

Electric Dream Days Campaign Timeline Guidebook

Event Duration:
April 22nd through June 5th, 2023



electricdreamdays 

Overview of Electric Dream Days

National Campaign

The Electric Dream Days campaign from Mercedes-Benz USA aims to continue to establish Mercedes-Benz as the most desirable electric luxury brand, while enticing loyal and prospective customers with exceptional offers on the luxury electric vehicle of their dreams.

We'll be introducing an entirely new marketing approach to a best-in-class luxury electric seasonal sales program in order to drive dealership traffic to experience the Mercedes-Benz all-electric vehicle portfolio during a critical sales window between Earth Day on April 22nd, and World Environment Day on June 5th. We plan to support Mercedes-Benz dealers by providing a holistic national advertising campaign, as well as a local dealer marketing toolkit.

Overview of Electric Dream Days

Dealer Test Drive (Opt-In)

As part of the Electric Dream Days, Mercedes-Benz USA is offering to support dealerships in the execution of a local test drive event. This guide will provide all the necessary details on how to execute a successful test drive event. For any questions, please contact the Electric Dream Days team at dreamdays@mbevents.com.

Local test drive events are a helpful tool as they provide an opportunity for a dealership to directly engage with and educate customers on the Mercedes-Benz all-electric platform. They also provide a chance for your dealership to expand your customer database.

As an incentive to host an electric test drive, all dealerships that confirm participation by March 31, 2023, will automatically be entered for a chance to win two (2) tickets to the Taylor Swift concert on April 30, 2023 at Mercedes-Benz Stadium in Atlanta, GA.

Dealer Benefits

Introduces a new best-in-class electric sales and marketing program on a national scale that further shapes the brand's ambitions

Entices and incentivizes loyal and prospective electric vehicle buyers on the currently available and recently launched Mercedes-Benz electric vehicle portfolio

Provides a step-by-step local test drive event opportunity to engage and educate clients or prospects about the Mercedes-Benz electric vehicle portfolio



Overview of Key Dates



Test Drive Opt-In (Chance to Win Taylor Swift Tickets)

MAR 2023

17th

- › MBUSA campaign overview/NCU communication will be sent to dealers, including letter of intent to opt-in for Taylor Swift Tickets

17th - 31 Dealer Test Drive Registration Open

- › Dealers have the opportunity to opt in and enter the contest to win Taylor Swift Tickets
- › To opt in, dealers must submit a Letter of Intent and commit to hosting a Test Drive event during the Dream Days promotion period (4/22 - 6/5)
- › Dealers must complete and email the Letter of Intent to dreamdays@mbevents.com to confirm dealer participation and entry into the contest
- › Dealers that commit to host a Test Drive event will automatically be entered into a drawing to win two (2) tickets to the Taylor Swift Concert on April 30
- › Dealers complete and submit the Letter of Intent by March 31.
- › Please note that opt-in to host a Test Drive event after March 31 will not be eligible for the Taylor Swift tickets.

APRIL 2023

3rd

- › Taylor Swift Concert Winners Announced
- › MBUSA will randomly select Fifteen (15) winning dealers, each dealer will receive Two (2) tickets to the Taylor Swift concert
- › Winning dealers to determine attendees to Taylor Swift Concert at their discretion (At Least one attendee must be 21 years or older)

7th

- › Taylor Swift Attendee Names Due
- › All attendee names are due from the Fifteen (15) winning dealers and must be provided to dreamdays@mbevents.com by 4/7 (this will allow the team 3 weeks to book flights, hotels, etc.)
- › MBUSA team will arrange flights/ground transportation and hotel accommodations for concert and confirm details with each winning dealer

19th

- › All travel details must be confirmed and locked in by April 19th

30th

- › Taylor Swift Concert on Sunday, April 30th 6:30 pm
- › Mercedes-Benz Stadium – Atlanta, GA
- › Tickets will be located in the Mercedes-Benz Gullwing Suite

Test Drive Opt-In (Chance to Win Taylor Swift Tickets)

MBUSA campaign overview/NCU communication will be sent to dealers, including letter of intent to opt-in for Taylor Swift Tickets

March 17th

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March 17th – 31st

Dealer Test Drive Registration Open

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April 19th

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April 30th

Taylor Swift Concert on Sunday, April 30th 6:30 pm

- › Mercedes-Benz Stadium – Atlanta, GA
- › Tickets will be located in the Mercedes-Benz Gullwing Suite

Test Drive Event Activation

April 22 – June 5 Dealers to host Test Drive events at local dealership

Dreamdays@mbevents.com to provide support to each dealership by:

