

DMC Launches New Mazda 'CAR WARS' Online Viral & Buzz Campaign Featuring Battle of the Big Boys

We've just launched our seventh online viral and buzz marketing campaign for Mazda, this time featuring a cheeky web-exclusive viral clip created by Quiet Storm who recently signed Lee & Dan of VW 'Suicide Bomber' fame. The campaign's clip shows three men trying to impress a gorgeous woman by flashing their car keys.

([PRWEB](#)) May 18, 2005 --Digital Media Communications (DMC) has launched a new Mazda online viral and buzz marketing campaign called "Car Wars", featuring a sassy, web-exclusive film clip written and directed by Quiet Storm, to support wider brand marketing activity for the Mazda B-Series pick-up.

Mazda UK Advertising Manager Melanie Sroczynski explains: "This new Mazda online viral and buzz marketing campaign, our seventh with DMC, aims to raise brand awareness and boost demand for the Mazda B-Series pick-up, making the vehicle a cheeky status symbol. The campaign provides culture-driving, online influencers with exclusive entertainment content to interact with and pass on to their contacts."

The campaign's amusing film clip, entitled "Car Wars", was written and directed by Cat and Jo at Quiet Storm - renowned for having just signed Lee and Dan, the controversial creative duo of VW "Suicide Bomber" fame. The clip's music was created through Quiet Storm in conjunction with music producer Pete Diggins, using lyrics written by the directors Cat and Jo.

The clip features a sexy, sophisticated woman alone in a bar being eyed up by three men who try to impress her by flashing their car keys. Will she take home the down-to-earth Mazda B-Series driver, the suave Aston Martin driver, or the flashy Porsche driver? And what's driving her choice? The ending reveals all. Online viewers can then hotlink through the clip's end frame to a Mazda web page (www.bigboyscar.com) where they can find other entertaining Mazda viral films. They can also view product information, order a brochure, request a test drive, or locate their nearest Mazda dealer.

The campaign was strategically planned by specialist online viral and buzz marketing consultancy DMC, who pitched the creative execution out to leading film production companies and ad agencies. Quiet Storm won the pitch and went on to write and produce the piece which is being seeded via DMC's online influencer network, including features on lifestyle and sport web sites.

"Building upon their ongoing series of viral and buzz marketing campaigns, Mazda is using a web-exclusive creative strategy and our seeding expertise to help create buzz and generate awareness of the B-Series within the wider marketing mix," said DMC's managing director Justin Kirby. "Our online tracking system will also provide real-time accountability to help quantify the viral campaign's impact on brand awareness as the buzz and film clips spread from peer to peer."

You can see Car Wars at: <http://www.bigboyscar.com>

About DMC (<http://www.dmc.co.uk>)

Founded in 1994, DMC are the online viral and buzz marketing experts, with offices in the UK and Australia.

They specialise in online viral and buzz marketing for major brands, including Bacardi, Diesel, EA Sports,



Eidos, Levi's, Mastercard, Mates, Mazda, MTV, Opel, Sony Ericsson, Ubisoft, Virgin and Xbox.

They co-founded the international Viral + Buzz Marketing Association (<http://www.vbma.net>)

If you would like further information about DMC and their clients, or wish to interview Justin Kirby, please call +44 (0)20 7928 7555 or email online@dmc.co.uk

About Mazda (<http://www.mazda.co.uk>)

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About Quiet Storm (<http://www.quietstormltd.com/start.html>)

Quiet Storm have an exciting roster of directors for both viral and TV commercials, which include Trevor Robinson, Kevin Chicken, Steven Sander, Cat & Jo and new signings Lee & Dan.

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