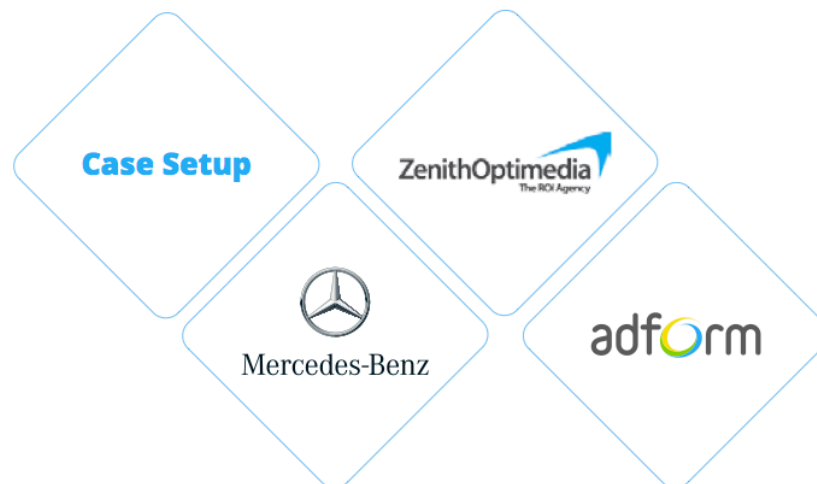


Case Background

For many enthusiasts, a car isn't just a vehicle; it's an extension of oneself.

For those who prefer the finer things in life, no brand embodies luxury quite like Mercedes-Benz. In particular, its C-Class line, launched at the new millennium, is widely considered the epitome of a high-utility lifestyle vehicle. More recently, the auto manufacturer introduced the GLA sports utility vehicle for those who are 'always restless.' Mercedes-Benz Denmark wanted to introduce its newest C-Class model, as well as the GLA, to Danish drivers of exacting tastes.

Mercedes-Benz is a German luxury automaker, producing automobiles, buses, coaches, and trucks. Mercedes-Benz traces its origins to Karl Benz's creation of the first petrol-powered car, patented in 1886. Today the company is part of the German Big 3 luxury automakers, along with Audi and BMW, which are the bestselling luxury automakers in the world.



Challenges

Successfully advertising new automobiles is a game of speed. Given the competitive nature of the sector, brands have a very short window to capture the consumer's imagination with their new models. To create a buzz for their brands, auto manufacturers invest in state-of-the-art campaigns, with creatives that dazzle consumers. Mercedes-Benz needed a campaign that could break through the Internet clutter on Denmark's key auto-intender sites and inspire potential customers to click-through to the Mercedes-Benz website and schedule a test drive.