

## SUCCESS STORY

## Mercedes Benz

Mercedes Benz wins the Super Bowl with synchronized Facebook Ads

## CLIENT

Mercedes Benz, presenting their latest model, the new 2017 C Class and its flexible financial services purchase plan.



Mercedes-Benz

+778K  
VIDEO VIEWS

+786K  
ENGAGEMENT

+283%  
IMPRESSIONS

+483%  
VIDEO WATCHES  
AT 100%

## OBJECTIVE

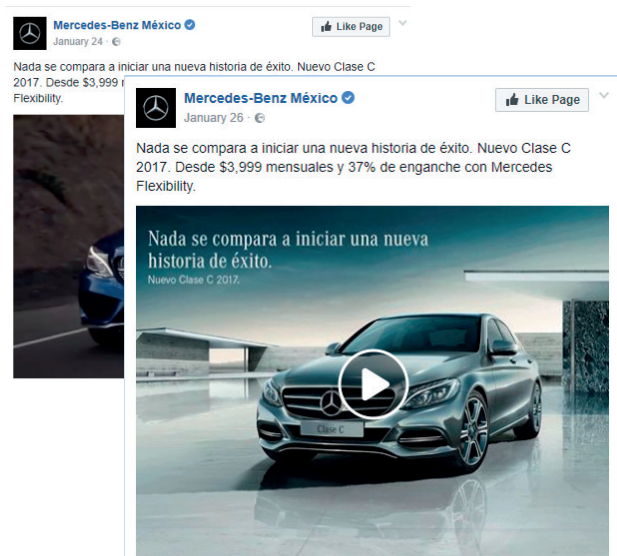
Mercedes Benz's objective was to generate greater brand awareness of the benefits of its financial purchase plan for the new 2017 C Class.

## STRATEGY

Mercedes Benz is not only synonymous with innovation in the automotive sector but also in the way of connecting with its public, being one of the first automotive brands to use this technology.

Zenith Optimedia and Mercedes Benz, together with Adglow decided to implement the counterattack strategy which involved detecting TV ads of competitors' brands to reach users on Facebook with video ads of the new 2017 C Class.

The campaign began days before the Super Bowl, an ideal event to launch TV Sync campaigns and take advantage of the number of advertisers investing in TV ads for that event. A video ad on Facebook was programmed from a segmentation which included audiences related to the Super Bowl.



*"We consider this technology very interesting and effective because it offers us the possibility of taking advantage of the TV audience to connect it with our brand on Facebook, allowing us to impact potential clients. It is definitely one of the best strategies that exist today to make the most of the double screen"*

Tania Martínez De La Madrid Brand Communication & Media Manager, Mercedes Benz