- › Dealers are only permitted to host a maximum of Three (3) Test Drive events during the promotional period
- › Securing the GAP incentive via a QR code for each test drive event. QR codes will only be accessible on the day of their test drive event. Guests that register will receive the purchase incentive via email within 24 – 48 hours. Specific GAP details are still being approved by Sales Ops.
- › Available to answer dealer questions on how to host a test drive event
- › Branded merchandise – M+P to confirm with MBUSA



Advertising Campaign Content Roll-Out

All taggable dealer support creative will be uploaded to MercedesMarketing.com/Engage/Bennett Portal upon asset completion on an on-going basis:

- › MercedesMarketing.com: Taggable TV, Social, Dealership Digital Video and Printed POS, Sustainably Produced Branded Promotional Items, Vehicle Wraps, Social Toolkit, Digital Print, Digital OOH, Dealer Website Carousels, Tier 3 Direct Mail & eCRM, Tier 3 Campaign Copy Toolkit, Tier 3 Campaign Toolkit Guide, Test Drive Toolkit Guide
- › Engage: Dealer Website Carousels, Tier 3 Direct Mail Templates, Tier 3 eCRM templates, Test Drive Toolkit Guide
- › On 3/31, dealers will be able to begin ordering Test Drive Tier 3 Direct Mail and eCRM Templates
- › Bennett Portal: Branded Promotional Items (TBC), Printed POS

- › Consolidated dealer toolkit guide to be uploaded to MercedesMarketing.com by 4/17. Check MercedesMarketing.com on 4/17 for full consolidated toolkit guide.
- › Printed POS kits delivered to dealerships to begin posting creative in showrooms
- › Digital POS to be made available to MB Evolution dealerships through Retail Content Provisioning System (RCPS)
- › Contact local Field Representatives for TVC traffic needs
- › Dealers to begin ordering Tier 3 Direct Mail, eCRM, and social templates through Engage platform



National Pre-Launch Support Tactics Live

- › 4/17-4/21: Organic social pre-launch campaign on MBUSA social channels
- › 4/20-4/21: MBUSA website countdown

National and Dealer Campaign Support Tactics Live

- › Tier 1: TVC, Digital Video, Paid Social Content, Organic Social Content, Paid Search, Digital Display, Tier 1 eCRM, MBUSA.com
- › Tier 3: Taggable TV, Social, Dealership Digital Video and Printed POS, Sustainably Produced Branded Promotional Items, Vehicle Wraps, Social Toolkit, Digital Print, Digital OOH, Dealer Website Carousels, Tier 3 Direct Mail & eCRM, Tier 3 Campaign Copy Toolkit, Tier 3 Campaign Toolkit Guide
- › Dealers to host test drives

Detailed Timeline



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Week of April 17th

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- › Printed POS kits delivered to dealerships to begin posting creative in showrooms
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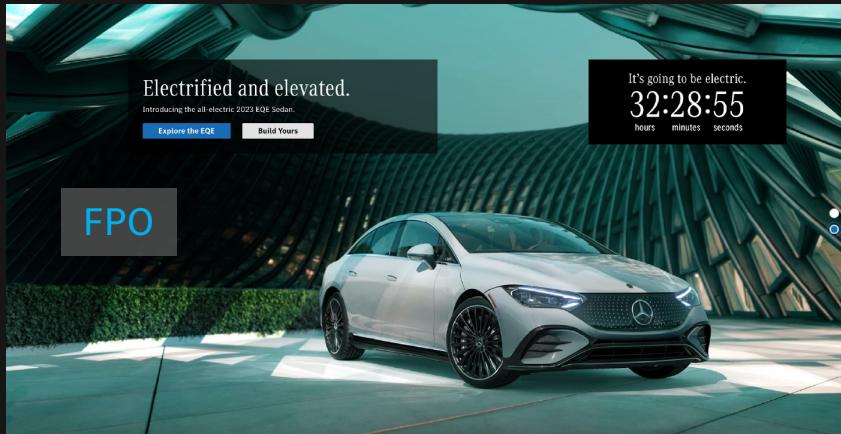
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April 17th - April 21st

National Pre-Launch Support Tactics Live

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- › 4/20-4/21: MBUSA website countdown



