

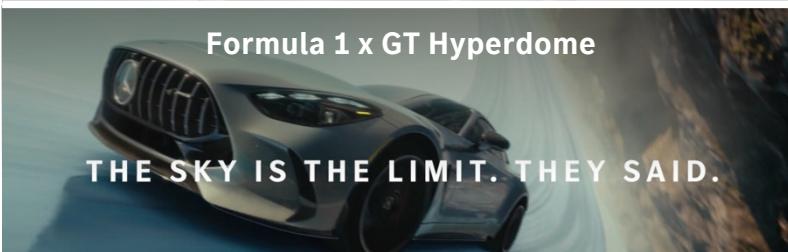
Brand Marketing

Performance Marketing



Brand Marketing

BIG BRAND MESSAGING



BIG BRAND PLACEMENTS



It's Paid Off

Interbrand

07

Mercedes Benz



+9%
61,414 \$m



Mercedes-Benz

Brand Monitor

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



Confidential - Not for Public Consumption or Distribution

BCE

Met all 5 goals

Improved to #2 in Brand NPS beating BMW

Maintain #1 in Luxury Brand Experiencer and improved to #1 in luxurious touchpoints

Strengthen the #1 ranking in Experience Quality*

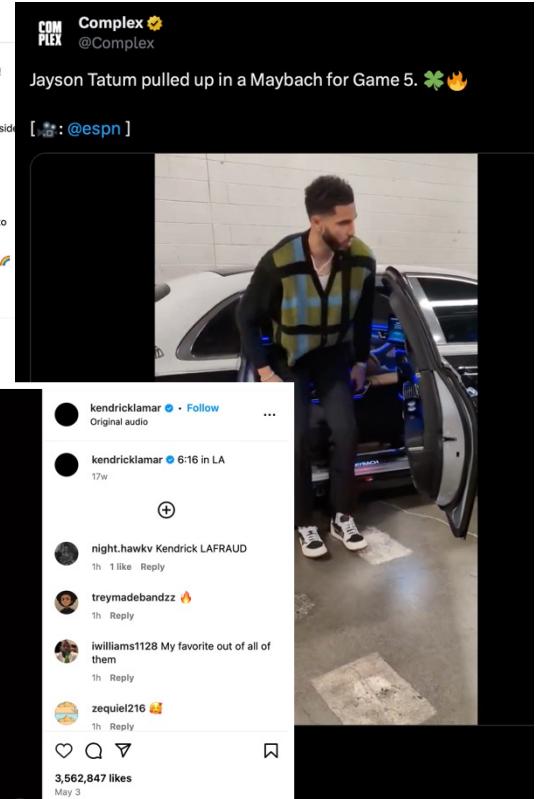
Earned the #1 and met TAALALB (105 target) in Experience Quality in Awareness Phase

Improved to #1 in Experience Quality in Consideration Phase



LAMPOST

#1 in brand love
among core luxury
auto competitors



Brand | Marketing | September 2024

It's Paid Off

Interbrand

Brand Monitor

BCE

LAMPPOST

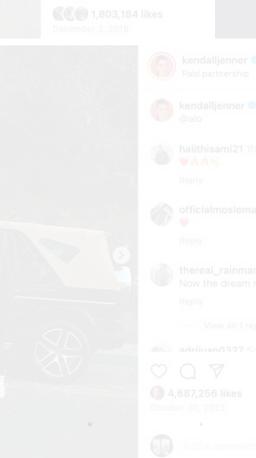
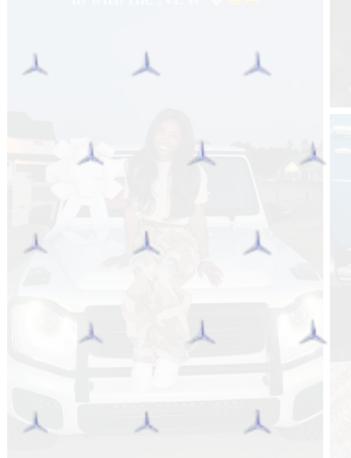
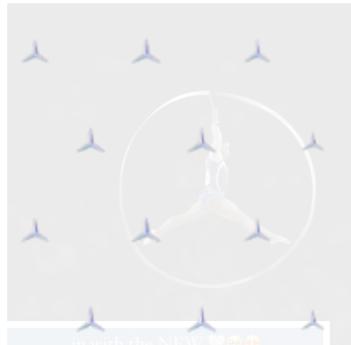
07

