Mazda

United for Your Community

**Introduction:**

Research shows that Mazda 3 has been rated as one of the top cars for teens. (Leaseguide.com) This vehicle is a small car with good interior space, good performance and good quality. It comes in a hatchback and sedan in a stylish yet youth-oriented style and starts a reasonable price, making it a good choice for teens and parents. The campaign will primarily use Mazda 3 due to their popularity but will try to branch consumers out of the comfort zone to different styles of Mazda. Our main focus is to try to promote Mazda on social media sites rather than just traditional sites to stay with the trends of the target audience.

**Goal:**

* Make Mazda the ideal car for an emerging generation.

**Objective:**

* Increase Mazda sales by 20%.
* Increase awareness of Mazda and it’s community outreach initiatives.
* Increase community programs through Mazda sales.

**Audience:**

* First time buyer/driver, 16-24 year olds.
* Trendsetting, independently minded individuals who want products that are stylish, fun, but still economical.
* Motorsports and automotive enthusiasts.
* Current Mazda fans and owners.
* Individuals who want a car that cares, a car that gives back to their communities.

**Tactics:**

* Book Drives-Hold book drives at Mazda dealerships for underprivileged schools or after-school community programs.
* Web sites- school Web sites, business Web sites, etc.- Have these organizations endorse the campaign on their sites.
* Facebook- Create a Facebook page for the campaign and keep people updated with the progress of the campaign as well as allowing them to join as fans, increasing word of mouth.
* Flier Handouts- for the upcoming events
* Posters –created by children of test drivers for the upcoming events or their thoughts and opinions on Mazda.
* Advertisements- About the campaign and the upcoming events.
* Support Video- This will show how the campaign is helping communities with the sales of Mazda vehicles.
* Businesses Support- Get donations for giveaways and have them endorse the campaign by putting up a poster or sign.
* Social Media- Twitter and blog about the events and the progression of the campaign.
* Giveaways- At the Fundraising event, get donations for this.
* Appearances- Make appearances at the community programs as a team and see how your efforts are helping make a difference. Get involved. Invite athletes and celebrities to get involved.
* Competition- Host essay competition and A Pledge/Donation Fundraising Run.
* Letter Writing Campaign- Have the community programs children that are being helped write letters to Mazda workers, Mazda buyers, etc. on how much it means that they want to help them.
* Companies- Get companies to support the campaign and get donations for giveaways.
* Mazda Giveaways- Get Mazda vehicles to giveaway to winners of competitions.
* Make a Web site for the campaign- MazdaHelps.com this way people can see the different communities that they and others have picked and how they have made a difference in someone else’s life.
* E-mails- to current Mazda fans and owners, companies, businesses, etc. Get the word of mouth started by getting them to send to their family and friends to create awareness about the campaign.
* Local University Organizations- Allow the opportunity for the organizations to use this as a philanthropy project and work with them as they help raise awareness and money for their communities.

**Twitter Pitch:**

* Do you want to buy a car from a company that cares? Visit MazdaHelps.com to see how.
* Learn how you can make a difference in someone else’s life, visit MazdaHelps.com, you decide.

**Blogger Pitch:**

* Write a blog about Mazda. Express the faults and show how Mazda is correcting them.
* Write about how each Mazda sold helps out the community of the buyer’s choice. Each Mazda represents a different amount donated to the community. For example: A Mazda 3, which is one of the most popular Mazda’s will still donate quite a bit but a different style of Mazda will donate more. For every $1,000 Mazda will donate $200 to a community program.
* Blog about the different events that Mazda will have to promote awareness about this Mazda: United for Your Communities program and leave an opportunity for people that come to these events to start blogging about their thoughts and experiences on the program initiating the word of mouth strategy.
* Blog about the different communities that Mazda has greatly improved through this program. This also will leave an opportunity for individuals to blog themselves on the communities that they have helped or seen helped.

**Traditional Media Pitch:**

* Show the community program that has benefited the most from the Mazda: United for Your Community program. Show the individuals and get their stories of how Mazda has helped them and why this program is so important. Show how it has impacted individual’s lives through self development, education, and other things.

