

*Mazda3 College Championship
Quinnipiac Public Relations Group
12.3.13*

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Executive Summary

When Mazda came to Quinnipiac Public Relations Group they had one goal that they wanted to the firm to achieve. This goal was to raise awareness of the Mazda 3 brand amongst the Quinnipiac University undergraduate population. The first step in gauging our target audience's awareness of the brand was through a survey. 200 undergraduate students participated in the survey and we gathered our initial data to plan the campaign.

Most Quinnipiac students were unaware of the all-new Mazda 3 and most were also uninterested in attending an event, so QUPR made it a personal goal to spread the Mazda brand as much as possible. Through our research we also gained an understanding of what our target audience was truly interested in. They weren't as interested in the technology of the Mazda 3 as they were the features and gas mileage so that's what we decided to focus on.

QUPR came up with the campaign theme of myMazda. Through this theme we wanted to show our target audience how there is something that everyone can enjoy in the all-new Mazda3. Whether it's the great gas mileage or the Internet radio integration, we wanted to highlight all the features a potential Quinnipiac customer would be interested in.

The tactics implemented to reach our goal were a comprehensive social media campaign, an on-campus event, and a buzz generating video. After a few setbacks with the social media campaign, we got it up and running and have been pushing it through Facebook, Twitter and Instagram for the past three weeks. The on campus event was a huge success. Out of the 300 people that were projected to attend, 231 students attended and 188 students sat in the vehicle. Finally the video team created two videos that are currently up on Facebook and YouTube.

Once the event took place the research team conducted a post-survey to see how well we informed the Quinnipiac Community. One of the main questions asked in the post-campaign survey was if one would consider purchasing the All-New 2014 Mazda3 as their next vehicle after attending the event held on campus. 66% of the participants answered yes and only 34% said no. We also asked if the event was

informative about the All-New 2014 Mazda3, 81% of the participants answered yes and 19% said no.

From our post research we are happy with the results of the campaign. We raised awareness of the brand on campus and also raised the number of potential Mazda3 buyers.

Research

Target Market Insights

The target market were Quinnipiac undergraduate students, mostly focusing on Generation Y ages 18-29. Through our Pre-Campaign survey, we saw that students on Quinnipiac's campus did not know much about the All-New 2014 Mazda3, or Mazda in general.

Support for Campaign Strategy

Our Campaign strategy was to get Quinnipiac students ages 18-29 to be interested in purchasing a new vehicle, or even become more aware of the Mazda3. As shown above, when starting the campaign, most students did not know about the All-New 2014 Mazda3, or Mazda3 in general. Since one of the first steps of Public Relations is Awareness, the research team put together a focus group to learn from other students their different preferences and features in choosing a vehicle, while informing them of the All-New 2014 Mazda3. This seemed to be somewhat successful since 4 out of 10 considered checking out the All-New 2014 Mazda3 for their next vehicle and 6 out of 10 committed to attending our event highlighting the All-New 2014 Mazda3. Also, working with the Events and Social Media group, the research team conducted a Post-Campaign survey that was sent out to the 188 students who interacted and were informed of the All-New 2014 Mazda3, as well as put out on the social media pages.

Pre-and Post- Campaign Research Comparison

In both our pre-and post-campaign surveys, we received 200 responses. The reason for this number of 200 is because Quinnipiac University only has a student body of 6,000 students. Mazda asked for the campaign to have at least 3% of the student body

respond, or 400, whichever is smaller. 180 are 3% of 6,000, so we set our personal goal of 200 responses for each.

First, we will explain the demographics in the two surveys. In the pre-campaign survey, out of the 200 students, 79% of the population was female and 21% were male. In the post-campaign survey, 84% were female and 16% were male. This is not surprising because the Quinnipiac ratio of male to female is 70:30. The next demographic we looked at was year in school. In the pre-campaign survey 46% were seniors, 16% were juniors, 10% were sophomores, 8% were freshmen, 6% were graduate students and 10% classified themselves as other. In our post-campaign, 32% were seniors, 17% were juniors, 12% were sophomores, 30% were freshman, and 9% were graduate students. We saw that many seniors took the pre-campaign survey because we mostly posted it on our personal social media websites, and the majority of our friends are seniors. We also saw that in our post-campaign survey, the second highest grade to take our survey were freshman. We believe this is because the post-campaign survey was sent out to the students who filled out the lead cards at our main event highlighting the All-New 2014 Mazda3, and our event was held right near one of the largest freshman dorm buildings.

Next, we looked at the key findings in each survey. In our pre-campaign survey, we looked specifically at certain questions asked. Out of all the participants in our pre-campaign survey, 9% of the population owned a Mazda, 38% knew about a Mazda3 vehicle, 66% have heard about the previous “Zoom Zoom” campaign, 33% said they would attend a Mazda event on campus and only 17% knew about the All-New 2014 Mazda3. Out of the 17% who knew about the All-New 2014 Mazda, 7% would

somewhat likely purchase the Mazda3 as their next vehicle, 25% are neutral, 7% are somewhat unlikely, 53% are very unlikely, and 10% do not know. We believed these numbers were significantly low on Quinnipiac's campus, and this campaign would help get Mazda's name to Generation Y. These low numbers also helped create our campaign of "MyMazda," which would help the students "make Mazda their own."

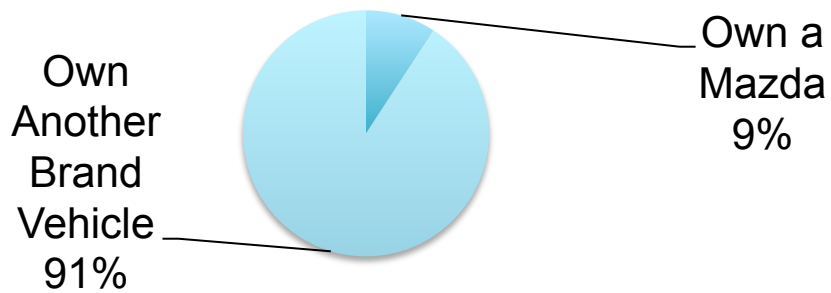
In our post-campaign survey, we asked similar questions to our pre-campaign survey highlighting the participant's knowledge and awareness of the Mazda brand and the All-New 2014 Mazda3. One of our main questions asked in the post-campaign survey was if one would consider purchasing the All-New 2014 Mazda3 as their next vehicle after attending the event held on campus. 66% of the participants answered yes and only 34% said no. We also asked if the event was informative about the All-New 2014 Mazda3, 81% of the participants answered yes and 19% said no. Also, we asked in our survey what exactly interested one in attending the MyMazda event and how they heard about the event. The highest percentage of the reasons students attended the event was for the All-New 2014 Mazda3. And the top reason why people heard about the event was because of the location of the event (Bobcat Way off of South Lot) One statistic we were very intrigued by was the selection of which feature of the All-New 2014 Mazda3 appealed to one the most. In the pre-campaign survey, only 13% liked SKYACTIV technology, 5% liked Aha Radio, 6% liked Facebook and Twitter connectivity, 13% liked Bluetooth® Audio and 2% liked i-ACTIVSENSE. We believe these numbers were very low because not many knew about the All-New 2014 Mazda3 and all the amazing features it included. However, after the event and highlighting these features, we saw a significant increase in these numbers. In the post-campaign survey,

57% responded that their favorite feature of the all-New 2014 Mazda3 was the SKYACTIV technology. Aha Radio was liked by 36%, Facebook and Twitter connectivity was liked by 36%, Bluetooth® Audio was liked by 34% and i-ACTIVSENSE was liked by 29%. We fully believe that by providing awareness of SKYACTIV technology at the event and having the hood of the car opened, it improved people's perspectives about the vehicle.

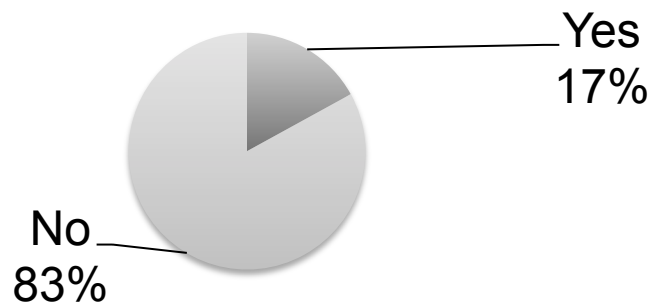
Our main research objective of the MyMazda campaign was to raise awareness and increase knowledge and interest of the All-New 2014 Mazda3. Our numbers in the beginning of the campaign from the pre-campaign survey showed that only 38% knew about the Mazda3, and we wanted to increase that by 50%. Essentially, we wanted to increase knowledge and interest of the All-New 2014 Mazda3 from 38% to 57% by November 20th, 2013. In a little over two months of our campaign, we were able to attain our goal. 66% of the participants who filled out our post-campaign survey replied that they have heard about the MyMazda campaign, were aware of event held on campus and knew about the Mazda3. This is a significant increase from our pre-campaign survey, and over the original goal we set for ourselves. We saw an increase of 80% of knowledge and interest of the All-New 2014 Mazda3. These numbers show that our campaign was very successful. Our main objectives were achieved by significant numbers, and it our team did a great job getting the word out about the All-New 2014 Mazda3, especially from our social media, public relations, event and video groups and their leaders.