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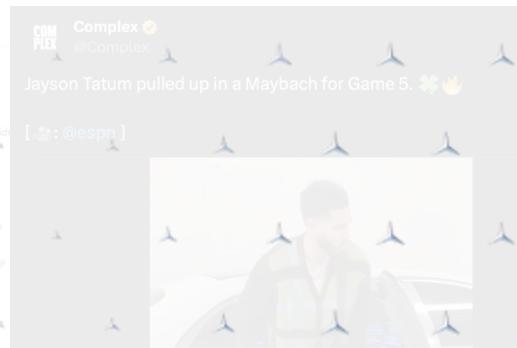
Improved to #2 in Brand NPS beating BMW

Maintain #1 in Luxury Brand Experience and improved to #1 in luxurious touchpoints

Strengthen the #1 ranking in Experience Quality*

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Improved to #1 in Experience Quality in Consideration Phase



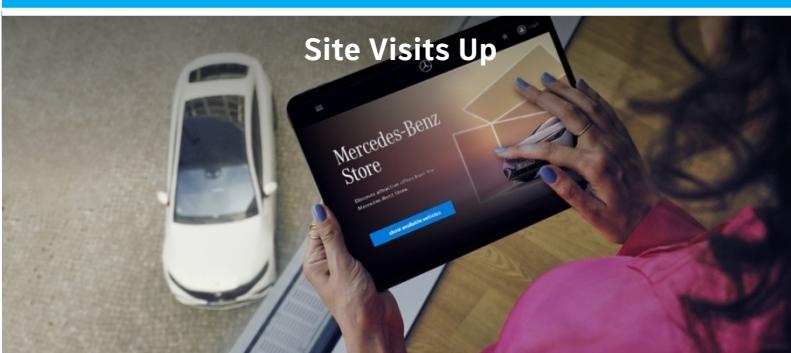
Strong statement on brand equity

Performance Marketing

DEPLOYING SALES CAMPAIGNS TO RAPIDLY MEET MARKETING DEMANDS



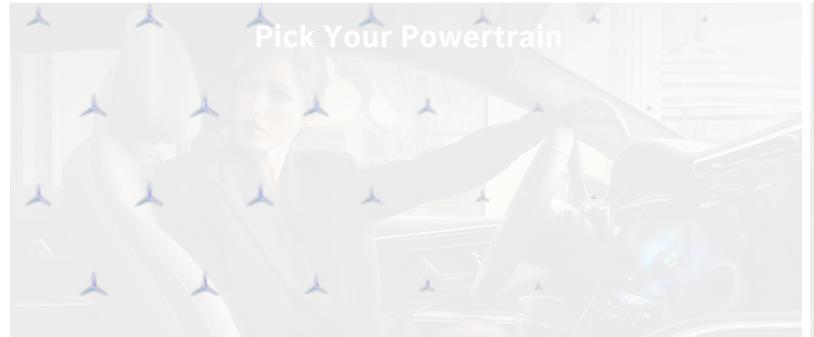
IT'S PAID OFF



Performance Marketing

DEPLOYING SALES CAMPAIGNS TO RAPIDLY MEET MARKETING DEMANDS

Pick Your Powertrain



MBDD



SUV Family



Other Engage Catalogs



Conclusion: MBUSA making an impact supporting our dealers

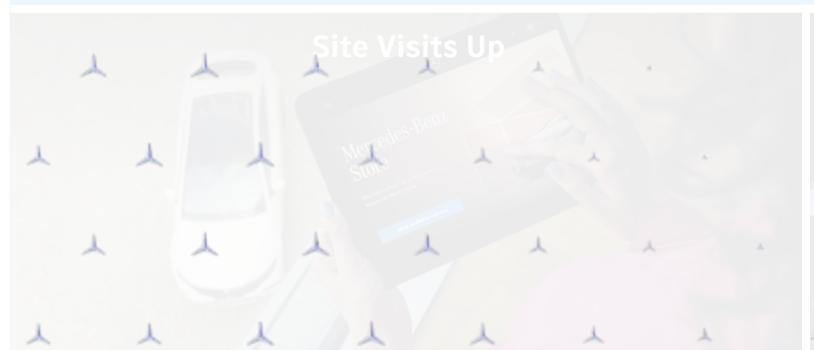
Certifiably CPO



