

Mazda's Brand DNA instilled in the minds of new recruits at Towell Auto Centre

Brand workshop conducted for new employees

To initiate new entrants in the Mazda family, Towell Auto Centre conducted a brand workshop, which was followed up with a session on soft skills enhancement. The workshop was conducted by Annurag Chawla, Brand Manager, Mazda.

The workshop acted as a melting pot of members who were now a part of the Mazda family, but were coming from myriad business streams like vehicle sales, parts, service, logistics, etc. Existing members interested in branding were also present.



The workshop was conducted to acquaint the newcomers to Mazda as a brand and instill in them the meaning that lies behind the Mazda brand DNA and the concept of Zoom-Zoom - how it drives the styling, make and performance of Mazda cars.

The main focus of the workshop was on worldwide brand positioning; brand DNA analysis and marketing initiatives explained through past communication campaigns across various media. The second half of the workshop included soft skills enhancement techniques to improve on skills like personal and career goal setting techniques, leadership and negotiation skills. Importance of communication skills in today competitive scenario was also highlighted. The workshop also helped trainees understand strategy-planning process, its implementation and changing business dynamics through case studies on internationally successful global brands.

“Selling a product in today’s competitive market is not only about numbers but also requires a person’s emotional quotient. Such a training session not only reiterates the leading position of Mazda in today’s automotive industry but also motivates and prepares them for a highly contested market in Oman,” said Annurag Chawla.

The session ended with a recommended reading list of books on business and soft skill development to help the trainees keep up the inspiration.