

MOBILE

Mercedes-Benz gets colorful, organized in #GLAPacked road trip contest

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#GLAPacked by photographer Gabriel Flores

By JOE MCCARTHY

Mercedes-Benz USA is inviting fans to show off their personalities by packing their GLA models, or an equivalent space, with essential items and then snapping stylish photographs through Aug. 20.

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Luxury Daily

The automaker first invited photographers, graphic designers, explorers and other social influencers to pack a GLA reflecting their interests. Although packing for a road trip is often a lesson in discovering what matters, Mercedes seems to be flaunting the car's expansive storage area, indicating that there are no limits here.

"A great way to build brand affinity is to crowdsource concepts and create a channel for Mercedes fans to interact with the brand," said Andrew Higgins, digital strategist at [Pixlee](#), San Francisco.

"The content generated is incredibly engaging and having a tangible call-to-action and prize attached to campaign only increases the incentive to joining the conversation Mercedes is curating," he said.

Mr. Higgins is not affiliated with Mercedes-Benz, but agreed to comment as an industry

expert.

Mercedes-Benz did not respond by press deadline.

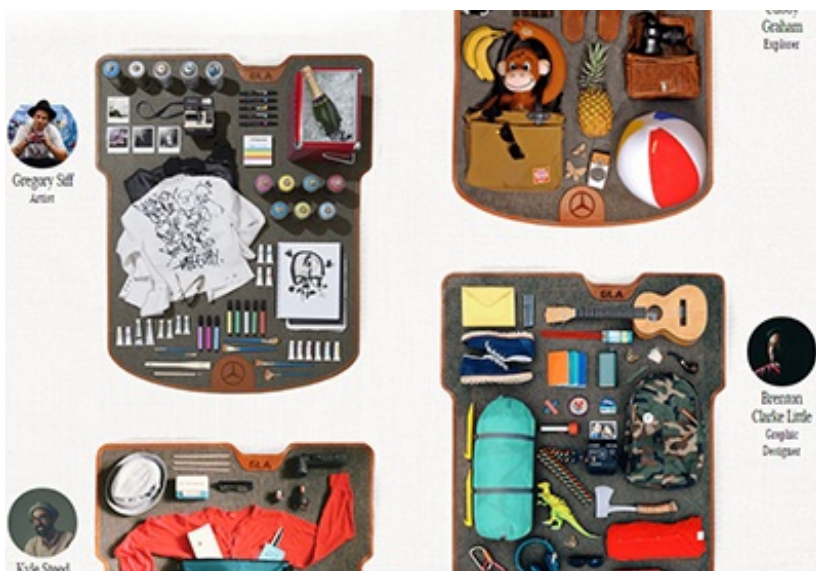
Summer fun

Mercedes-Benz tends to launch summer social contests that have an exploratory nature.

Last summer the brand invited top Instagrammers to take a road trip with the entry-level CLA model and photograph their journey. The winning photographer received a car, and over 500,000 likes during a week ([see story](#)).

This year's contest focuses on the GLA model and, similar to last summer, a road trip is both the subject and the end goal.

Mercedes again recruited social influencers to drive interest in the campaign. The arrangements are highly colorful and organized and provide a glimpse into the personality of each influencer, with items arrayed on a disembodied cargo panel.



#GLAPacked cargo arrangements

For instance, photographer Gabriel Flores' cargo features fruit and vegetables blooming out of a cloth sack, a red portable grill, utensils and various items that exude a sense of summer levity. In his description, Mr. Flores says that he and his wife like to spend weekends at farmers markets.



More social influencer cargo

Photographer Emily Blincoe's arrangement shows that she likes to go camping, clad in green. Rain boots, a sleeping bag, binoculars, bug spray, a folded and zipped-up chair – all green – lay neatly on the panel.



Emily Blincoe's cargo

Fans can get inspiration from and share the arrangements on social media. Mercedes-Benz is promoting the contest on its social pages.

To enter, fans first have to find a space that is approximately 54 inches by 45 inches. Fans are then asked to get as creative as possible when filling that space. Finally, consumers

It's not surprising that summer leads to a surge in social contests. After all, summer is a season that consumers tend to celebrate, giving brands access to an emotional lever.

Other brands have deployed campaigns to keep fans engaged.

For instance, Four Seasons Hotel New York is advocating for high spirits this summer with an Instagram contest asking fans to show their love for the city.

The hotel is teaming with a global vacation photography company, Flytographer, to launch the #FSNYSummerLove photo contest. Hotel guests and New York locals are encouraged to return to Four Seasons Hotel New York's social media pages to discover the weekly contest theme all summer long ([see story](#)).

Final Take

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