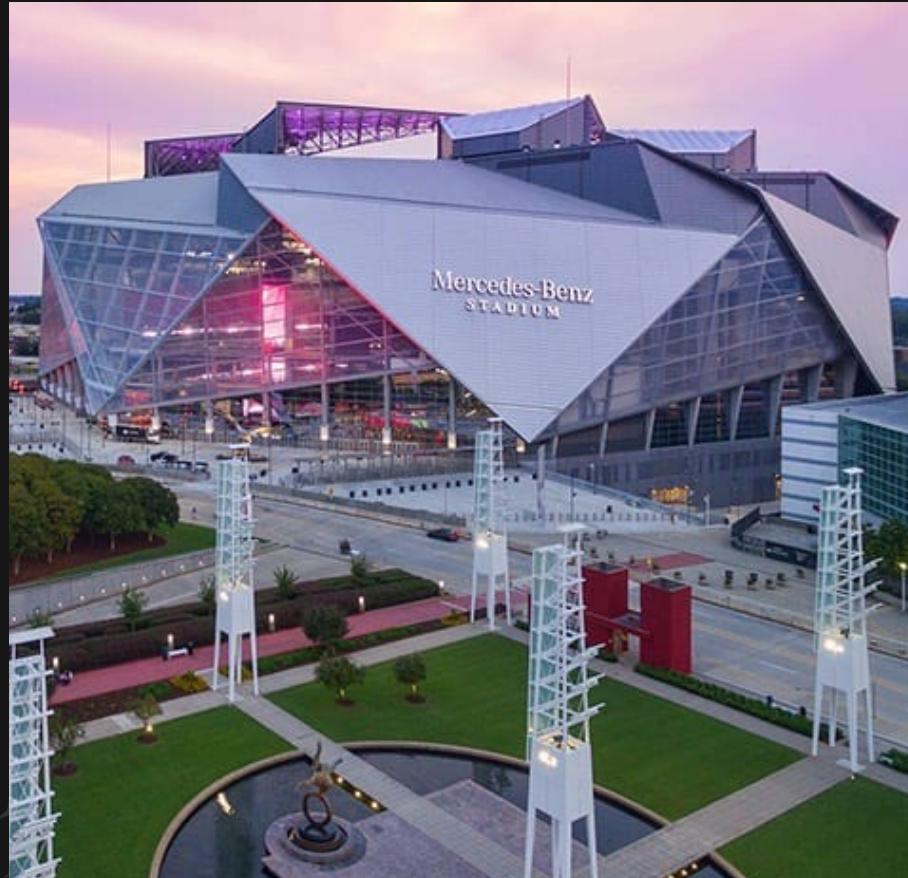
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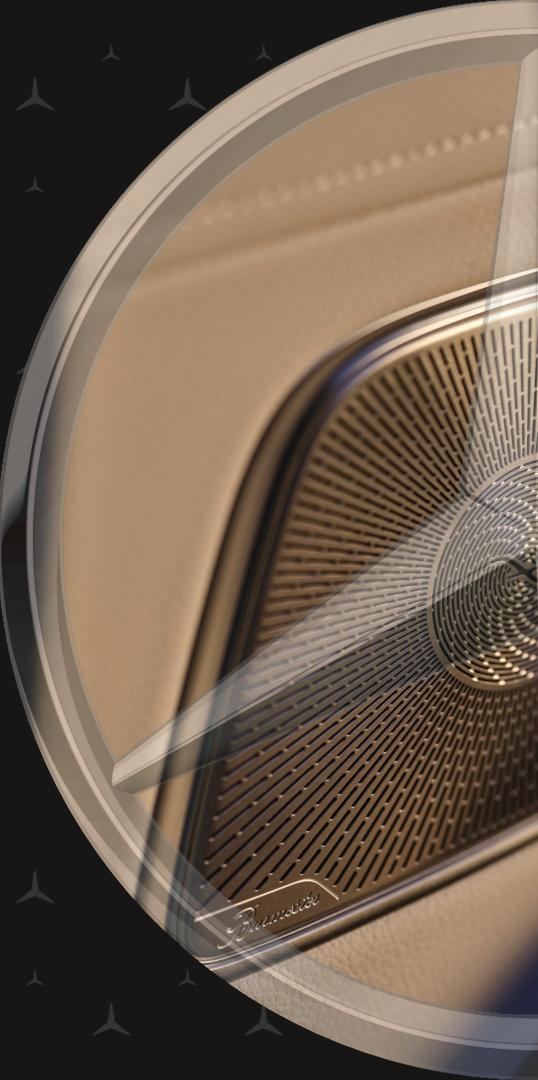
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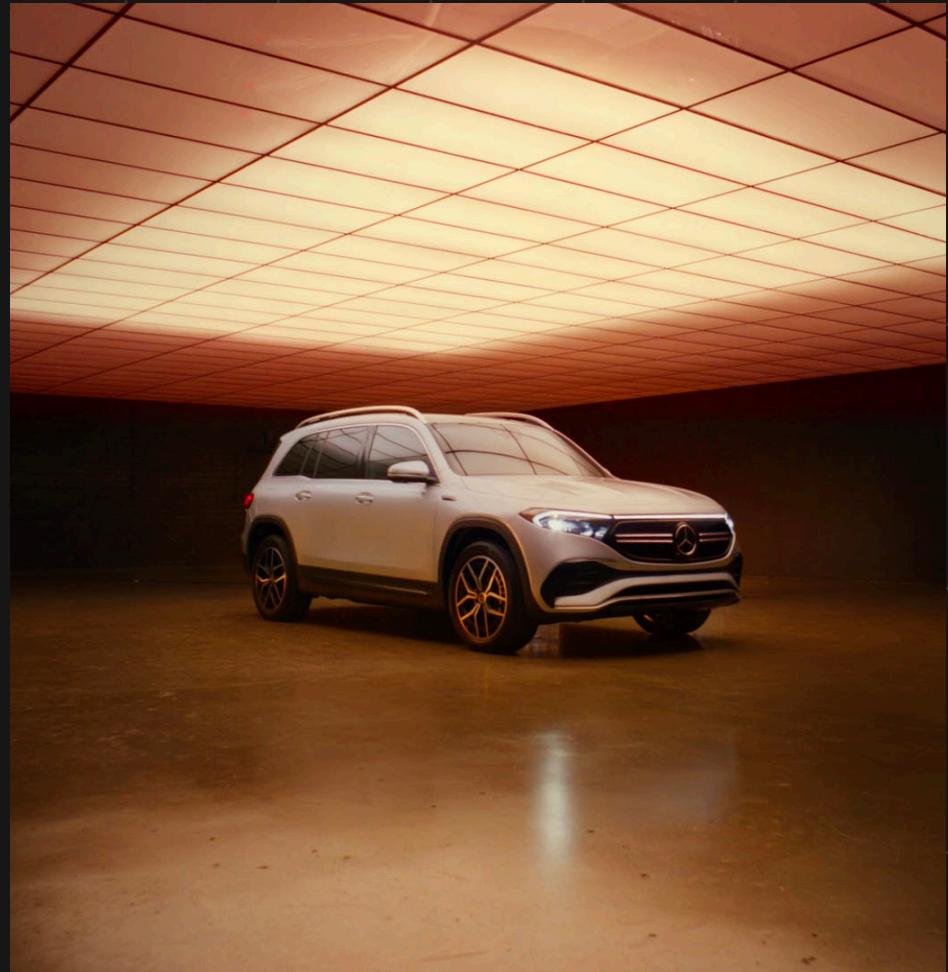


