



Mercedes-Benz
The best or nothing.

Taking a Victory Lap

Realizing Instagram's potential as a cornerstone platform to inspire current and potential luxury car owners, Mercedes-Benz Canada used photo and video ads to launch new automobiles, announce high-end driving features and drive unprecedented ad recall and lift in brand favourability with its' audience.



lift in brand favourability
(among males)



lift in ad recall
(across 3 campaigns)

STORY

Life in the fast lane

With a history that stretches back over a century to the first fuel-powered vehicles, and a legacy of motorsport and luxury driving excellence, Mercedes-Benz Canada is one of the most recognized and best-selling automotive brands in the world. Looking forward, it continues in the same spirit of innovation, designing cars for today's drivers.

GOAL

Putting Canadians in the driver's seat

Using this visually-rich platform as a key component of their multi-channel campaigns, Mercedes-Benz Canada used Instagram to showcase its new automobiles and high-end driving features, to drive brand awareness and engage with its target audiences.

SOLUTION

Steering in the right direction

Mercedes-Benz Canada ran three unique campaigns showcasing three products for a few different target audiences. For the launch of the smart fortwo city car, they created a series of carousel ads showing a pint-sized vehicle navigating the narrow alleys and tight parking spots—appealing to the practical buyer mindset.

To cultivate authenticity with its Canadian audience, the campaign showcased the brand's 4MATIC™ all-wheel drive system with a series of image ads highlighting traction, control and driving in icy conditions.

To develop the aspirational aspect of the brand, Mercedes-Benz Canada launched its AMG GT coupe using the Instagram moving picture format, coupled with an existing series of racing videos to evoke the driving excitement of the high-tech dream car.

By embracing Instagram as the keystone platform to drive brand metrics, Mercedes-Benz Canada saw a lift in ad recall of up to 34% across its entire campaign series with the highest bump among their key demographic of 25-34 year-olds. Additionally, this campaign achieved a significant six-point lift in brand favourability with its' male audience!

“*Creating and sharing our brand stories through Instagram has, in a very short time, proven to be a very compelling platform for the Mercedes-Benz brand. Instagram's rich images and videos allow us to showcase our new luxury automobiles and unique driving features – only now to a much broader audience.*”

Gavin Allen, Vice President of Marketing,
Mercedes-Benz Canada