A Compact SUV for the Millennial Lifestyle

Mercedes-Benz USA launched the GLA, the automaker’s first compact SUV, through a distinctive campaign that used Instagram and Facebook ads together to achieve strong brand and direct response results.

**STORY**

A history of making history

Since inventing the first car in 1886, Mercedes-Benz has never stopped reinventing it. By leading with innovation in safety, performance and design, the brand is now the biggest selling luxury automaker in the U.S.

**GOAL**

The car for a multi-dimensional generation

Mercedes-Benz USA set out to build excitement for the GLA among millennial drivers who admire the brand, but may not have considered it part of their lifestyle.

**SOLUTION**

Fueling the launch

Mercedes-Benz put imagery at the center of their campaign pulling inspiration from the #ThingsOrganizedNeatly hashtag, creating whimsical and engaging ads highlighting the versatility of the GLA. The brand tapped photographers and brand ambassadors to answer the question, “What would you pack in your GLA?” and used their photos of neatly arranged items photographed from above on a custom GLA cargo mat to portray the versatility of the vehicle for various weekend trips.

Mercedes-Benz saw a 54% increase in website visits by serving branding ads to the same people across Instagram and Facebook. They also saw a 580% increase in website visits when Instagram and Facebook branding ads were paired with Facebook direct response ads. By using the two platforms to complement each other, Mercedes-Benz effectively moved people from awareness to action and sparked further discovery among their target audience.

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