Pre-Campaign Survey Charts:

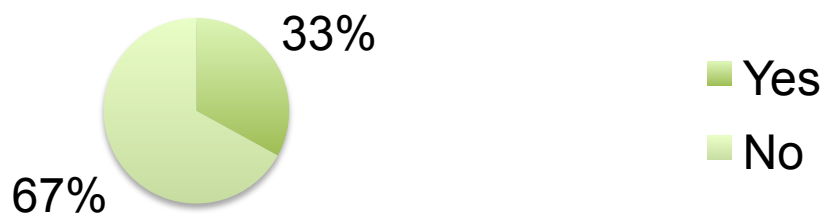
What type of vehicle do you drive?



Have you heard of the All-New 2014 Mazda3?

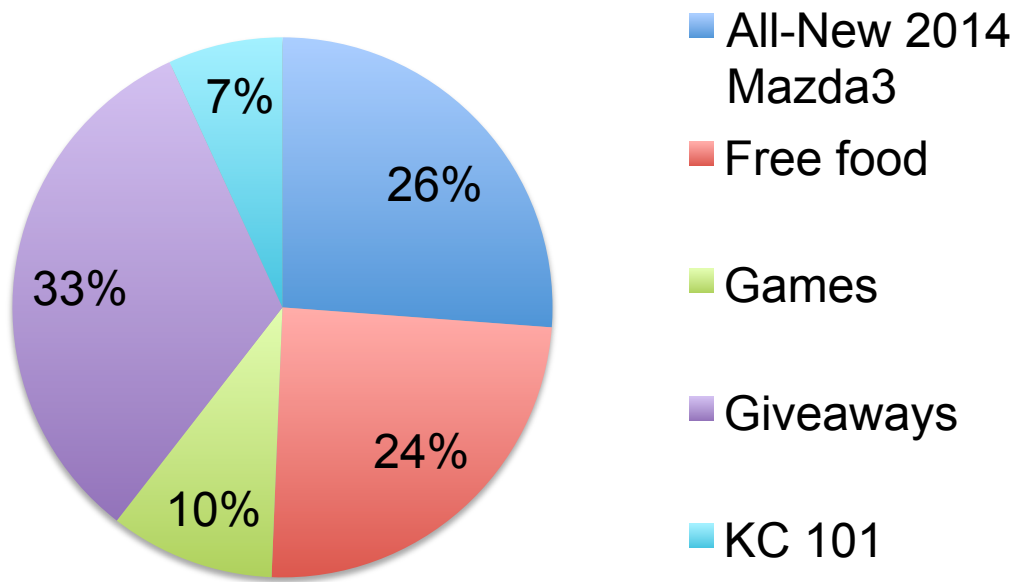


Would you attend a All-New 2014 Mazda event on campus?

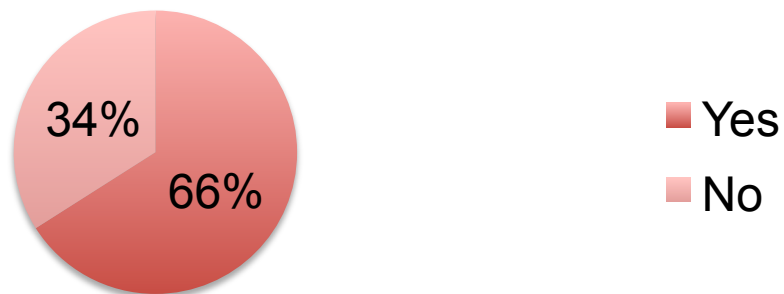


Post-Campaign Survey Charts:

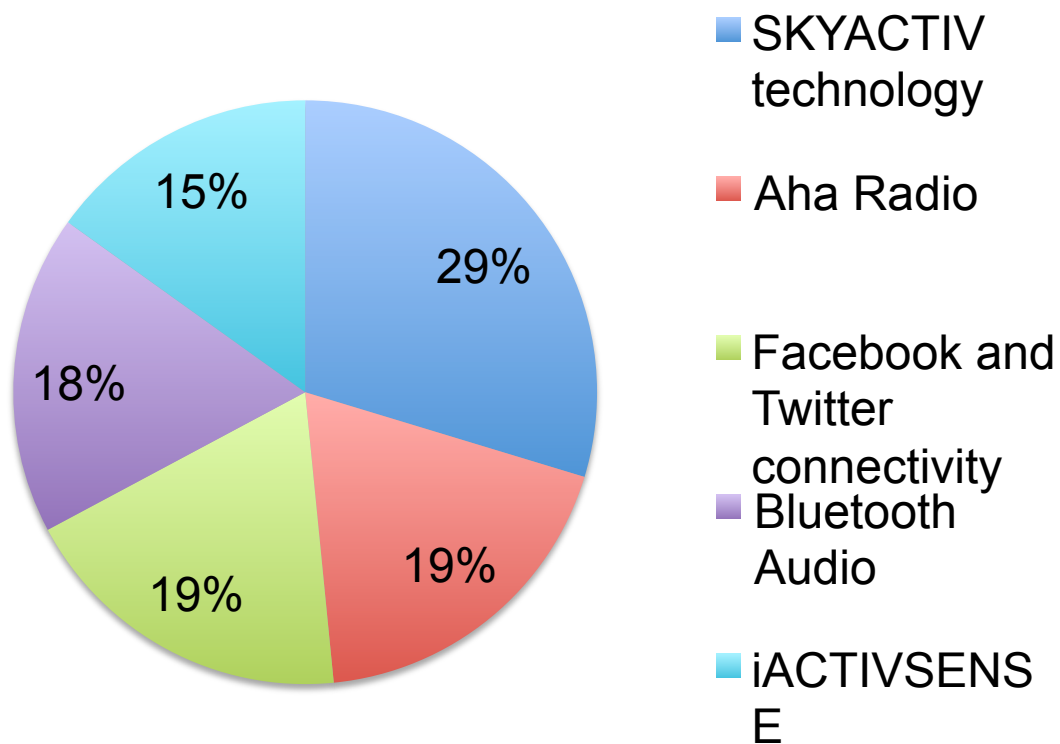
Why did you attend the MyMazda event?



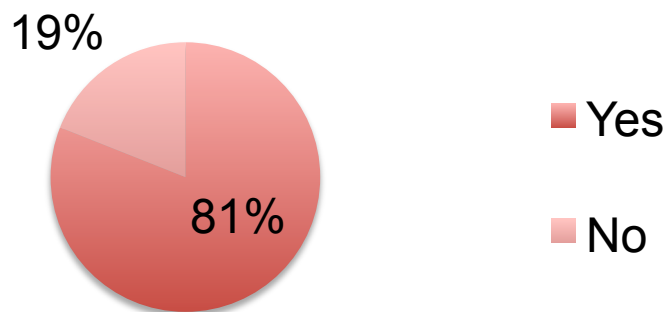
Would you consider purchasing the All-New 2014 Mazda3?



What is your favorite feature?

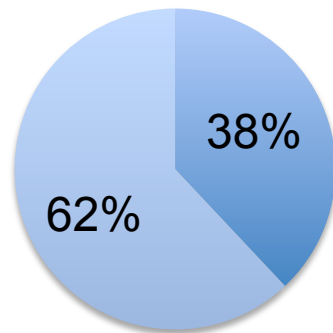


Was the MyMazda Event informative about the All-New 2014 Mazda3?



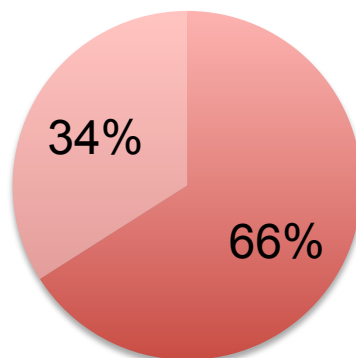
Research Objectives Charts

Knowledge about All-New 2014 Mazda3 on October 1st, 2013



- Know about Mazda3
- Do not know about Mazda3

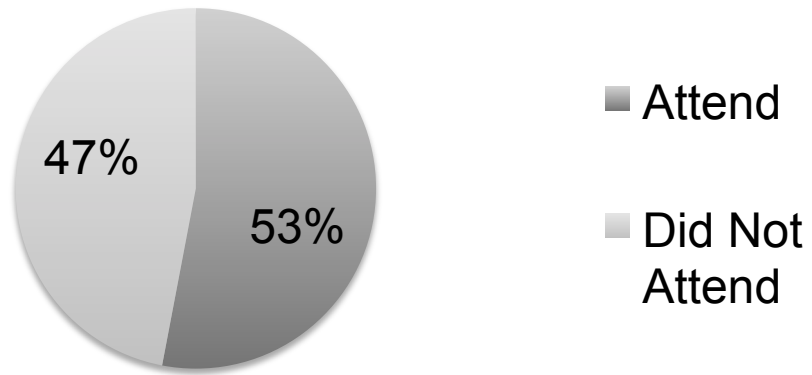
Knowledge about All-New 2014 Mazda3 on November 20th, 2013