**Video:**

* Shoot a video of individuals buying Mazda and the excitement they have when they have the opportunity to help their community and when they drive off in their new Mazda, then fad to the programs that buying a Mazda benefits through improving after school programs, self development programs, etc. Show the faces of the individuals that the money raised through the Mazda: United for Your Community program has benefited, show the excitement and a chance for a better life in the eyes of the children that have been impacted by the program.

**Competition:**

* Hold an Essay Contest for students in high school and college. Have three different categories, one for high school students 16 years and older, and then have one for college students freshmen through Senior, and finally have one for graduate or professional school students. The essay should consist of why they would want or need a Mazda, how they would choose to use it, how they would choose to donate the money that Mazda would raise to a community program and why that is important for Mazda to do, and finally their goals for the future and how their Mazda can help them achieve those goals. The first place winner of each category would win a Mazda and a $2500 scholarship. The second place winner of each category would receive a $1500 scholarship, and the third place winner of each category would receive a $750 scholarship.
* Hold a contest of who can raise the most money for the Mazda: United for Your Community campaign at the Pledge/Donation Fundraiser Run. The Run will consist of individuals who sign up to run and get pledges for each mile ran, or just gather flat donations. The winner will receive a Mazda and help the community of their choice. There will be giveaways at the run for the participants, donators, and the spectators who come out and support. These giveaways will be donated by different businesses around the community that the Run is held in. Our goal is to have several of these Fundraiser Runs to help out communities.

**Mazda**

**United for Your Community**

**P.O. Box 11, Stillwater, Oklahoma 74075 ~405-744-0000~ MazdaHelps.com**

NEWS RELEASE

Dec. 31, 2009

FOR IMMEDIATE RELEASE CONTACT INFORMATION:

Kristin Wahpepah, Campaign Coordinator

Home: 405-964-5471

Cell: 405-613-2215

e-mail: [Kristin.wahpepah@okstate.edu](mailto:Kristin.wahpepah@okstate.edu)

**MAZDA HELPS LOCAL COMMUNITIES**

*Pledge/Donation Fundraising Run Helps Community Programs*

STILLWATER, Okla.- As communities grow, the need to community programs increases. To help community’s combat economic troubles, Mazda is hosting a Pledge/Donation Fundraising Run to help raise money for community programs.

The Fundraising Run will be held at the Oklahoma State University Campus on April 11, 2010 at 10 a.m. There will be giveaways throughout the event that have been donated from local businesses. The runner that raises the most money will win a Mazda. Kristin Wahpepah, the Mazda: United for Your Community Campaign Coordinator will be in charge of the event.

“We hope that there will be a good turnout for the event, we think it is a fun way to raise money,” Wahpepah said.

“It is a chance for people to come out and make a difference in someone else’s life.”

Mazda: United for Your Community is dedicated to increasing awareness and opportunities for community programs. As well as selling vehicles Mazda wants to show that they care about people and the communities they live in. For more information on the Pledge/Donation Fundraising Run, contact Kristin Wahpepah, Campaign Coordinator, at 405-613-2215 or [Kristin.wahpepah@okstate.edu](mailto:Kristin.wahpepah@okstate.edu)