Overview of Campaign Offers



Offers

- › Special 2-Yr Lease Payment on all electric models for 24 months
- › MY23 EQB 250 SUV \$649/month lease offer
- › 2 Years Of Complimentary Charging And 2 Years Of Pre-Paid Maintenance Up To 20,000 Miles



Ecosystem of Campaign Tactics



Timeline

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Resources & FAQs



Resources

Campaign Content and Information Hubs

- › MercedesMarketing.com
 - Key Contacts: kveenstra@merkleyandpartners.com, irispoli@merkleyandpartners.com and lnickerson@merkleyandpartners.com
- › Engage
 - Key Contacts: blaine.reed@mbusa.com, Marcie.hopey@autopoint.com, Tracy.Olson@autopoint.com, Mark.Subacius@autopoint.com
- › ACB Tier 3 Ad Compliance
 - Key Contacts: ashlee.weeks@mbusa.com, kambrose@acbcoop.com and mclaxton@acbcoop.com
- › Dealer Website Content
 - Key Contacts: spencer.willis@mbusa.com
- › Test Drive Opt-In Contact
 - Key Contact: dreamdays@mbevents.com

Dealer Test Drive Documents (Will be available for download on MercedesMarketing.com and Engage)

- › Letter of Intent
- › Event Checklist
- › Best Practices
- › Audience Invitations
- › Data Capture GAP (Guest Appreciation Program)
- › Taylor Swift Concert Details

MercedesMarketing.com reference image



FAQs

Where can my dealer register for The Electric Dream Days event?

- › Authorized Dealers need to sign and submit the Letter of Intent to dreamdays@mbevents.com by March 31, 2023.

What if a customer wants to bring their spouse and/or a guest?

- › Guests are welcome, each customer interested in participating will need to register onsite with their own email.
- › Purchase Incentives are unique and non-transferable, please have each customer register with their own email address.

Is there an age restriction for participating customers?

- › All participants must be twenty-one (21) years of age or older and possess a valid US driver's license at the time of the Electric Dream Days Test Drive experience.

What is the registration process look like on site?

- › All participating customers upon arrival will scan a QR code that will direct them to a registration homepage. Each customer will fill in all the required personal information including name, address, and email. As part of the registration process customers will be required to sign a waiver before participating in the Electric Dream Days Test Drive experience.
- › While customers are completing the registration on their mobile device, dealership staff should be completing the dealer test drive process which includes the scanning of a valid US driver's license.
- › Please note: the email address used to register will be the email to receive the thank you message and purchase incentive.

CONTACT INFORMATION

- › For specific event registration or questions, please contact us Monday through Friday, 9:00am to 5:00pm EST.
DreamDays@MBEvents.com



Thank you!

electricdreamdays 