














MB USA Topic Planning 2023 (WIP, Status 3/6/23)

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC			
Vehicle Launch		AMG C63	S580e AMG C43	GLC EQE SUV	GLE FL SL 43			AMG EQE GLE 450e GLS FL	EQS Maybach Sedan & SUV	CLA/GLA/ GLB/EQB FL	AMG C63 AMG GLC 43	AMG GT63 SE			
Global Campaigns	BRAND		#together X IWD (S) \$150k												
		Desire for Sustainability: Land, Sea, Air (L) \$3.3M			Dolby Atmos (S) \$250K	Pride (S) \$625k		Tech Details (S) \$50k		Pride (S) \$625k	E-class (S) \$600k	MB Holiday Christmas (S) \$50k			
			Moncler (S) \$40k	Jon Rahm Energizing Comfort (S) \$500K					Lead in Intelligence (L) \$6.1M						
	TEV								AMG SL Stunt Pending	MM Night Series (S) \$100k					
						AMG SL (S) \$500k		AMG EQE SUV (S) \$200k	MM EQS SUV Adaptation (L) \$1.5M	AMG So AMG (S) \$400k					
						Desire for Tech Luxury: (AMG) C63 (L) \$450K		AMG Desire for Change (S) \$650k			EQG Pre-Communication (S) \$300k				
								AMG Desire for Change (S) \$650k							
								AMG Desire for Change (S) \$650k							
US Campaigns	EQE Sedan Global Adaptation			EQE SUV Global Adaptation					EQ Portfolio – Tech Features						
	EQE SUV Global Adaptation			Masters (S)	Driver's Assistance Package					Driver Assistance/Drive Pilot (Level 3)					
			EQ Portfolio												
	EQE Sedan/SUV Global Launch Support														
															
Dealer							DLR Edge		GLC/SUV Family		Holiday/Winter (ICE)				
				Electric Dream Days			AMG SL				Holiday/Winter (EQ)				
						GLC					E-class Performance				
			AMG SL			GLC SUV w/SUV Packshot									