

# Brand Marketing

# Performance Marketing

Visual to establish these as two  
separate things we do well

Strategically focused on both

# Brand Marketing

Grid style visual

## Big Brand Messaging:

Defining Class x Matthew Macfadyen:  
<https://f.io/PeTFkeQj>

Pebble Beach x MM SL:  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/d526e937-6421-4263-87c5-6e1ebd880342>

Electric G-Class x Bradley Cooper:  
<https://f.io/kLYwBqMY>

Formula 1 x GT Hyperdome



Mercedes-Benz G 580 with EQ Technology World Premier (Travis Scott): <https://f.io/U6u3e9L2>

Mercedes-Benz Vans eSprinter Test Drive:  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/ecfb1609-a419-479b-82e9-e913ae8d9782>

## Big Brand Placements

Masters:  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/a47601e0-a538-4d1a-907d-04be28d3b7e6>

Ghostbusters:  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/457521b7-d427-4c80-a889-afea9e8bf47b>

Window to the City:  
<https://f.io/ecfzfnVh>

CFP and NFL



Dream Home/Smart Home



Paris Olympics



# It's Paid Off

Interbrand

07  
Mercedes-Benz



+9%  
61,414 \$m

Brand Monitor

#1 in global brand desire.  
Largest jump to 106 Index.

BCE

Met all 5 goals

Improved to #2 in Brand NPS beating BMW	Maintain #1 in Luxury Brand Experience and improved to #1 in luxurious touchpoints	Strengthened the #1 ranking in Experience Quality*	Earned #1 and met TAALALB (105 target) in Experience Quality in Awareness Phase	Improved to #1 in Experience Quality in Consideration Phase
✓	✓	✓	✓	✓

Visual is something that shows the biggest of studies (Interbrand) to the next one to the next one

LAMPPOST

#1 in brand love among core luxury auto competitors

Builds into this collage of brand love on social; let's also include random fans giving us love



- Jason Tatum x NBA Finals:  
<https://twitter.com/Complex/status/1802833114961514907>
- Kendrick Lamar x Mercedes-Maybach (Drake Diss):  
<https://www.instagram.com/reel/C6gdCIrPXc/?igsh=MXNkZGtiNWplN2JlNw==>
- Lebron James x Mercedes-Maybach:  
<https://www.instagram.com/p/Bo-RgIMB8rG/?igsh=NTl5Y2FmcGV4ZW53>  
<https://www.instagram.com/p/Bq56tnsBB80/?igsh=cDdsOXloeGp4cWVvm>
- Rupaul:  
<https://www.instagram.com/reel/C-5jA9XPls9/?igsh=MWJ0aHZsZ3l6d2ltOA==>  
[https://www.instagram.com/reel/C9Sj0z\\_JwJq/?igsh=dGdleW1lZzhmNDg0](https://www.instagram.com/reel/C9Sj0z_JwJq/?igsh=dGdleW1lZzhmNDg0)
- Kendal/Kylie Jenner:  
<https://www.instagram.com/p/CzCAi6yOwgY/?igsh=MXFoZG5rYzg2c3hhMA==>  
[https://www.instagram.com/p/C3QK\\_FErG-7/?igsh=bnd4NjUybWZ6dnRo](https://www.instagram.com/p/C3QK_FErG-7/?igsh=bnd4NjUybWZ6dnRo)  
[x.com](https://www.instagram.com/p/C3QK_FErG-7/?igsh=bnd4NjUybWZ6dnRo)

# Performance Marketing


Deploying Sales Campaigns to rapidly meet marketing demands

Grid style visual

Pick Your Powertrain Slide 2:  
<https://f.io/wPYsHUzY>

MBDD Slide 4:  
<https://f.io/wPYsHUzY>

SUV Family

A photograph showing a variety of Mercedes-Benz SUV models parked on a paved surface in an open field under a clear sky. The text "Mercedes-Benz SUVs" is overlaid on the image.

Other Engage Catalogs  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/4e99429b-87a9-4dc5-a76f-2bc0d65c6e31>

Sprinter Summer Sales Events  
<https://f.io/xUIWOBUe>

Certiably CPO

The logo for Mercedes-Benz Certified Pre-Owned Vehicles. It features the text "Mercedes-Benz" above a stylized "Certified" in a rounded rectangle, with "Pre-Owned Vehicles" below it.

It's Paid Off

Create a visual for these three

Site Visits Up Image

Lead Form Fills Up Image

Leads Up Image

# The Opportunity

## Nike article case study

CASE STUDY: Nike – <https://www.adweek.com/brand-marketing/inside-nikes-rac>  
attached) – Can we turn this case study into a visual image



**Brand + Performance = Brandformance**

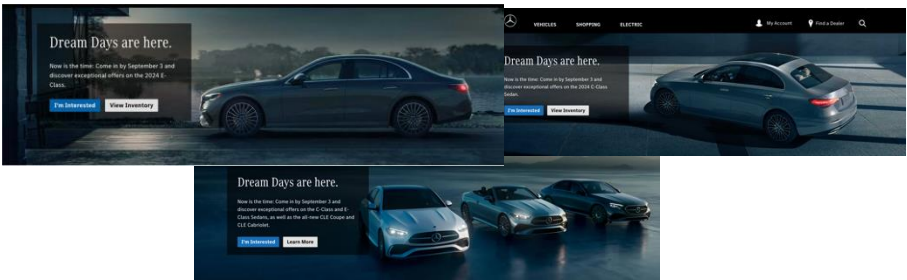
# More of this in 2H 2024 and Beyond... Nationally

Grid style visual

Holiday



Personalization



Existing customers at MBS:  
<https://we.tl/t-VX2TG7ox5Y>

Race Day:  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/30d11a74-60d6-430a-b7f5-d995bafc1819>

Martha and Tracee:  
Martha - <https://f.io/glzyn1Of>  
Tracee - [https://f.io/Xk\\_IVoJv](https://f.io/Xk_IVoJv)

Vocational and commercial van applications  
<https://f.io/LCfs6vzI>

## Locally

Latcha:  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/b41204f1-166e-4092-a39d-5945ba46e8e2>

MAX:  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/00f1f704-413c-48d1-afa1-439fd56c8872>

MB Manhattan:  
<https://app.frame.io/reviews/807863c6-eaca-48c8-86d0-57b553e097ad/2952ec96-5af3-4a9d-b377-b4cb72bb3882>