

Brand Strategy

Since 1998, brand strategy has been one of Mazda's most important management strategies.

Mazda established the "World Wide Brand Positioning" (WWBP) in April 1998 to define the Mazda brand and clarify the direction Mazda should take in the future. The WWBP is the foundation of Mazda's brand strategy that has been promoted in markets all over the world since its inception in February 1999.

World Wide Brand Positioning (WWBP)

Brand DNA

Personality

- Stylish
- Insightful
- Spirited

Product

- Distinctive Design
- Exceptional Functionality
- Responsive Handling and Driving Performance

Brand Message: Zoom-Zoom

Mazda's creativity and innovation continuously delivers fun and exhilarating driving experiences to customers who remember the emotion of motion first felt as a child.

The WWBP clearly defines the positioning of the Mazda brand. It also clarifies Mazda Brand DNA, which summarizes Mazda's characteristics in two categories, "Personality" and "Product".

"Personality" describes Mazda's brand image and "Product" describes its product philosophy.

Mazda began communicating its brand promise, "Zoom-Zoom," in 2001, and gradually expanded its use until it was adopted in all of Mazda's markets around the world.

Mazda has rolled out products which embody the Zoom-Zoom brand strategy since the launch of Mazda6 in 2002. In 2007, further evolved second generation Zoom-Zoom products, starting with the Mazda2, were introduced. These new vehicles have received acclaim from customers all over the world and have won numerous awards from global media.

In June 2008, Mazda introduced its Global Visual Identity (VI) to express the unique personality and distinctiveness of the Mazda brand. Through the VI, Mazda aims to ensure consistent brand messaging in its communications through multiple media channels across the globe. The new VI has raised brand awareness with consumers and further enhanced the Mazda brand's value. Since the launch, this visual identity can be seen on TV commercials, posters and in other marketing media.

Mazda will continue this strategy, while adapting it to changing demands from society, as part of the ongoing development and evolution of the Mazda brand.

