



Mercedes-Benz

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.



Lift in Ad Recall of Mercedes-Benz Instagram Ads



Increase in Website Visits from Instagram and Facebook Branding Ads



Increase in Website Visits when Facebook and Instagram Ads Were Combined with Facebook Direct Response Ads

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.

“Using Instagram as part of our digital advertising mix means we can meet young buyers on their home turf. With branding advertising on both Instagram and Facebook, site visits jumped more than 50%. Combine that with our direct response Facebook campaign and the impact on lift was tenfold, driving users to our GLA model page to further interact with the product.”