For immediate release 16th July 2018

**Mazda launches new ‘Together is a wonderful place to be’**

**campaign with Film4 sponsorship**

* Mazda UK’s two-year sponsorship of Film4’s 9pm film started last month.
* The new ‘Together is a wonderful place to be’ idents debut on Film4 on the 16th July 2018.
* Created to be a celebration of great journeys shared with family and friends.

As part of the Mazda’s sponsorship of the 9pm film on Film4, Mazda has created a new series of brand film ‘idents’ that will run from the 16th July. Building on Mazda’s ‘Drive Together’ marketing campaign that celebrates the joy of driving, the new ident films are based on the theme of memorable journeys shared with family and friends.

Cinematically shot short stories that feel like narratives from a film, Mazda’s new campaign celebrates the shared moments in life that really matter, whether that’s great films or great journeys. The unique feeling of driving a Mazda, the sense of togetherness between car and driver that comes from Mazda’s commitment to make cars that are fun to drive, the new films build on this and draw a parallel to the togetherness with the world of film.

Commenting on the new campaign, Mazda UK Marketing Director, Claire Andrews said, “the 9pm film every night on Film4 is a place for family, friends and loved-ones to spend time together watching a great movie. We all know that feeling and our new films beautifully highlight a similar sense of togetherness in the iconic Mazda MX-5 sports car and the award-winning Mazda CX-5 SUV.”

Adding, “Film4 was the perfect fit for the Mazda brand and the campaign allows us to celebrate the importance of time spent together and the memories created. We wanted to focus on the joy of driving and a sense of togetherness that can be created. This campaign does that perfectly.”

Filmed in the stunning countryside of the Scottish Highlands and featuring the Mazda CX-5 and Mazda MX-5 RF, two sets of idents, totalling 20 different executions have been made for the flagship 9pm film slot on Film4. There are also three 20-second edits, which will run on 4OD, Channel 4’s video-on-demand service. Examples of the creative films can be seen here: <https://youtu.be/iPBaAjE6BjM> : <https://youtu.be/JfePaZ5zjEk> : <https://youtu.be/Wfgg7Nu9xWs>

The new Mazda films will run every day at 9pm for a year, as part of this two year partnership.

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Further press information is available at [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

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