

MEDIA RELEASE

For Immediate Use

October 2025

Mazda Southern Africa Unveils “The Feeling Will Find You” — A New Emotional Platform That Deepens the Brand’s Connection to Wonderrrr

Mazda Southern Africa has officially launched its new brand platform, “*The Feeling Will Find You*” - a powerful evolution in its ongoing mission to own the emotional space of driving and build deeper resonance with modern South African consumers.

This campaign shifts the focus from external metaphors to internal experience, where wonder isn’t something you chase; it’s something that arrives the moment you step into a Mazda.

“The campaign doesn’t move away from what we’ve built - it builds on it,” says Deolinda Da Costa, Head of Marketing at Mazda Southern Africa. “We’re showing emotion in new ways - more poetic, more visual, more open-ended - all anchored in the driving experience.”

The campaign is brought to life through a series of unexpected visual metaphors: bubbles floating into an open sky to represent freedom, petals released into the air as a symbol of emotional release, and origami cranes carefully folded to capture the wonder of transformation. These elements are not literal. They are expressions of what it feels like to be in a Mazda, moments of quiet magic and emotional connection that elevate even the most routine drives.

Strategically, “*The Feeling Will Find You*” tightens Mazda’s positioning in a saturated automotive market by leaning into emotional storytelling over functional messaging. It takes Mazda’s long-standing belief in Jinba-Ittai - the unity of car and driver - and reframes it for a modern audience seeking meaning, calm, and connection in a fast-paced world.

The media roll-out includes cinematic short films, social content, and on-the-ground extensions, all designed to surface the extraordinary within the everyday. From a morning commute to a spontaneous detour, Mazda reframes these moments as opportunities to feel something more profound.

The campaign is also highly modular, allowing dealers, content partners, and media teams to adapt and extend the creative into lifestyle, digital, and experiential formats. It's a brand platform built to grow across touchpoints, models, and markets.

Ultimately, *"The Feeling Will Find You"* signals Mazda Southern Africa's intention to move beyond the rational and own an emotional space few automotive brands have truly claimed. It's not just about cars. It's about how those cars make you feel.

Because in a Mazda, *Wonderrrr Awaits* - and the feeling will always find you.

To learn more about Mazda or find your nearest dealership, visit www.mazda.co.za or follow @mazda_sa across social media.

- Instagram: @mazda_sa
- Facebook: @MazdaSouthernAfrica
- X: @Mazda_SA

About Mazda Southern Africa

Mazda Southern Africa is committed to creating vehicles that transform everyday driving into extraordinary experiences. With a focus on human-centric design and emotional connection, Mazda vehicles are crafted to evoke a sense of wonderrrr and joy in every journey.

Our 'Wonderrrr Awaits' philosophy is a celebration of the unexpected moments of joy and wonder that our vehicles can bring to your everyday life. It combines advanced technology, refined craftsmanship, and a seamless driving experience, ensuring every drive feels meaningful and uplifting. Whether through innovative safety features, intuitive design, or the Jinba Ittai harmony between driver and vehicle, Mazda Southern Africa aims to inspire curiosity and freedom on every road.

____Ends____