

OF MERCEDES' FLAGSHIP HAS HAD A MAKEOVER



Mercedes – eBridge Case Study

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Agenda

- Introduction
- Mercedesmagazine
- Target & Challenge
- Situation Analysis & Overall Idea
- Mailing
- Results
- Conclusion

Introduction

„Marketers at industrial companies spent a greater portion of their marketing budget online than in previous years.


And despite the economic downturn, 38% expect to spend a larger amount this year on marketing as they continue to migrate dollars to online tactics.“

Mercedesmagazine Print



Mercedesmagazine Online

Mercedes-Benz International

 Mercedesmagazine 02 | 2009

< Choose Country | Mercedes-Benz.tv

01 S-Class gets even classier
The new S-Class 2009

02 Champion of the wind tunnel
Mercedes-Benz E 220 CDI

03 Intelligent partner
E-Class: Electronic assistants on board

04 Driven by true passion
AMG: A 42-year success story



05 Touching the sky
Dream Routes: Argentina

SEARCH ARCHIVE DOWNLOADS

The engineers and designers have enhanced the S-Class further. For example the interior lighting as well as modern electronic assistants.

> READ ON


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Champion of the wind tunnel

All that hard work in the wind tunnel has borne fruit; with a Cd of 0.25 the new **E-Class** undercuts the drag coefficient of its predecessor by 4 percent. When you're traveling at 130 km/h (81 mph) this equates to a fuel saving of 0.25 liters per 100 kilometers. And yet, as the E 220 CDI **BlueEFFICIENCY** demonstrates, this eye for

economy can still be accompanied by instantaneous power development and exceptional performance.

With common-rail direct injection, optimized exhaust gas recirculation and twin turbochargers, the newly developed 4-cylinder engine in the E 220 CDI **BlueEFFICIENCY** delivers maximum torque of 400 Nm from just 1,400 rpm. The 125 kW/170 hp unit

Ratings: 3

★★★★★

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Target & Challenge

The Target

- Increase traffic to the new Mercedesmagazine Online Platform in the Netherlands
- Generate E-Mail Addresses and Opt-ins from existing customers
- Usage of synergy effects from both channels
- Give the customers additional value via multimedia contents and features

The Challenge

- The readers of the Mercedesmagazine Offline should be informed about the new Online Version. They should be attracted to visit the new magazine online and give their data and opt-in for regular online magazine E-Mail updates.

Situation Analysis & Overall Idea

The Situation Analysis

The Mercedesmagazine Print is dispatched to the following target groups in the Netherlands :

- approx. 65.000 private customers
- approx. 20.000 fleet customers

The database of MBNL was only holding 300 E-Mail addresses from existing customers.

The Overall Idea

We need to “Bridge the Gap” between the two Channels Offline and Online.
We will work with the SONY DADC eBridge solution which allows us to “talk personally” to the readers of the print magazine.

