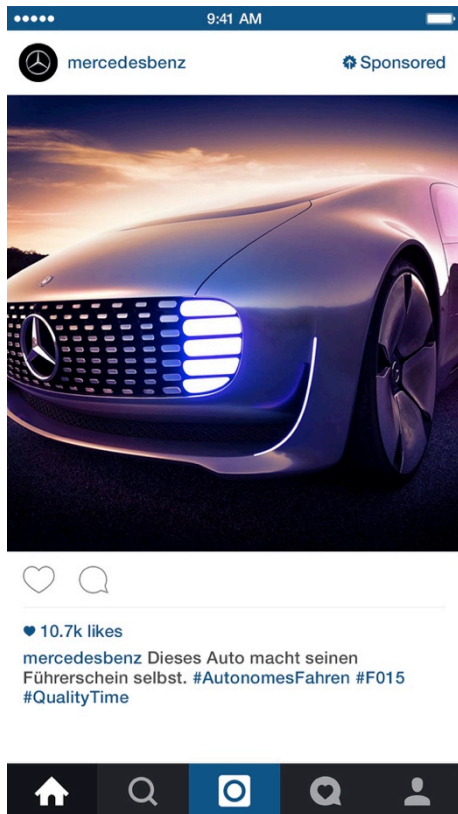




Mercedes-Benz

A Vision of the Future

The always-innovative Mercedes-Benz worked with Instagram to position itself as the automaker of the future, using beautiful pictures combined with witty copy that played to the strengths of the platform.



27pt

uplift in ad recall

5pt

uplift in campaign awareness

6pt

uplift in message association

STORY

Automotive pioneers

Since first inventing the car in 1886, Mercedes-Benz has never stopped reinventing it. By leading with innovation in safety, performance and design, the brand is the premium automaker for modern luxury vehicles.

GOAL

Brand the autonomous driving talk with the Star

Autonomous driving is a hot topic in which almost all traditional carmakers are competing, along with strong outsiders from Silicon Valley. Mercedes-Benz wanted to stay ahead of the curve and be the top-of-mind brand for autonomous driving.

SOLUTION

Make autonomous driving a classy lifestyle choice

Rather than showing off technical details, Mercedes-Benz chose to highlight the aesthetics of the concept car and the vision of a future that comes with autonomous driving through a series of photo ads.

Poignant lines and powerful photography featuring the F 015 Luxury in Motion in full and in detail come together to deliver a message that resonated perfectly with the target audience on Instagram. Mercedes saw a 27pt lift in ad recall, 5 point lift in campaign awareness and a 6 point lift in message association.

“

Design and innovation are core values of the Mercedes-Benz brand – and they're core to Instagram as one of our most attractive social media platforms.

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Natanael Sijanta
Director Marketing Communications
Mercedes-Benz Passenger Cars