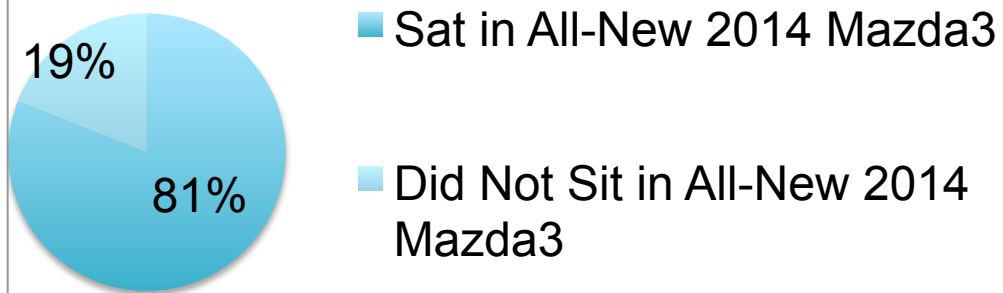
- Know about Mazda3
- Do not Know about Mazda3

Event Statistic Charts

Students who walked by the event



Students who attend the event



Implementation

Campaign Theme

The myMazda Campaign focuses on the interactive relationship between the consumer and the product, our target public and their cars. The objectives of the myMazda campaign are to raise awareness of the 2014 Mazda3 brand and raise interest in 2014 Mazda 3 for purchase consideration among Quinnipiac University undergraduate and graduate students, faculty, and the general collegiate community ages 18-29. The myMazda campaign is named as such in order to add a personalized effect to the Mazda product. The consumers desire a car that is their own, fun to drive and possess all the features that they find necessary. With Mazda and the all-new 2014 Mazda3 our audience can live our slogan to “Make It Your Own.” The campaign will use comprehensive traditional and social media tactics as well as a special event to reach our goals and objectives.

First we will introduce our target public to the 2014 Mazda3 product via traditional communications forums specific to the Quinnipiac community. For example, local and campus media outlets like *The Chronicle*, *The QUAD News*, *The New Haven Register*, *The Barnacle* (print and online newspapers), WQAQ, WQUN and KC101.3 (broadcast radio stations), Q30 Television and other local broadcast news stations. In order to raise awareness and educate our target public, these press releases, television and radio announcements and feature articles will illustrate the “Fun-to-Drive” attributes, technological enhancements, and special interior features of the all-new 2014 Mazda3.

Additionally these strategic communications messages will invite consumers to submit personal testimonials about their relationships with their cars via creative posts, tweets, pictures and videos on Twitter, Facebook and/or Instagram using prompted hash tags and handles. Examples include but are not limited to: “#myMazda #myMazdaQU #myFirstCar #FuntoDrive or @myMazdaQU.” In order to insight consumer engagement submissions will be selected to receive giveaways and may to be featured in the myMazda Campaign viral pass-along. Sparking this reminiscence the consumer can start thinking about the attributes of and sentiments

regarding their cars and compare them to the features and fun that the 2014 Mazda3 has to offer.

In addition to our traditional and social media elements being used to generate buzz about the 2014 Mazda3, we will use them to promote our special event on November 6th and highlight Mazda's dedication corporate social responsibility through the Mazda Foundation. Based on our market research, our target public would be more inclined to participate with and/or purchase from organizations that give back to the community through community service. Our target public is not interested in being aggressively sold to and presented with overwhelming automotive details; therefore our overall campaign approach is as such. Specifically, the special event will increase 2014 Mazda3 brand awareness. The 2014 Mazda3 will be on-campus as well as local dealership representatives to designate educational and informational messages regarding the product. Special event participants will be enticed to participate via planned activities, giveaways, live music and the 2014 Mazda3 product showcase.

Overall, there are several advantages of launching the myMazda campaign. Using our traditional and social media tactics the myMazda Campaign will have the ability to reach at least 95% of the Quinnipiac population. Additionally, the campaign will be used to raise awareness of the Mazda3 2014 brand and raise interest in Mazda 3 2014 for purchase consideration among the target public. The myMazda campaign will use 2014 Mazda3 brand awareness and educational informational messages, personal testimonial submission activities for increased consumer engagement and promotions from other influential media and communications outlets. From there promotions the campaign can reach additional audiences, increase the amount of Likes, retweets, promotions and followers and increase the likelihood of our social media, audio visual and video pass-alongs to go viral; ultimately achieving our campaign goals and objectives to raise awareness of the 2014 Mazda3 brand and raise interest in 2014 Mazda 3 for purchase consideration among the Quinnipiac University community members ages 18-29.

Objectives

The objectives of the myMazda Campaign are to:

- Raise awareness of the Mazda brand among undergraduate students ages 18-29 by 25% by November 6, 2013.
- Raise interest in Mazda 3 for purchase consideration among undergraduate ages 18-29 by 25% by November 6, 2013.
- Conduct qualitative and quantitative research to gain a strategic understanding of the relationship between the Mazda brand and Gen Y in order to drive decision-making on the most effective marketing communication and touch points within the target audience.
- Generate buzz by creating a viral pass-along that educates consumers on the benefits of the Mazda3.
- Develop and execute an integrated marketing communications plan to increase awareness and interest for the Mazda3 among the Generation Y. This must include a short video conducted with the GoPro Camera provided. The video can be incorporated into digital and social media.

Target Market

Quinnipiac students ages 18-29, interested in purchasing a new vehicle or just unaware of the Mazda3 brand.

Positioning & Message

Position: We featured the product's attributes and benefits while highlighting the great quality and price.

The message we wanted to get across was how great and safe the vehicle is at an affordable price. As college students the budget for a new car isn't very high. We feel as though this is the perfect car for a college student or recent grad because of the quality one gets for a very affordable price. Through the myMazda campaign we wanted

each person the campaign reached to find something in the car that made it personal to him or her. Maybe someone is really focused on safety in a car. Maybe someone wants a great and interactive sound system. Or maybe someone is just looking for a cool looking car at an affordable price. The all-new Mazda3 has all these features and we wanted to create a connection for people.

Campaign Tactics

Our three main tactics for this campaign were a comprehensive social media campaign, a buzz-generating video, and an on-campus event promoting the all-new Mazda3. The social media campaign will be discussed in detail in the Advertising section.

Campus Event

Goal of the Mazda event: To attract the attention of Quinnipiac Students to come to the event and view the new Mazda 3.

Target Market: Quinnipiac students

Objectives:

- To have 300 students attend the event by 3:00 pm on November 6, 2013.
- To raise the awareness about the new Mazda 3 by 40% by December 10, 2013.
- To have 150 students sit in the car at the event by 3:00 PM on November 6, 2013.
- To raise money for the Mazda Foundation by 3:00 PM on November 6, 2013.

Strategies & Tactics:

- Attract the students to the event with free food, games, giveaways & KC 101 radio station.
- The students that attended were taken to the car to learn about the new Mazda3.

- To keep the students interested, games were played in the car and prizes were won. Games included spin the wheel trivia and musical chairs with the vehicle.
- Attract the students with giveaways including gift cards to local businesses in Hamden, Connecticut.

