

Step on it!

Mazda drives 100x more viewers to live video product launch



More Mazdas are road raced on any given weekend than any other brand.

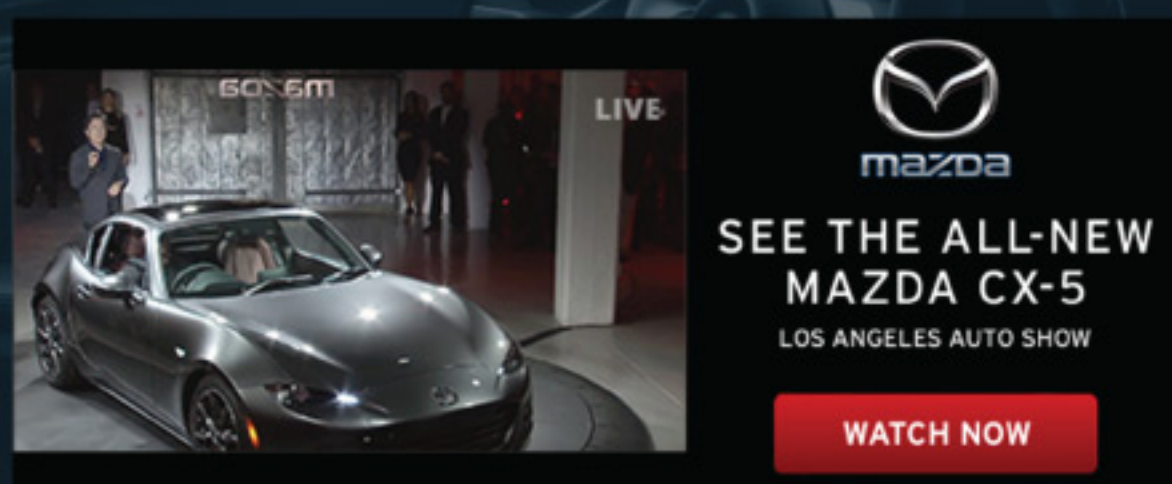
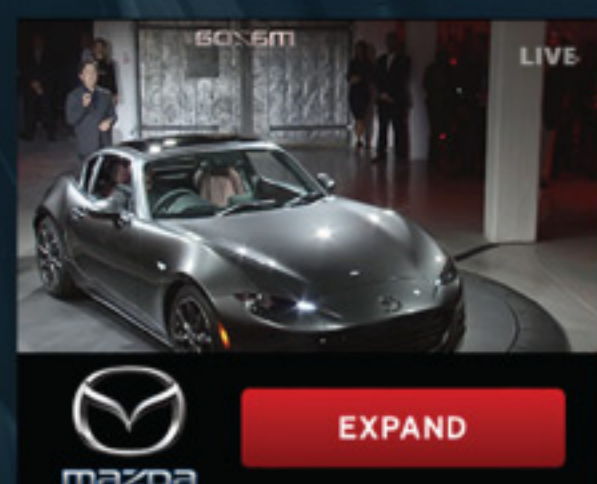
“Racing is Mazda’s heritage and what we learn on the track is in every car we build. We live-stream our races using IBM Cloud Video.”

Mike Garant, Manager,
Digital Marketing, Mazda



When Mazda reveals a new design, it streams the event from auto shows.

Mazda uses LiveAd from IBM Cloud Video to display the event feed in moving picture ad units on multiple sites.



Viewers can mouse-over the ad to expand the view.

LiveAd drew 100x more viewers

LA Auto Show Launch of New Mazda Design

Without LiveAd 2015

3,400 unique viewers

With LiveAd 2016

390,000 unique viewers

Stream directly to customers:

“Using LiveAd and IBM Cloud Video, we’re able to reach beyond the 300 press people at the event to reach 390,000 people interested in what we’re doing,”

“**We’ve tried all the other platforms** and we like IBM Cloud Video’s reliability, support, and willingness to work with us to get things done. And with LiveAd, they provide a wider reach in terms of viewership,”

Mike Garant, Manager,
Digital Marketing, Mazda



See the Mazda customer story in less than two minutes.

For more information visit **IBM Cloud Video** or **contact us.**