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**Calendar of Events:**

* Send out Press Release Dec. 31, 2009
* Jan. 1, 2010 Begin sending out e-mails to current customers who may want to trade in there Mazda and get a new Mazda for the event. They then can start sending e-mails to their family and friends.
* Jan. 1, 2010 Begin sending out e-mails to different companies and businesses around the local areas, and send to large companies to gain their support for the Mazda: United for Your Community campaign.
* Jan. 5, 2010 Start the advertisements on the media outlets for the Mazda: United for Your Community campaign.
* Jan. 10, 2010 Start blogging on the Mazda issues and how Mazda is correcting these issues.
* Jan. 10-31, 2010 Start blogging about the upcoming events that the Mazda: United for Your Community campaign is going to host as well as blogging about what the campaign is, it’s goals and objectives, and the impact that Mazda hopes to make with this campaign and why Mazda is doing it.
* Feb. 3, 2010 Begin to measure if the campaign is working, how many Mazda’s are being sold, how many communities are being helped, and alert the media of these findings.
* Feb. 14, 2010 Begin the Essay contests, allow students enough time to get their entries in.
* Feb. 15-28 Continue with the blogging and advertisement efforts, increase the word of mouth efforts.
* March 1, 2010 Start getting information out about the Pledge/Donation Fundraising Run. Begin getting donations from local businesses as well as large corporate companies for the giveaways, start deciding on the locations of the runs.
* March 10, 2010 Confirm the locations of the runs.
* March 10-31, 2010 Keep information flowing about the events happening and alert the media of the progression of the campaign and the community programs that have been helped.
* April 1, 2010 Deadline for Essay Contests, winner will be announced in May.
* April 11, 2010 Host Pledge/Donation Fundraising Run
* April 12, 2010 Blog about the Essay Contests and the Fundraising Run.
* April 20, 2010 Announce the Winner of the Pledge/Donation Fundraising Run
* May 1, 2010 Follow up with the Winner of the Pledge/Donation Fundraising Run, alert the media of this and find out what he/she is doing with their Mazda and what community they helped and see how that community program has been helped.
* May 15, 2010 Announce the Winners of the Essay Contests
* May 31, 2010 Follow up with the Winners of the Essay Contests and see what they are doing with their Mazda and how they benefited their community, alert the media.
* June 3, 2010 Blog about the Winners of the contests and what they have done for their communities.
* The Rest of June, measure the efforts of the campaign, has it been successful, follow up with some communities to see how they have been impacted by the Mazda: United for Your Community Campaign. Alert the media of how the campaign is doing.
* July 1, 2010 The campaign ends. Evaluate the campaign. Alert the media of the final results and show some of the communities that received the most help, and were then able to help the most individuals. Determine if the campaign was successful and if Mazda’s sales and image have improved.
* Throughout entire campaign send out tweets periodically about the campaign.

**Budget:**

* The campaign will take at least 3 million dollars to be successful.
* At least 1 million dollars will be for the cost of the Mazda vehicles that will be given away.
* At least 1 million will be for the salaries of the Public Relations team and the team that will be hired to host the events, for example: the judges for the contests, the people needed for the Fundraising Runs, etc. As well as for the advertisements that we put out.
* The last 1 million dollars will be used if necessary for any unforeseen things that might arise as the campaign progresses. The rest will be donated amongst the communities or to a charitable program at the end of the campaign.

**Evaluation:**

* Evaluations of the campaign will be taken each month to make sure that the objectives are being met and that the ultimate goal will be achieved. These evaluations will be taken to make sure that awareness of the campaign and Mazda have been achieves, whether sales of Mazda have increased, and how the communities are doing with the money raised for their programs. Also, evaluations will be taken of the overall opinion of the campaign and of Mazda.

**Executive Summary:**

The Mazda: United for Your Community campaign has been designed to make Mazda the ideal car for an emerging generation. I want to increase sales in Mazda, Increase awareness of Mazda and its community outreach programs, and Increase community programs through Mazda sales. Our target audience for this campaign is first time buyer/drivers 16-24 years old, current Mazda fans and owners, motor enthusiasts, trendsetters, and individuals who want a car that cares about their communities. The plan has incorporated Social Media into its tactics to reach this diversified so called “hipster” group as well as using traditional media to reach the other individuals, the hope is to help raise awareness and increase sales by not leaving out any audience that might be out there. There are three points I want individuals to think about when they think about Mazda:

* Growing up and taking on life doesn’t mean you have to sacrifice being a giving person, Mazda helps you attain this by providing a car that cares about your community.
* Find a car you love that can help better the community that you live and will drive your Mazda in.
* Take control of your life, you decide. Drive Mazda and better your community.

Mazda cares about you and your community, come drive our cars and know that you are making a difference in someone else’s life, you decide.

**Response to Crisis:**

* It is important to not create an uproar over whether or not the “concerned citizens” can set up demonstrations at the Mazda dealerships, we do not want to get bad publicity by refusing to let them, and draw away from the efforts of our campaign. Allow the “concerned citizens” to set up the demonstrations. Just be sure that the efforts of your campaign can still be seen and continue to promote your message points. The plan’s goals and objectives are the most important and should not be overshadowed by trying to outdo or argue with an opposing side’s objectives. Continue with the efforts of the plan and have a clear presentation of the campaign in visible sight when prospective Mazda buyers come into the dealership. Express that the company may be foreign but that they care about their community, that is why they have created this campaign. Do not bombard the buyers with too much information or get too competitive with the “concerned citizens.” Allow the buyer to decide.