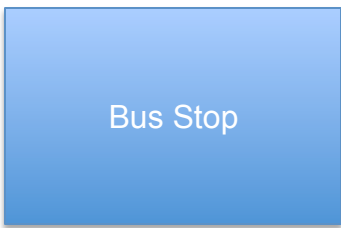
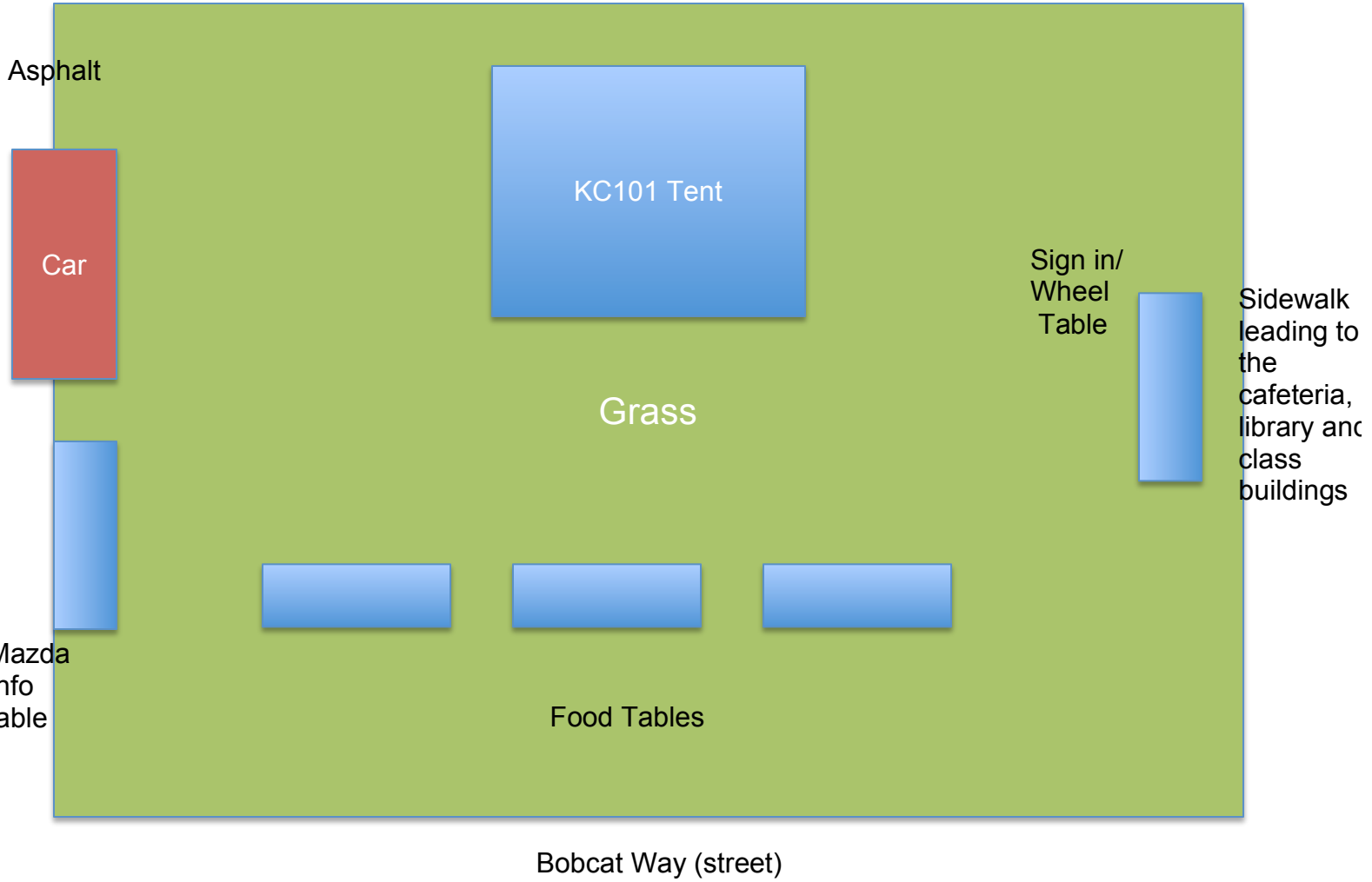
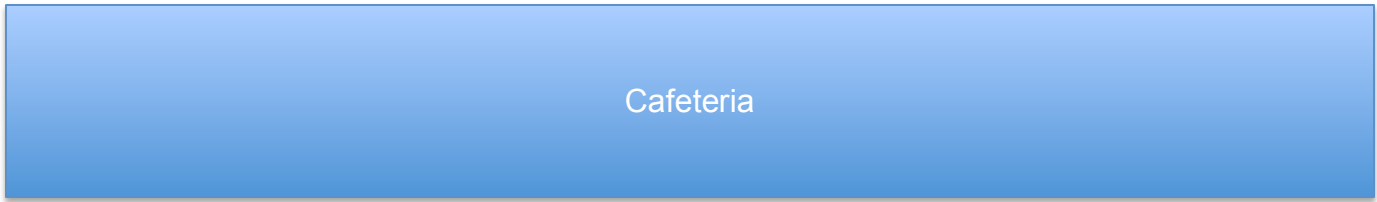
Number of the attendees:

- Approximately 435 students walked by the event.
- 231 students attended the event.
- 188 participants sat in the All-New-2014 Mazda 3.
- 188 participants filled out lead cards.

Success of Event:

- 231 students attended the event out of the 300 that were expected; therefore we were somewhat successful in that objective.
- 188 participants sat in the Mazda vehicle and filled out lead reports, which exceeded expectations. 150 students to sit in the car was an objective, therefore we were successful.

Event Layout Diagram



Event Pictures



Public Relations

Objectives

The first goal for the PR team was to land a story in one of the Quinnipiac newspapers. Quinnipiac has two newspapers that are pretty well known and read throughout the campus. We are currently in the process of pitching and landing a story in at least one of the newspapers. Our second goal was to have a successful event that would reach a variety of students. The event was a huge success for Quinnipiac, QUPR is very happy with the results.

Strategy and tactics

To land an article in one of the school newspapers we pitched two different press releases to the editors. Unfortunately, there isn't a way to reach these editors by phone so getting in touch by email was quite difficult. Through our studies we have found over the phone pitching is much more successful than pitching through email and that is one of the challenges we are currently facing. Below are the two press releases the public relations team sent out.

Total Impressions

If the story is landed the article has the potential to reach up to 2,500 students, grad students and faculty. All articles are also posted on The Quinnipiac Chronicle website as well.

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bonnie.conklin@quinnipiac.edu

FOR IMMEDIATE RELEASE

10-28-

13

**QUINNIPIAC UNIVERSITY SELECTED TO PARTICIPATE IN THE
2014 MAZDA3 COLLEGE CHAMPIONSHIP**

HAMDEN, CONN- Quinnipiac University has been selected as one of seven schools throughout the country to participate in the 2014 Mazda3 College Championship. Students in PRR495 have created an in-class, working marketing agency, Quinnipiac Public Relations Group, responsible for researching, implementing, and evaluating an integrated marketing campaign. The campaign is aimed at increasing awareness and purchase consideration of the All-New 2014 Mazda3 among the Generation Y market. All seven schools will be competing for the chance to present their creative ideas to Mazda executives at the term's conclusion.

Students will begin by conducting research to find out more about the target market. After they have analyzed their research findings, they will design a campaign aimed at engaging Gen Y and raising interest for the All-New Mazda3. Quinnipiac Public Relations Group will bring their campaign plans to life using a \$3,000 budget provided by Mazda. At the end of the term, students will collect post-campaign research, and then conclude with a formal presentation to their client summarizing the campaign results and successes. Elisha Dorsey says, "We, as a class, are very excited to be going through this experience. As seniors this is as real as it gets, in terms of real world experience, and we hope to pull off a successful campaign."

Watch for more information about the 2014 Mazda3 College Championship at Quinnipiac University throughout the fall term. For further inquiries regarding the competition, please contact Bonnie Conklin at 972-369-3309.

About Mazda

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of [Mazda vehicles](#) in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at www.mazdausamedia.com

About EdVenture Partners

EdVenture Partners is an organization dedicated to developing innovative industry-education partnership programs. The objective of such programs is to provide hands-on, real-world experience to students in tandem with providing marketing solutions and recruiting access at colleges and universities to clients. EdVenture Partners has designed and managed programs at over 1,000 campuses in North America and internationally. Find out more at www.edventurepartners.com.

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FOR IMMEDIATE RELEASE

10-31-

13

**QUINNIPIAC UNIVERSITY PUBLIC RELATIONS GROUP TO HOST EVENT TO
PROMOTE THE 2014 MAZDA3**

HAMDEN, CONN. - Dr. Alexander Laskin's PRR 495 class has been competing in a national competition to produce an integrative marketing campaign promoting the All-New 2014 Mazda3. Quinnipiac students, faculty, staff and friends are invited to join us on Wednesday, November 6th, from 11 a.m. to 3 p.m. on Bobcat Way lawn to learn more about Mazda's latest product. In addition to the early preview of the vehicle, attendees can enjoy refreshments, games and giveaways. All proceeds raised will be donated to the Mazda Foundation.

Students have been actively planning this event this semester as part of their strategic campaign plan. Local radio station KC 101 will make an appearance from 12 p.m. – 2 p.m. providing games, giveaways, and register-to-wins available at their table. There will be a number of games that the students can participate in that will not only let participants compete for prizes, but also learn about the great things the all-new 2014 Mazda3 has to offer.

For this senior campaigns course, Dr. Laskin has teamed up with EdVenture Partners, a marketing consulting company dedicated to providing its clients with new, innovative ideas with the help of students. Quinnipiac students are competing against universities including Boston University, University of Pittsburg, and University of Maryland. The goal of the course is to provide students with real-world experience. This includes having the students pitch their strategy to Mazda and receive real time feedback on campaign pieces for approval before being implemented.

Please join us on Wednesday, November 6th to learn more and celebrate the launch of the All-New 2014 Mazda3. For further inquires regarding the competition, please contact Bonnie Conklin at 972-369-3309.

About Mazda Foundation

The Mazda Foundation, established in 1992, is a nonprofit organization dedicated to improving literacy, social welfare, environmental programs and more. Mazda strives to

be a company that constantly demonstrates great corporate responsibility. The company firmly believes in giving back to the community and making a difference. As of 2013, the Mazda Foundation has donated more than \$8 million to various programs in the country.