Mercedes-Benz
Certified

Pre-Owned Vehicles

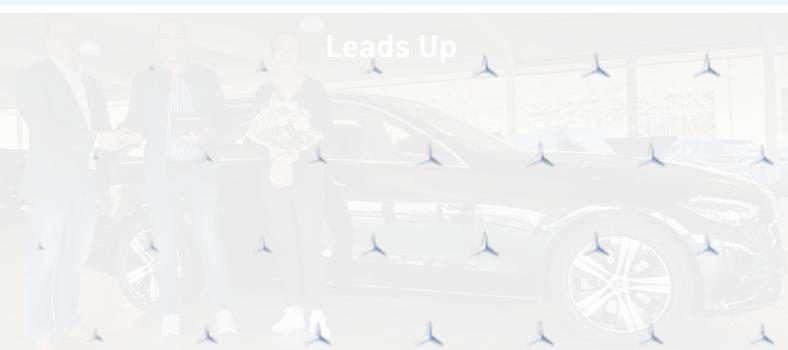
Site Visits Up



IT'S PAID OFF



Leads Up



The Opportunity

ADWEEK

Nike Inc

NYSE: NKE

Overview Compare Financials

74.01 USD -32.54 (-30.54%) ↓ year to date

Closed: 2 Aug, 8:00pm GMT-4 • Disclaimer
After hours 73.80 -0.21 (0.28%)

1D 5D 1M 6M YTD More ▾

120
100
80
60

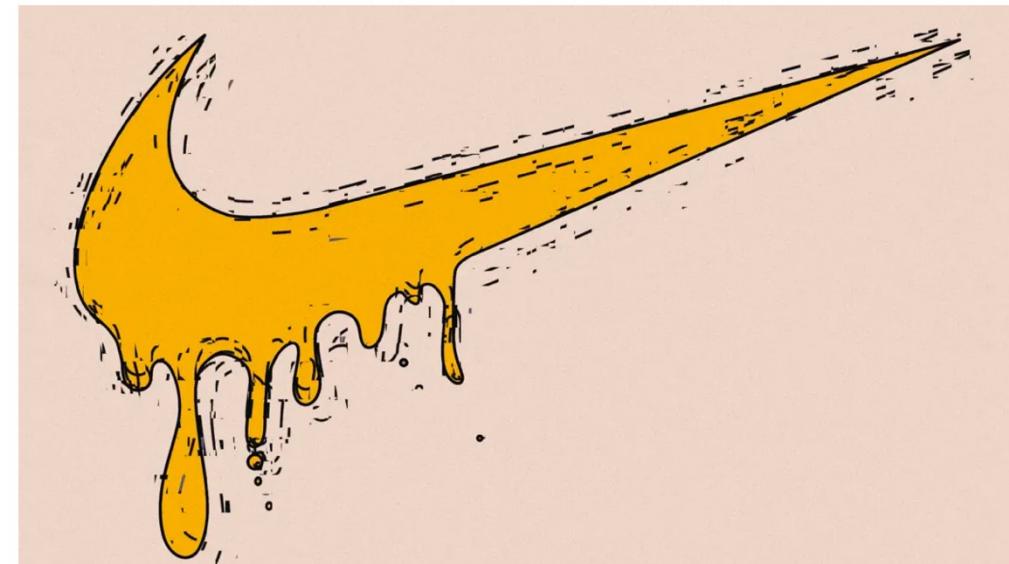
Feb 2024 Apr 2024 Jun 2024 Aug 2024

Mercedes-Benz

SPORTS MARKETING NEWS

Inside Nike's Race to Regain Its Marketing Edge

With its Paris 2024 Olympics campaign, Nike is fighting to reverse its brand decline



Post-pandemic, Nike's brand value has taken a hit again. ADWEEK



By Brittaney Kiefer & Rebecca Stewart

JULY 31, 2024

In 2021, then-Nike senior brand director Massimo Giunco was baffled to hear online fashion retailer ASOS come up repeatedly in meetings.

