the Sitecore admin.

## Solution

The new Mazda website not only facilitates the investigative stage of purchasing, but also looks to give reasons for the prospective buyer to come back through owner specific information and helpful tips. Layering information about the cars with pictures, videos and comments contributed by the Mazda community gives consumers a 360-degree interaction with a car that cannot be achieved in a dealership environment. A detailed owner login area

## Mazda Australia Site

www.mazda.com.au





**sitecore**<sup>®</sup>  
compelling web experiences<sup>™</sup>

is in development for future release to specifically assist with vehicle management and maintenance for Mazda drivers.

A key ingredient to the success of the digital strategy was to utilize video as a way of telling a story. The new Mazda Australia site is now packed full of informative footage embracing the global trend towards video.

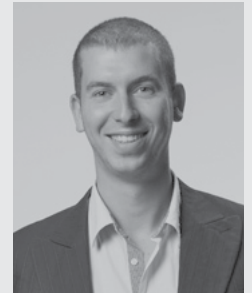
Another objective of the campaign was to create a more integrated relationship with both online and offline advertising. To provide a consistent and integrated marketing message, it was important for tactical campaigns to be quickly and easily supported on the digital platform. Full integration of campaigns within Facebook, Twitter feeds, YouTube and Flickr also opened up the opportunities for audiences to engage with the brand and help foster assets for use elsewhere on the site. A number of Flickr images were supplied by Mazda fans for implementation on the website, as well as user-generated video content for the media galleries.

The Mazda mobile website was also launched in mid-July at [m.mazda.com.au](http://m.mazda.com.au), utilizing the same Sitecore implementation as the main website. It allows easy updates and content management, while drawing only on those key features most relevant to a mobile audience to simplify the navigation and user-experience.

### Result

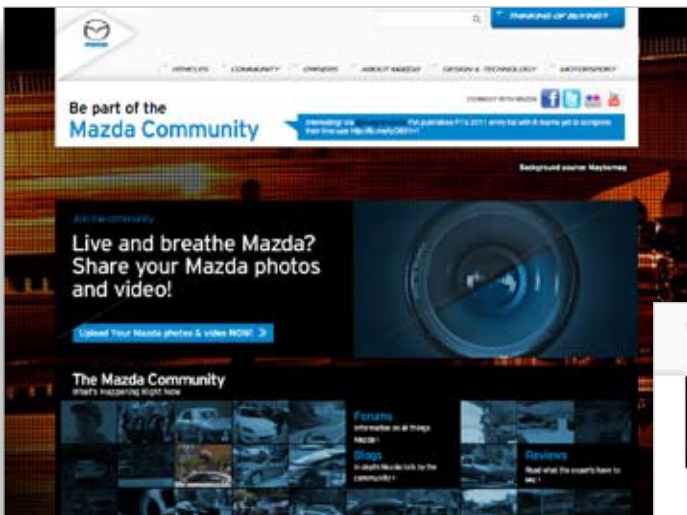
While the new website has only been live for two months, the rise in user interactions can already be seen with the increase in vehicle page views up 52%, and brochure requests rising 36% over the same period.

It is worth considering if a site needs to be compatible with mobile devices, or if a mobile version of the site needs to be created. In the case of Mazda, a cut down version of the site was developed for mobile rather than compromising the functionality of the main site so that it would be compatible with mobile devices.



*“Leveraging Sitecore’s device templating and user agent handling was so simple when it came to building a mobile version of Mazda’s website.”*

— **Daniel Graetzer**,  
Technical Director, igloo



**Mazda Australia Site**

[www.mazda.com.au](http://www.mazda.com.au)

**Mazda Australia Site**

[www.mazda.com.au](http://www.mazda.com.au)





*“igloo has helped us deliver a dynamic and informative web experience for new and existing Mazda customers, enabling them to engage with the brand and connect with other Mazda enthusiasts on a more personal level.”*

**— Alastair Doak,  
National Marketing  
Manager at  
Mazda Australia**

### **Social Media – Results**

Instantly, Mazda found that social media channels such as Facebook and Twitter are the preferred method of contact for a lot of people. Managing these channels has become a full time job and a position was created for a social media representative. Customer service issues and buying questions have been raised and responded to through these channels. The nature of the medium is such that if Mazda are committed to their community, they need to respond quickly and transparently to any issue or enquiry. All other customer enquiries and submissions are managed and maintained by Sitecore, with the CMS managing content areas throughout the site, including Flash banners.

### **Resourcing and Content**

The greater level of integration with Sitecore has allowed Mazda resources to have more control and ownership of their content, with even flash elements on the site managed by the Sitecore CMS.

A staging server environment allows publishing workflows to be implemented and a range of user permissions across the corporation put in place to manage editing, publishing and updates.

According to Alastair Doak, National Marketing Manager at Mazda Australia, “igloo has helped us deliver a dynamic and informative web experience for new and existing Mazda customers, enabling them to engage with the brand and connect with other Mazda enthusiasts on a more personal level.”

### **Mobile Website**

“In the past, building a mobile version of any website has been rife with challenges, however Sitecore was able to significantly assist with the process for Mazda Australia. Leveraging Sitecore’s device templating and user agent handling was so simple when it came to building a mobile version of Mazda’s website. All the control has stayed within the Sitecore admin, from the content displayed on the site to the device handling,” says Daniel Graetzer, Technical Director, igloo.

The result is an iPhone and Android optimised user-friendly experience that makes it very easy to access important Mazda information on the go. Visitor statistics have increased dramatically and the feedback has been fantastic.



Sitecore’s Web Content Management System (CMS), portal and marketing automation software solutions enable companies to deliver compelling Web experiences. Sitecore’s award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore’s industry leading flexibility and scalability allow companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies, utilize Sitecore solutions for their websites. These organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, LEGO, Lloyd’s of London, Microsoft, Omni Hotels, Sara Lee, Siemens, Thomas Cook and The Knot. Connect in the Sitecore Community to experience Sitecore’s success and that of its customers, partners and developers.

**Sitecore**  
[www.sitecore.net](http://www.sitecore.net)

**Mazda Website**  
[www.mazda.com.au](http://www.mazda.com.au)

**Mazda Mobile Website**  
[m.mazda.com.au](http://m.mazda.com.au)

**igloo**  
[www.igloo.com.au](http://www.igloo.com.au)