-More-

About EdVenture Partners

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###

Advertising

Social Media

Twitter

- **Name:** Quinnipiac Mazda3
- **Twitter handle:** @QU_Mazda3
- **Photo:**



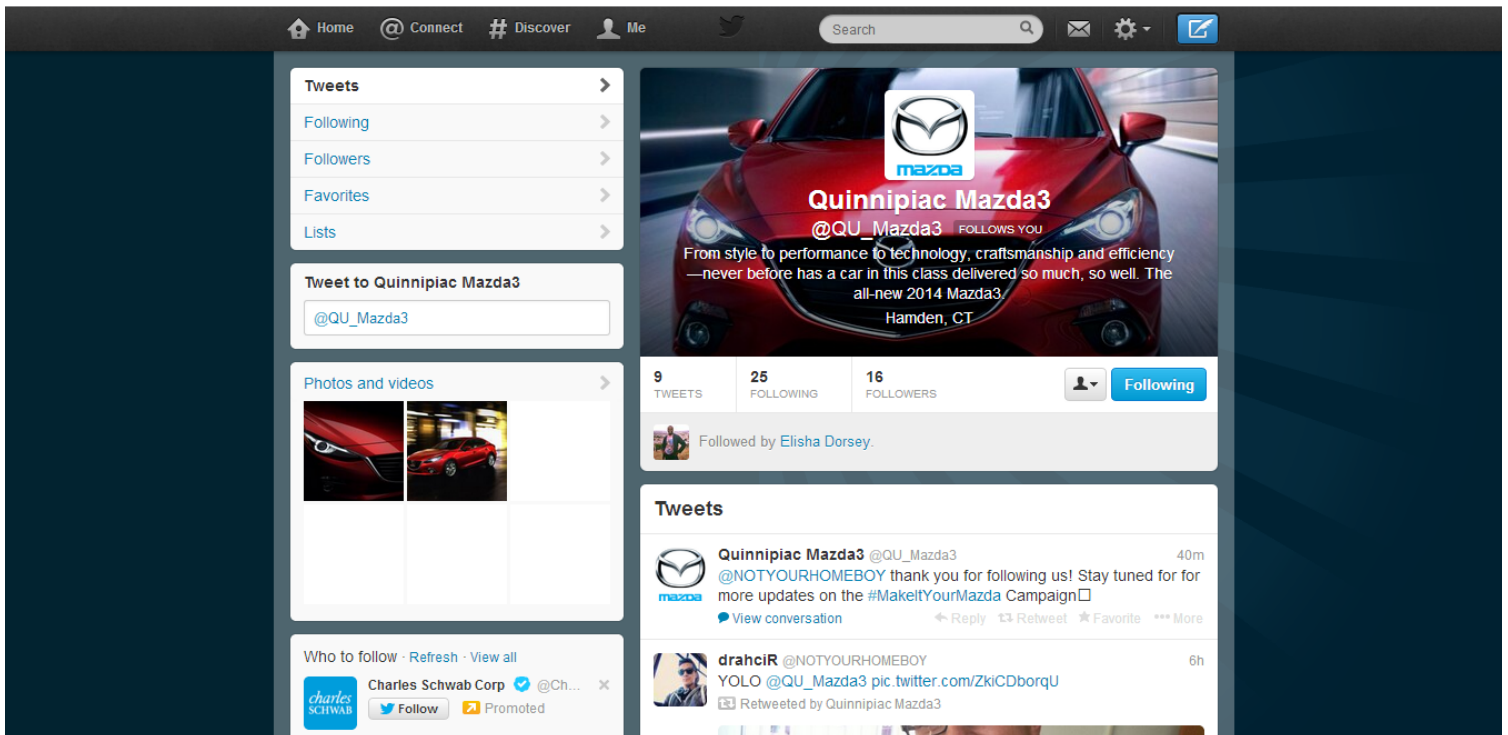
- **Location:** Hamden, CT
- **Bio:** From style to performance to technology, craftsmanship and efficiency—never before has a car in this class delivered so much, so well. Meet the all-new 2014 Mazda3. Make It Your Mazda. #QU_Mazda3
- **Sample Tweets:**

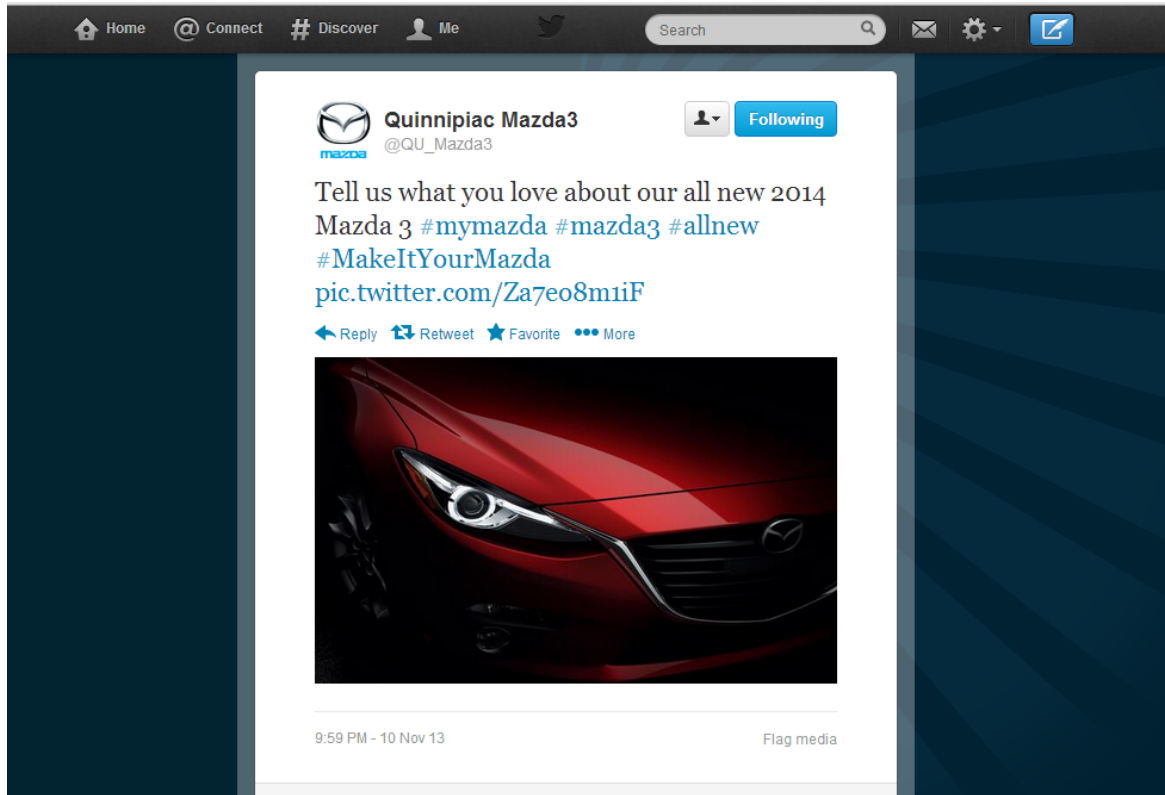
“Quinnipiac is bringing The All-New 2014 Mazda3 to campus. Follow us for info and updates on cool events, giveaways and the 2014 Mazda3 #QU_Mazda3

“Join the conversation, learn more about what The All-New 2014 Mazda3 has to offer you. #MakeItYourMazda. #QU_Mazda3”

“The All-New 2014 Mazda3 is @QuinnipiacU “Make It Your Mazda” today on Bobcat Lawn 11AM-4PM. We'll have tons of info about the 2014 Madza3, giveaways and KC101.3”

- Screenshots:





- **Justification as to why a Twitter page is effective for campaign**

Based on our market research about 95% of the Quinnipiac student population has at least one profile on and uses the Twitter, Facebook, and Instagram social media platforms. As a component of the myMazda Campaign we plan to implement a comprehensive campaign launched via Twitter. This social media element will help raise awareness of the 2014 Mazda3 brand and raise interest in 2014 Mazda 3 for purchase consideration among Quinnipiac University undergraduate and graduate students, faculty, and the general collegiate community ages 18-29.

- **Explanation of how Twitter page was integrated with other campaign tactics**

The myMazda Campaign focused on the interactive relationship between the consumer and the product, our target public and their cars. These strategic communications messages invited consumers to submit personal testimonials about their relationships with their cars via creative posts, tweets, pictures and videos on Twitter using prompted hash tags and handles. Examples included but were not limited to: “#myMazda #MakeItYourMazda #QU_Mazda3 #myFirstCar #FuntoDrive

or @QU_Mazda3.” In order to insight consumer engagement submissions will be randomly selected to receive giveaways and may to be featured in the myMazda Campaign viral pass-along. Sparking this reminiscence the consumer can start thinking about the attributes of and sentiments regarding their cars and compare them to the features and fun that the 2014 Mazda3 has to offer.

In addition to Twitter being used to generate buzz about the 2014 Mazda3, we used it to promote our special event on November 6th and highlight Mazda’s dedication corporate social responsibility through the Mazda Foundation. Based on our market research, our target public would be more inclined to participate with and/or purchase from organizations that give back to the community through community service. Our target public is not interested in being aggressively sold to and presented with overwhelming automotive details; therefore our social media and overall campaign approach is as such.

Overall, there were several advantages of launching a comprehensive social media campaign on Twitter. Through the use of Twitter the myMazda Campaign had the ability to reach at least 95% of the Quinnipiac population. Additionally, Twitter was used to raise awareness of the Mazda3 2014 brand and raise interest in Mazda 3 2014 for purchase consideration among the target public. The Twitter social media component used 2014 Mazda3 brand awareness and educational informational messages, personal testimonial submission activities for increased consumer engagement and promotions from other influential Twitter users in order to reach additional audiences, increase the amount of Likes, retweets, promotions and followers and increase the likelihood of our social media, audio visual and video pass-alongs to go viral.