The Solution

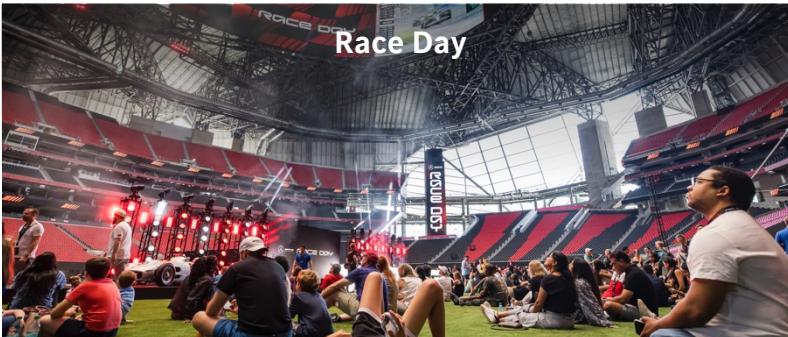
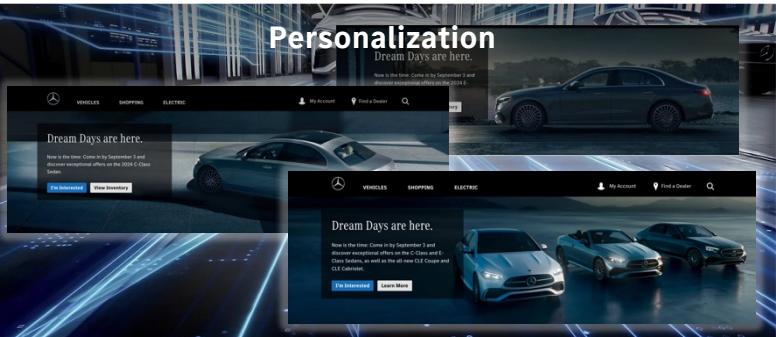
Brand + Performance



