

Framfab Designs Internet Launch of New Mazda Model

Framfab has designed the Internet launch of the Mazda5 model in the Scandinavian market. The effort includes individual campaign sites and banners for Denmark, Norway and Sweden.

The web campaigns that Framfab has put together promote the Mazda brand, focusing on the new multifaceted 7-seater compact MPV, which is first in its class with practical double sliding doors that make it even easier to reach the two back rows of seats.

"Framfab thoroughly understands our brand and industry," says Henrik Olsson, Internet and Customer Relationship Manager at Mazda Scandinavia. "They generate strong communication concepts and high-quality productions. They also have the ability to adapt our promotion to the various Nordic markets."

The target group for the Mazda5 is families with children, the emotional appeal of the campaign sites reflected in a series of scenes typical of their lives. Instead of focusing only on the pleasure of driving like many other carmakers, Mazda highlights other pleasures with Mazda5.

"We have taken advantage of sound, using a narrator to tell what the car is really like", says Paul Collins, Framfab's creative director for the assignment. "That helps people relate better to the site and pick up on everything that the car has to offer without reading buckets of text".

The sites covers the Scandinavian market and is available in

Swedish: www.mazda.se/mazda5/

Danish: www.mazda.dk/mazda5/

Norwegian: www.mazda.no/mazda5/

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