- **Results:**

The myMazda Campaign focuses on the interactive relationship between the consumer and the product, our target public and their cars. Our Tweets focused on interaction between our target audience and the all-new 2014 Mazda3. Our Tweets were specifically chosen to be valuable to each individual audience member. Our plan was to reach out to the target audience and inform them about the car and all

its features. Some Tweets focused on specific features and some asked the audience to interact directly with us by telling us what their favorite feature was on the 2014 Mazda 3.

As of December 2, 2013

Twitter Followers: 32

Twitter Posts: 33


Twitter Retweets: 14

Twitter Favorites: 15

Twitter Mentions: 18

Twitter Following: 202

Total Impressions: 1,056

 **Quinnipiac Mazda3** @QU_Mazda3 Following

Tell us what you love about our all new 2014 Mazda 3 #mymazda #mazda3 #allnew #MakeItYourMazda
pic.twitter.com/Za7eo8miiF

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



9:59 PM - 10 Nov 13 Flag media

Facebook

- **Name:** Quinnipiac Mazda3
- **Facebook URL:** www.facebook.com/QuinnipiacMazda3
- **Profile photo:**



mazda



- **Info:** From style to performance to technology, craftsmanship and efficiency—never before has a car in this class delivered so much, so well. Meet the all-new 2014 Mazda3. Make It Your Mazda. #myMazdaQU
- **Website links:** www.facebook.com/QuinnipiacMazda3, www.twitter.com/QuinnipiacMazda3, www.instagram.com/QuinnipiacMazda3
- **Possible updates:**

“Quinnipiac University and the School of Communications, Quinnipiac University are bringing The All-New 2014 Mazda3 to campus. Follow us for information and updates on cool events, giveaways and the 2014 Mazda3.”

“The All-New 2014 Mazda3 is finally here at Quinnipiac! “Make It Your Mazda” tomorrow on Bobcat Lawn between 11 AM and 4 PM! We'll have tons of information about the 2014 Madza3, giveaways and KC101.3!”

- Screenshots:

This screenshot shows the Facebook page for Quinnipiac Mazda3. The main post is a text-based announcement from 9 hours ago. The text reads: "It takes conviction to stand up to the naysayers. A creative fire that's unafraid of the blank page. And the courage to flip conventional wisdom on its head. Because this is the only way to change the game. And the only way to build cars worth driving. Today, our SKYACTIV TECHNOLOGY is changing the game. It's how we reinvented the gasoline engine, dramatically improving its efficiency without sacrificing heart-pounding performance. It's how we engineered a lighter car that's even stronger, safer, more responsive and more exhilarating to drive. These are actions, not words. Proof, not theories. Making the impossible possible. This is the Mazda Way. What do you drive?" The post has 39 views and a "Boost Post" button. To the right, there is an "Invite Your Friends to Like This Page" section with a search bar and three invite buttons for Amanda Fiumefreddo, Melissa Patrice, and Sergio Patrick Tundo. Below that is a "Recent Posts by Others on Quinnipiac Mazda3" section showing two posts by Alexander V. Laskin. At the bottom, a partial post from November 8 is visible.

This screenshot shows the Facebook page for Quinnipiac Mazda3. The main post is an announcement from November 8 about a Veterans Day event. The text reads: "On November 6, 2013 Quinnipiac Public Relations Group hosted an event on the Bobcat Lawn at Quinnipiac University! The event included hands on activities with the all new 2014 Mazda 3 like musical chairs! Participants were also able to learn about the all new 2014 Mazda 3, donate to the Mazda Foundation, play games with KC 101, won giveaways, enjoy free food and so much more! (9 photos)". The post includes three small photos of the event and has 42 views. To the right, a large image of the American flag is displayed with the text: "Especially on this day, November 11, 2013, Quinnipiac Public Relations Group honors our beloved Veterans and their courage to fight for our country. Happy Veterans Day!". Below the flag image is a "Like · Comment · Share" button and a "Boost Post" button, with 27 views indicated. To the right of the main post area, there is an "Invite Your Friends to Like This Page" section and a "Recent Posts by Others on Quinnipiac Mazda3" section. At the bottom, a partial post from November 8 is visible.

You are posting, commenting, and liking as Quinnipiac Mazda3 — Change to Christina Elia

Admin Panel

Edit Page Build Audience Help Hide

Ads Manager

Posts · Notifications 1

Post	Total Reach?	Paid Reach?	Promotion
It takes conviction to stand up to the n...	39	--	Boost Post
Especially on this day, November 11, 2...	27	--	Boost Post
On November 6, 2013 Quinnipiac Public...	42	--	Boost Post
For updates on Quinnipiac Public Relati...	30	--	Boost Post
Tell us what you love about our all new ...	40	--	Boost Post

Messages See All

No new messages.

When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

New Likes See All

- Richard Galvez about an hour ago
- Matt Cameron 5 hours ago
- Trent Tessier 7 hours ago
- George Karagkiaouou 8 hours ago

Insights See All

Reach: People Who Saw Your Posts

8

▲ 100.0% from previous week

Check out the new Page Insights >

Page Tips Next

Managing Pages from your iPhone

Install the Pages Manager app on your iPhone to manage your Pages on the go.

Send to Mobile

See Your Ad Here

Quinnipiac Mazda3

Chat (119)

You are posting, commenting, and liking as Quinnipiac Mazda3 — Change to Christina Elia

Overview Likes Reach Visits Posts People

Showing data from 11/02/2013 - 11/09/2013

Page Likes >

53 Total Page Likes

0% from last week

0 New Page Likes

0%

— This week — Last week

Sun Mon Tue Wed Thu Fri Sat

Post Reach >

260 Total Reach

▲ 100% from last week

8 Post Reach

▲ 100%

— This week — Last week

Sun Mon Tue Wed Thu Fri Sat

Engagement >

28 People Engaged

▲ 100% from last week

0 Likes

0 Comments

0 Shares

19 Post Clicks















Your 5 Most Recent Posts >

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

Published Post Type Targeting Reach Engagement Promote

Chat (130)

Facebook interface for Quinnipiac Mazda3. The page shows a search bar, navigation links (Home, Christina), and a status bar indicating the user is logged in as Quinnipiac Mazda3. Below this is a section titled "Your 5 Most Recent Posts" with a legend for Reach (Organic/Paid), Post Clicks, and Likes, Comments & Shares. A table lists five posts with their respective dates, times, content, and performance metrics.

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/11/2013 11:45 am	 It takes conviction to stand up to the naysayers. A creative fire that's unafraid of the blank page. And the			39	4 0	Boost
11/11/2013 11:38 am	 Especially on this day, November 11, 2013, Quinnipiac Public Relations Group honors our beloved Veterans			27	0 0	Boost
11/08/2013 9:56 pm	 On November 6, 2013 Quinnipiac Public Relations Group hosted an event on the Bobcat Lawn at			42	14 2	Boost
11/08/2013 6:21 pm	 For updates on Quinnipiac Public Relations Group's Make it Your Mazda Campaign check out our Twitter			30	3 0	Boost
11/08/2013 4:48 pm	 Tell us what you love about our all new 2014 Mazda 3 #mymazda #mazda3 #allnew			40	2 1	Boost

See All Posts

Footer: About Create Ad Create Page Developers Careers Privacy Cookies Terms Help
Facebook © 2013 · English (US) Chat (130)

- **Photos:**





- **Justification as to why a Facebook page is effective for campaign**

Based on our market research about 95% of the Quinnipiac student population has at least one profile on and uses the Twitter, Facebook, and Instagram social media platforms. As a component of the myMazda Campaign we implemented a comprehensive campaign launched via Facebook. This social media element helped raise awareness of the Mazda3 2014 brand and raise interest in Mazda 3 2014 for purchase consideration among Quinnipiac University undergraduate students.

- **Explanation of how Facebook page was integrated with other campaign tactics**

The myMazda Campaign focused on the interactive relationship between the consumer and the product, our target public and their cars. These strategic communications messages invited consumers to submit personal testimonials about their relationships with their cars via creative posts, tweets, pictures and videos on Facebook using prompted hash tags and handles. Examples included but are not limited to: “#myMazda #MakeltYourMazda #QU_Mazda3 #myFirstCar #FuntoDrive or @QU_Mazda3.” In order to insight consumer engagement submissions will be randomly selected to receive giveaways and may to be featured in the myMazda Campaign viral pass-along. Sparking this reminiscence the consumer can start

thinking about the attributes of and sentiments regarding their cars and compare them to the features and fun that the 2014 Mazda3 has to offer.

In addition to Facebook being used to generate buzz about the 2014 Mazda3, we used it to promote our special event on November 6th and highlight Mazda's dedication corporate social responsibility through the Mazda Foundation. Based on our market research, our target public was more inclined to participate with and/or purchase from organizations that give back to the community through community service. Our target public was not interested in being aggressively sold to and presented with overwhelming automotive details; therefore our social media and overall campaign approach was as such.