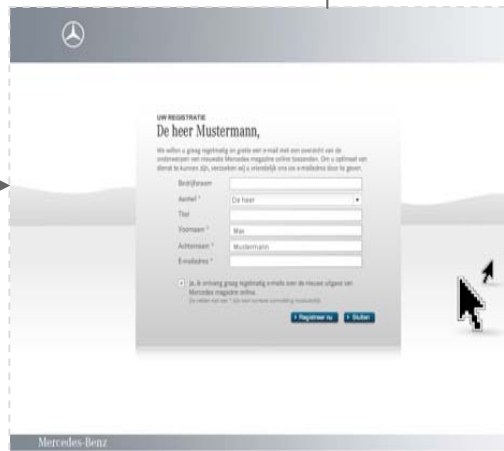
Mailing – Envelope and CD-Cover



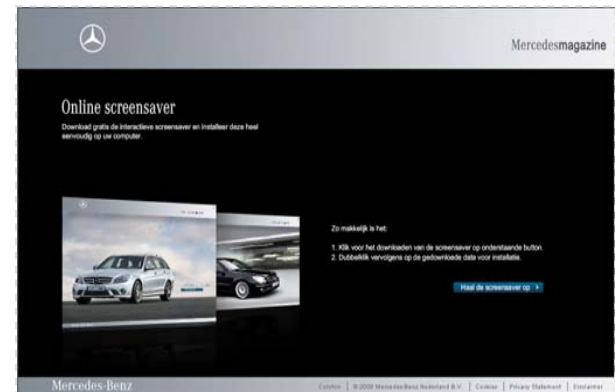
Mailing – Content of the CD-Rom



The Main Menu



The Registration Page

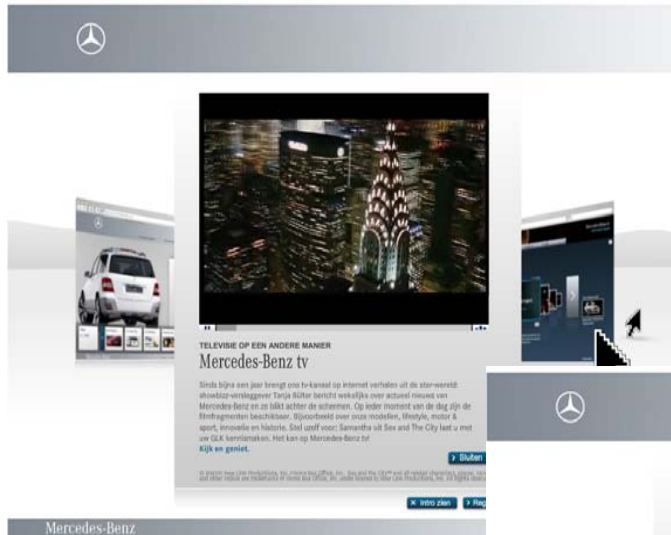


The Screensaver Downloadpage

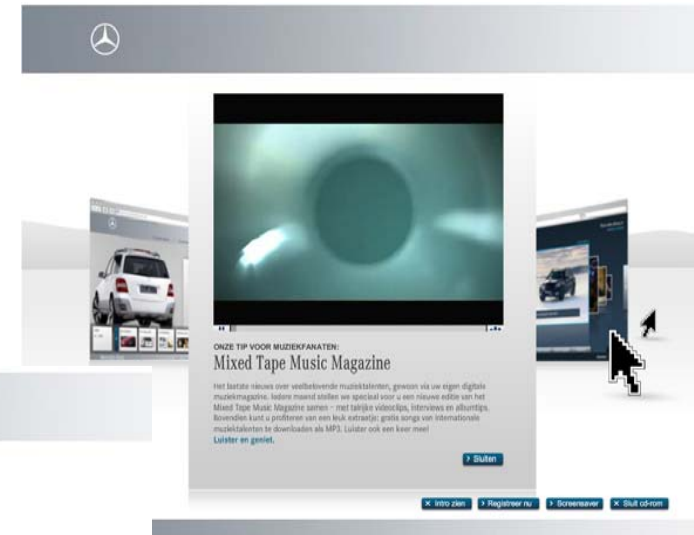


The Intro

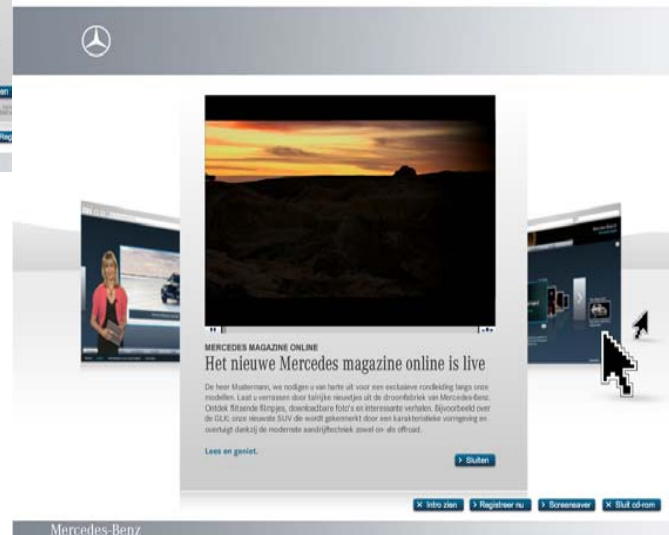
Mailing – Content of the CD-Rom



Mercedes-Benz.tv



Mixedtape.tv



Mercedesmagazine

Results

Total circulation: 87.698

Results:

Circulation	87.698	100 %
Total CD Starts	16.678	19.02 %
Total Unique CD Starts	12.550	14.31 %
Total Registrations	6.303	7.19 %
Total Screensaver Clicks	10.141	11.56 %
Total Unique Screensaver Clicks	5.936	6.77 %
Screensaver Download:	4.921	5.61 %

Conclusion

- With the medium of the eBridge CD-Rom we successfully managed to bridge the gap between the on- and offline channel.
- The focus on the emotional intro and a strong leadership towards the registration page to generate new e-mail-addresses proofed to be the right approach.
- Therefore one could say that the target to generate subscribers for the Mercedesmagazine online was achieved with a very good response rate.

Thank you!