MMA CASE STUDY

Mazda Wind Tunnel

Campaign Summary

Drawing on its legacy of being a creative and innovating brand, Mazda developed an interactive mobile campaign to promote the new Mazda3. Interactive banner ads were used to entice consumers into engaging with the brand.

Strategy and Execution

Mazda wanted to build an ad that would stand out from its competitors and engage the audience by putting them in the driver’s seat and allowing them to control on-screen animation.

The campaign featured the Mazda3 in a wind tunnel with text scrolling over the car in aerodynamic fashion. Users were encouraged to use a controller to adjust the force of the wind and the speed of the messaging. The use of HTML5 Canvas and touch-responsive speed adjustment enabled the creation of a visually appealing ad unit.

The ad emphasized the brand’s attention to detail and design, and presented the messaging in an interesting, captivating way. The use of scrolling text was particularly effective, as mobile audiences prefer to skim through small snippets of text.

Results

“Mazda Wind Tunnel” generated high levels of user interaction. Eighteen percent of users interacted with the ad, while 12 percent adjusted the wind speed. These results proved that the ad appealed to users’ sense of play and made good use of the tactile aspect of mobile phones.

Source