Overall, there were several advantages of launching a comprehensive social media campaign on Facebook. Through the use of Facebook the myMazda Campaign had the ability to reach at least 95% of the Quinnipiac population. Additionally, Facebook was used to raise awareness of the Mazda3 2014 brand and raise interest in Mazda 3 2014 for purchase consideration among the target public. The Facebook social media component used 2014 Mazda3 brand awareness and educational informational messages, personal testimonial submission activities for increased consumer engagement and promotions from other influential Facebook users in order to reach additional audiences, increase the amount of Likes, retweets, promotions and followers and increase the likelihood of our social media, audio visual and video pass-alongs to go viral.

- **Results:**

Our plan with the Facebook page was to use it as an interactive forum where individuals who “liked” the Facebook page could learn more about the 2014 Mazda 3 through pictures, status updates, and more. Our team exceeded the amount of “likes” necessary to view insights on our page. This allowed us to track how our audience has improved from day to day. This could be seen in graphs and figures all calculated by Facebook.

As of December 2, 2013

Total Likes: 123

Total Posts: 30

Total Impressions (Reach):

3,690

Post reach: 210

Post clicks: 310+

The screenshot shows the Facebook Admin Panel interface. At the top, there are navigation buttons: 'Edit Page', 'Build Audience', 'Help', and 'Hide'. Below this is a 'Posts' section with a 'Notifications' indicator. A table lists recent posts with columns for 'Post', 'Total Reach?', 'Paid Reach?', and 'Promotion'. The posts listed are:

Post	Total Reach?	Paid Reach?	Promotion
It takes conviction to stand up to the n...	39	--	Boost Post
Especially on this day, November 11, 2...	27	--	Boost Post
On November 6, 2013 Quinnpicac Public...	42	--	Boost Post
For updates on Quinnpicac Public Relati...	30	--	Boost Post
Tell us what you love about our all new ...	40	--	Boost Post

Below the posts table, there are sections for 'New Likes' (listing Richard Galvez, Matt Cameron, Trent Tessier, and George Karagkiaouou), 'Insights' (showing 'Reach: People Who Saw Your Posts' at 8, a 100.0% increase from the previous week, and a link to 'Check out the new Page Insights'), and 'Page Tips' (advertising the 'Managing Pages from your iPhone' app).

Instagram

- **Name:** Quininiac Mazda3
- **Instagram URL:** www.instagram.com/QuininiacMazda3
- **Profile photo:**



mazda



- **Info:** From style to performance to technology, craftsmanship and efficiency—never before has a car in this class delivered so much, so well. Meet the all-new 2014 Mazda3. Make It Your Mazda. #QU_Mazda3
- **Website links:** www.facebook.com/QuininiacMazda3, www.twitter.com/QuininiacMazda3, www.instagram.com/QuininiacMazda3
- **Screenshots and photo updates:**





Instagram quinnipiacmazda3

quinnipiacmazda3
Quinnipiac Mazda3 From style to performance to technology, craftsmanship and efficiency. Meet the all-new 2014 Mazda3. #MakeItYourMazda
<https://www.facebook.com/QUMazda3>

8 posts	16 followers	3 following
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- **Sample copy:**

“Quinnipiac is bringing The All-New 2014 Mazda3 to campus. Follow us for info and updates on cool events, giveaways and the 2014 Mazda3 #QU_Mazda3”

“Join the conversation, learn more about what The All-New 2014 Mazda3 has to offer you. #MakeItYourMazda. #QU_Mazda3”

“The All-New 2014 Mazda3 is @QuinnipiacU “Make It Your Mazda” today on Bobcat Lawn 11AM-4PM. We'll have tons of info about the 2014 Mazda3, giveaways and KC101.3”

- **Justification as to why a Instagram page is effective for the campaign**

Based on our market research about 95% of the Quinnipiac student population has at least one profile on and uses the Twitter, Facebook, and Instagram social media platforms. As a component of the myMazda Campaign we implemented a comprehensive campaign launched via Instagram. This social media element helped raise awareness of the Mazda3 2014 brand and raise interest in Mazda 3 2014 for purchase consideration among Quinnipiac University undergraduate students.

- **Explanation of how Instagram page was integrated with other campaign tactics**

The myMazda Campaign focused on the interactive relationship between the consumer and the product, our target public and their cars. First we introduced our target public to the 2014 Mazda3 product via traditional communications forums specific to the Quinnipiac community. Additionally these strategic communications messages invited consumers to submit personal testimonials about their relationships with their cars via creative posts, tweets, pictures and videos on Instagram using prompted hash tags and handles. Examples include but are not limited to: “#myMazda #MakeItYourMazda #QU_Mazda3 #myFirstCar #FuntoDrive or @QU_Mazda3.” In order to insight consumer engagement submissions were randomly selected to receive giveaways and were featured in the myMazda Campaign viral pass-along. Sparking this reminiscence the consumer can start

thinking about the attributes of and sentiments regarding their cars and compare them to the features and fun that the 2014 Mazda3 has to offer.

In addition to Instagram being used to generate buzz about the 2014 Mazda3, we also used it to promote our special event on November 6th and highlight Mazda's dedication corporate social responsibility through the Mazda Foundation. Based on our market research, our target public would be more inclined to participate with and/or purchase from organizations that give back to the community through community service. Our target public is not interested in being aggressively sold to and presented with overwhelming automotive details; therefore our social media and overall campaign approach is as such.

Overall, there were several advantages of launching a comprehensive social media campaign on Instagram. Through the use of Instagram the myMazda Campaign had the ability to reach at least 95% of the Quinnipiac population. Additionally, Instagram was used to raise awareness of the Mazda3 2014 brand and raise interest in Mazda 3 2014 for purchase consideration among the target public. The Instagram social media component used 2014 Mazda3 brand awareness and educational informational messages, personal testimonial submission activities for increased consumer engagement and promotions from other influential Instagram users in order to reach additional audiences, increase the amount of Likes, retweets, promotions and followers and increase the likelihood of our social media, audio visual and video pass-alongs to go viral.

- **Results:**

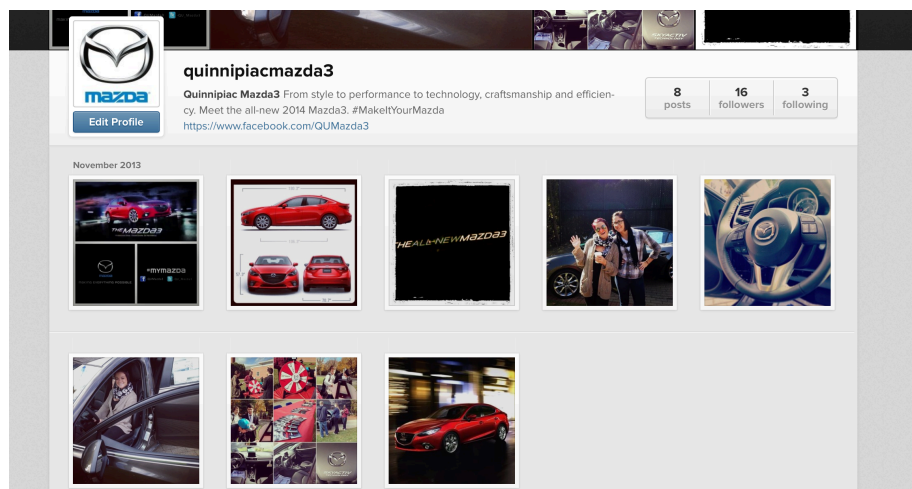
The myMazda Campaign focused on the interactive relationship between the consumer and the product, our target public and their cars. Our Instagram posts focused on interaction between our target audience and the all-new 2014 Mazda3. Our posts were specifically chosen to be valuable to each individual audience member. Our plan was to reach out to the target audience and inform them about the car and all its features. Some posts focused on specific features and some asked the audience to interact directly with us by telling us what their favorite feature was on the 2014 Mazda 3.

As of December 2, 2013

Total followers: 16

Total following: 3

Total posts: 8



Video

To produce at least one 30 second video that highlights the features of the All- New Mazda 3 while grasping the viewers attention and to reiterate the campaign's headlines- 'Everything is possible. The All- New Mazda 3.' and 'Welcome to the new possible' while showcasing the vehicle's ability to "lead its class in just about everything."

The purpose is to bring awareness to the new 2014 Mazda3 with the new features including SKYACTIV technology, rear view camera, Bluetooth technology, and i- ACTIVSENSE safety innovations.

Primary Video- The video will start by fading into slow footage of water splashing on the ground, followed by a cross fade to GOPRO footage on the front of the car showing a road being traveled. As that footage is shown, the beginning of the dictionary definition of "possible" will be shown over the GOPRO footage. The video will then fade out. The video will fade into another slow footage action with detail, a back flip, followed by a cross fade to GOPRO footage from the front of the car showing the road being traveled. The dictionary definition of "possible" will be shown over the GOPRO footage. There will be another fade out followed by a fade in to Mazda 3 reaction footage and other footage showing off interior and exterior. It will then fade to black and #MyMazda and our Twitter and Instagram names will go across the screen. The music that will be used in this video will be a royalty-free soundtrack that came on the MacBook.

