



For immediate release

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## **Mazda's Zoom-Zoom customer magazine wins top award**

- *Zoom-Zoom* magazine voted 'Best Automotive Title' for second year
- Mazda's magazine sent to 1.5 million customers worldwide

Mazda's *Zoom-Zoom* customer magazine has been voted 'Best Automotive Title' for a second year at the annual APA International Content Marketing Awards recently. The awards are regarded as 'The Oscars' of the branded editorial marketing world and recognise effectiveness and creativity in the customer publishing industry.

The judging panel felt that *Zoom-Zoom* had the winning edge thanks to its results, describing the title as "a fantastic demonstration of what finely tuned content could do for a brand's sales."

Welcoming this latest APA award, Claire Andrews, marketing director, Mazda UK commented: "This award is testament to our philosophy of sharing adventurous, thrill-seeking and spirited stories and images with Mazda customers. It depicts Mazda's brand values - spirited, insightful and stylish – and reflects how our magazine can hold its ground among other motoring customer magazines with engaging and creative content."

The automotive industry is one of the largest investors in content marketing and as a result the short list made up of 10 motoring brand publications was fiercely contested. Mazda's *Zoom-Zoom* magazine beat off competition from magazines produced by Alfa Romeo, Audi, Porsche, Jaguar, Volvo and Toyota.

Produced for Mazda by Redwood, *Zoom-Zoom* magazine is published three times a year for distribution to 75,000 Mazda customers in the UK and more than 1.5 million worldwide. *Zoom-Zoom* Magazine Editor, Nik Berg said: "Mazda has such a great history, exciting future and unique spirit that there are always great stories for us to tell. Sharing these stories with our readers really builds brand advocacy and passion - a passion that readers increasingly share with us in return."

“This year’s award winners, not least *Zoom-Zoom* magazine, all demonstrated a strong return on investment and effectiveness,” comments Julia Hutchison, COO of the APA. “It will be the marketing disciplines that continue to be innovative, engaging and most importantly measurable, that will succeed in the year ahead. We are delighted that the content marketing industry continues to thrive, particularly in the automotive sector, and the awards serve as an upbeat reminder of this fact.”

The 2011 APA awards cover 27 different categories and saw a record number of 500 entries (up 16 per cent on last year). There was also a doubling of international entries, with agencies from Spain, Germany, Finland, Norway, Australia, South Africa, UAE, Belgium, France, Czech Republic, Sweden, France and South Africa submitting their best work to gain recognition in the flourishing content marketing industry.

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For all the latest news and images from Mazda please visit: [www.mazda-press.co.uk](http://www.mazda-press.co.uk)  
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