



Mercedes Benz - How a Great Campaign Can Almost Kill a Company

By Carolin Biebrach

GRIN Verlag. Paperback. Book Condition: New. Paperback. 60 pages. Dimensions: 8.1in. x 5.7in. x 0.3in. Essay from the year 2009 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: A, Ohio University (E. W. Scripps School of Journalism), course: International and Crosscultural Advertising, language: English, abstract: What started as one of the biggest and most expensive campaigns in the German automobile industry, almost ended in a disaster for the company. The result was the biggest crisis, a German automobile company had ever faced. Mercedes-Benz is a high-class automobile company. Its products stand for luxury, reliability and dependability. But high-class cars are expensive and only affordable for the richer part of society. To keep pace with the fast developing automobile industry all over the world, Mercedes-Benz decided to invent car that reunites all three values, the company embraces. This car - the Mercedes-Benz A-Class - should have another important feature: It is affordable for the middle class. With this car, Mercedes was approaching a new market segment and therefore new target audiences. A campaign, that fits the new car in the overall Mercedes image, was crucial. In May 1996 Mercedes Benz started its huge advertising campaign - almost one...



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