As of November 21, 2013 this video is still in the process of being finished. We expect it to be finalized on Friday November 22nd. As soon as that happens we will post it on our Facebook and Twitter accounts, as well as YouTube. To attract as many views as possible, we will be offering engaging contests where viewers answer a question about the video, and have a chance to win prizes.

Secondary Video- Our secondary video is a short compilation of still image shots and short clips filmed on our GoPro camera. The images and still shots vary from the view inside the 2014 Mazda3 and outside the Mazda3, showing the Mazda logo found on the steering wheel as well as the front grill. It also includes footage showing different groups of Quinnipiac students inside the Mazda3, either dancing along to the music playing

through the Bluetooth technology or searching through various points of the car. From the outside view, the video shows the sleek and stylish body of the car as well as the inside engine with the SkyActiv logo clearly shown. We chose to use an upbeat, fun, and popular college song from the artist Skrillex. The purpose of this short video was to attract attention from our primary target, the Quinnipiac student body, which is the reason behind the song selection and the overall happy, young, and fun mood of the footage shown. The video has been posted on our Quinnipiac Mazda3 Facebook and Twitter accounts, as well as on YouTube to open the doors for the rest of the world to see.

After only one day on YouTube, the video already has 68 views, with two likes on the actual YouTube link and six likes on the Facebook account. This is a very good sign, and within a week we expect both videos to get substantial numbers of views and likes.
<http://www.youtube.com/watch?v=cw1dEZvdTRU&feature=youtu.be>

Video outline

FADE-IN:

0:00-0:06- Slow footage of water splashing on ground

CROSS- FADE TO:

0:06-0:10- GOPRO Footage on front of car showing road being travelled

- "Possible" beginning of dictionary definition TEXT over GOPRO Footage.

FADE- OUT.

FADE-IN:

0:10-0:16- Slow footage of another action with detail (back flip).

CROSS-FADE TO:

0:16-0:20- GOPRO Footage on front of car showing road being travelled.

- "Possible" dictionary TEXT over GOPRO footage.

FADE-OUT.

FADE-IN:

0:20-0:30- Mazda 3 reaction footage, other footage showing off interior and exterior

FADE TO BLACK.

Budget Analysis

Timeline

Week 1: August 26, 2013 (First week of class)

Professor Laskin introduces client and project.

Week 2: September 2, 2013

Monday	Students are asked to submit cover letter and resume and apply for a position in a group for the project. Cover letters and resumes are due for next class.
Wednesday	Resumes and cover letters are submitted to professor. Students are notified about client coming during class time. Prepared questions for the following class.
Friday	Brittany Maul from EdVenture Partners, Matt Sculler and Bill Clampet come speak to class about the project. Students asked questions regarding campaign criteria.

Week 3: September 9, 2013

Monday	Students begin registering on Basecamp.
Wednesday	Groups are announced and begin brainstorming.
Friday	Basecamp invitations are sent out and all students have been registered by this date.

Week 4: September 16, 2013

Monday	Professor reviews PR tactics. No work on campaign during class time.
Wednesday	Each group continues brainstorming; Research team works on survey, Event team brainstorms, Video team hires videographer and discuss ideas, Social Media team brainstorms, and Strategies team brainstorms.
Friday	Professor asks for group updates.

Week 5: September 23, 2013

Monday	N/A: Class test.
Wednesday	Class discussion on campaign progress. Video team begins taking pictures of students' efforts.
Friday	First survey is finalized and is ready to be sent out.

Week 6: September 30, 2013

Monday	First survey is sent out to Quinnipiac community.
Wednesday	Social Media team begins working on outline.
Friday	Students meet with Bill Clampet at the Mazda dealership in Hamden, Connecticut during class time.

Week 7: October 7, 2013

Monday	Class discusses dates for presentations and event for the semester.
Wednesday	Class does run-through of campaign brief presentation. Campaign briefing date, event date, and final presentation date are confirmed by Mazda. Events team reserves outdoor space on campus for event.
Friday	N/A: Class does not meet. Groups meet on their own during this time. Campaign brief PowerPoint is submitted on Basecamp.

Week 8: October 14, 2013

Monday	Campaign brief PowerPoint presentation is finalized. Practice call with Brittany Maul is made. Research team submits final survey on Basecamp for approval.
Wednesday	Campaign briefing at 11am. VPs go on conference call with Mazda team and Brittany Maul. Class receives campaign feedback. Events team submits Vehicle Request Form.
Friday	Social Media team submits social media outlines on Basecamp for approval.

Week 9: October 21, 2013

Monday	Events team shows class the event layout and actual location in-person.
Wednesday	Class discusses event criteria – this includes meeting Quinnipiac guidelines and having the vehicle on property. Emails are exchanged between facilities directors, campus safety officers, and campus event coordinators.
Friday	Events and Strategies groups draft press releases for local media. Excel sheet is made and distributed to class for reference.

Week 10: October 28, 2013

Monday	Press releases, event tactics, and event map are submitted to Basecamp.
Wednesday	Event tactics form is edited and approved.
Friday	Press releases are submitted to local media for coverage.

Week 11: November 4, 2013

Monday	Class does a practice event. Students discuss shifts and responsibilities of each individual. Also discuss
Wednesday	Main event takes place on Quinnipiac University campus from 11am-3pm. Food is purchased before and during the event. Supplies were bought before the event as well. Several students (from each team) fill out information on Excel sheet from lead cards. These forms are uploaded to Basecamp.
Friday	N/A: Class test.

Week 12: November 11, 2013

Monday	Second survey is sent out to Quinnipiac community. Social media platforms (Facebook, Twitter and Instagram) are up and running.
Wednesday	Class is notified of SAA application submission date being pushed back to December 3, 2013. Groups meet during class time to go over work.
Friday	First run-through of final presentation. Professor and students give feedback to presenters.

Week 13: November 18, 2013

Monday	Second run-through of final presentation. Presentation is recorded for students' reference. Professor and students give feedback to presenters. Events team sends out email for students to come pick up their giveaway for Wednesday. Survey link is also provided in this email. Events team purchases gift cards today and tomorrow.
Wednesday	Groups meet during class time to go over any remaining work and review campaign report. Events team gives out gift cards and car air fresheners to students from the event giveaways. First video is posted on YouTube.
Friday	Class does not meet. Video team posts second video on YouTube.

Week 14: November 25, 2013 (Thanksgiving Break)**Week 15: December 2, 2013**

Monday	VPs receive feedback from practice presentation. Had a conference with Brittany Maul and did a final run-through of the presentation. All groups worked on the final campaign report and discussed the final edits need to be made.
Wednesday	Final presentation to Mazda team and Brittany Maul.
Friday	Any additional documents will be submitted the following Wednesday (December 11, 2013)

Recommendations

There are many things that Mazda does well; there is no denying that. There have been many memorable and successful advertising and public relations campaigns, but we have a few suggestions. As young drivers, we feel it is important to feature more of the cars features in the ads. Yes, there is always mention of the new innovations and technologies that are included in new models, but some of the new entertainment features are not mentioned. If these features were to be focused on more, it would attract younger drivers to be interested in the cars, specifically the new Mazda 3. In a similar vein, the current run of ads featuring “innovators” of the past is interesting, but we wish it had more to do with cars. It is hard to relate to these innovators when they are so removed from our culture today, even if they did help the world be where it is today.

Having driven the new Mazda 3, we also feel it would be beneficial to future advertising campaigns featuring how exciting a Mazda is to drive. This could include commercials with more featured driving as well as real people driving the cars. Mazda is set apart from many of its competing brands because the design of the cars is geared to the joy of driving. It may be a bit nerdy, but telling some car enthusiasts that the Mazda 3 features rear multilink suspension means something; it means that the car will handle properly and predictably, which is important towards enhancing the feel of driving. Another exciting part about the Mazda line is Mazdaspeed. While unknown to most who aren't involved with cars, it would be interesting and exciting to see some of these cars advertised, even though such specialized automobiles don't bring in the most sales, it would catch people's eyes as well as serve as a sort of brand enhancer. People want to fantasize about exotic and fast cars, but Mazdaspeed can offer some a chance to own a performance vehicle that will also take the kids to school and get groceries. On the same note, it might be interesting to feature ads showcasing Mazda's racing pedigree. The Le Mans 787B dominated its bespoke race and was the first time that an engine configuration was ever banned from the historic race.

If this campaign taught our group anything, it is that people are attracted to new cars. Even if one doesn't have an extensive knowledge about cars, fresh paint and new bodywork goes a long way. The new Mazda 3 features many natural and organic lines

that are sure to attract any eyes. As our final suggestion, we think that it would be beneficial to feature the beauty of the new Mazda 3 line. Mazda cars have always featured exciting lines in their design, and it would be really exciting to see some advertising campaigns featuring their attractiveness. This would almost be the easiest advertising because it would give the cars a chance to speak for themselves.



Quinnipiac Public Relations Group