

BACKSTAGE PASS

A LOOK INSIDE THE INDUSTRY

THE \$1 MILLION BUY-IN

WHILE SOME KEY MARKETERS SIT OUT SOUTH BY SOUTHWEST, "BRANDS ARE UNDERWRITING TALENT MORE THAN EVER," A FESTIVAL EXEC SAYS

BY ANDREW HAMPP

MAZDA

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BRAND MANAGER: Russell Wager, Mazda vp U.S. marketing

BRAND PLANS: For its first year as the Fader Fort's automotive partner — not to mention inaugural jaunt to SXSW — Mazda will help create original content on-site that will live on TheFader.com as part of a yearlong media buy across Fader properties.



The Japanese automaker has been dipping its toes in music in recent months, following a 2012 shuffling of its senior marketing ranks, including licensing Capital Cities' "Safe and Sound" for a highly visible commercial that aired during the Super Bowl as well as a June 2013 partnership with Canadian alt-rock band Metric and Xbox Live. "Our target consumer is already heading to the Fader Fort, and this was a great time to reach them and enhance their time in Austin," says Mazda vp U.S. marketing Russell Wager. "We want to create credible and memorable experiences with music, and being part of the Fader Fort should help us achieve that." ●

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