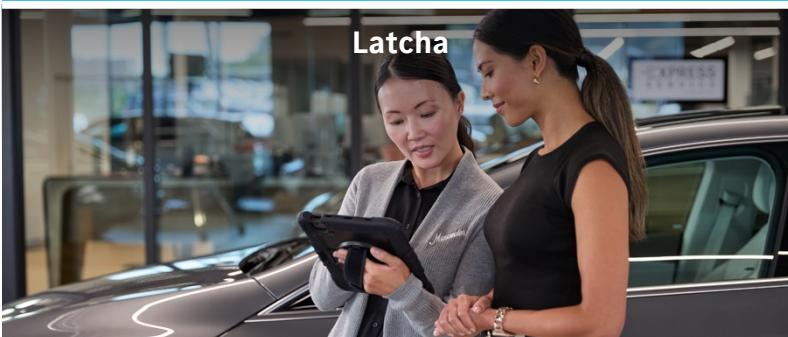
= Brandformance

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

NATIONALLY



LOCALLY

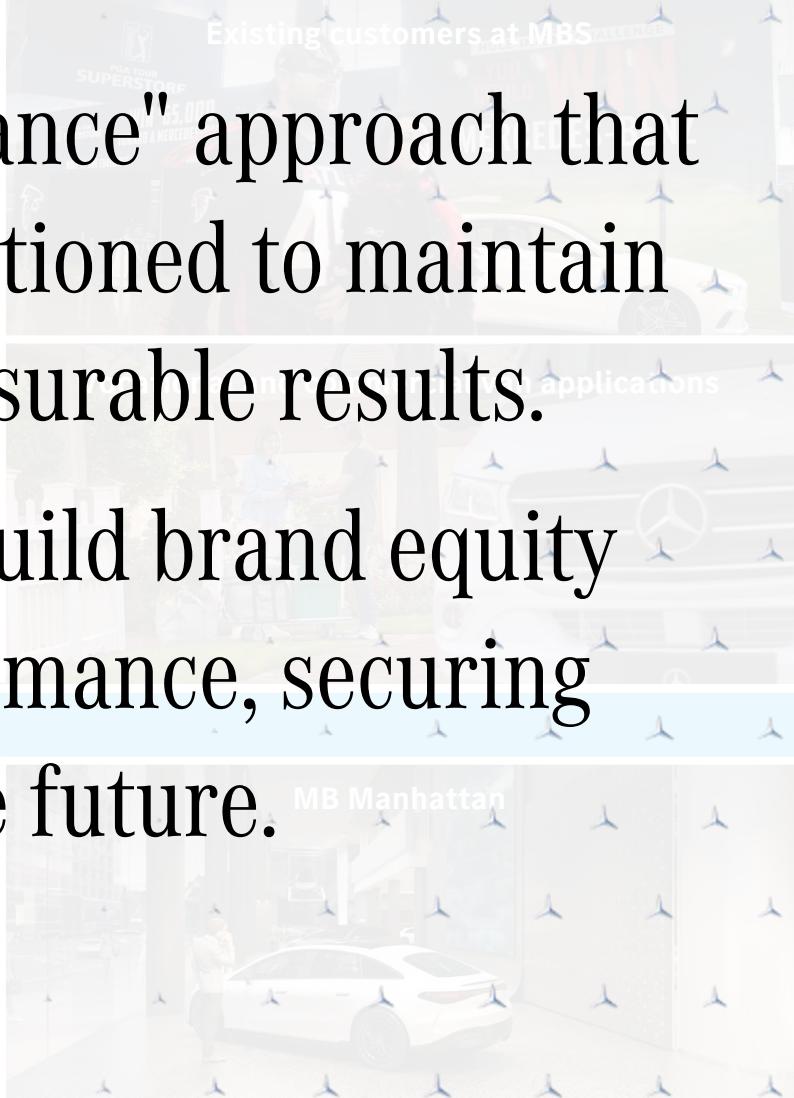
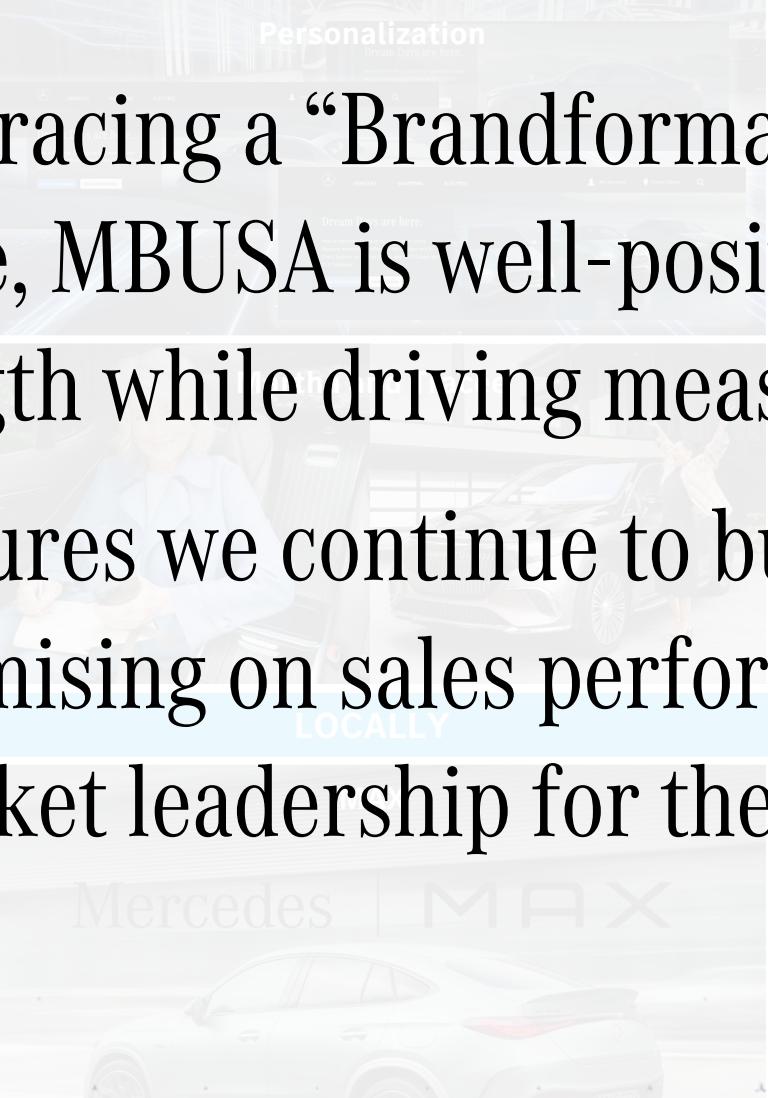
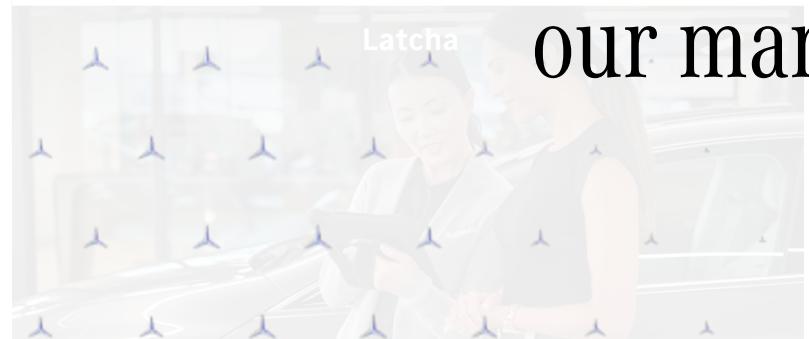


More of this in 2H 2024 and Beyond...

NATIONALLY

Holiday
Holiday Celebration
Conclusion: By embracing a “Brandformance” approach that is tactically flexible, MBUSA is well-positioned to maintain its brand strength while driving measurable results.

This strategy ensures we continue to build brand equity without compromising on sales performance, securing our market leadership for the future.



Thank you

