

MOBILE

Mercedes-Benz hands off Instagram control with photo passes

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Image from Alden Wallace's #MBPhotoPass

By JOE MCCARTHY

Mercedes-Benz USA is injecting fresh perspectives into its Instagram feed by allowing social influencers, journalists and team members to curate content for the account for certain designated periods.

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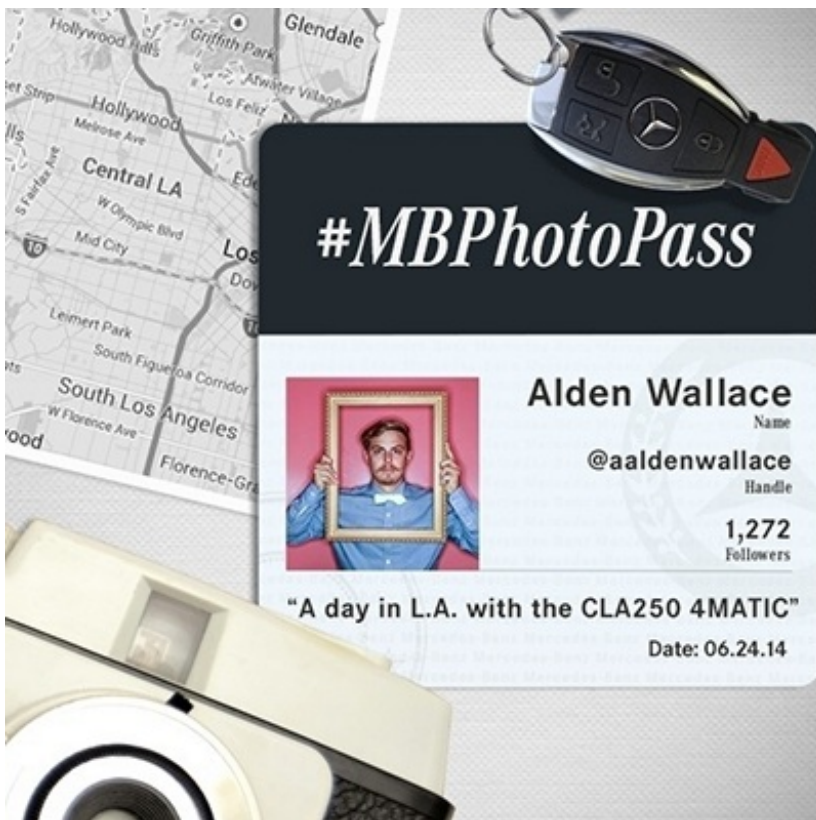
The #MBPhotoPass initiative shows brand vehicles in organic situations and ensures that the account does not get bogged down with the same material. Also, fans tend to appreciate thematic continuity in brand posts and will likely look forward to subsequent editions, while privately hoping to get a #MBPhotoPass themselves.

Mercedes-Benz did not respond by press deadline.

Pass it on

Mercedes-Benz tends to hand out the photo pass every week or a couple of times each week. Also, the participants generally create a running narrative of their trips with Mercedes-Benz.

Three weeks ago, the brand invited lifestyle photographer Alden Wallace to take over the account.



#MBPhotoPass with Alden Wallace

Mr. Wallace, who had 1,272 followers at the time, invited his friends Brashaad and Lizet to spend a day roaming Los Angeles. The ensuing sleeve of images shows the pair hanging out on beaches, boardwalks and driving on dreamy, mountain roads.



#MBPhotoPass Instagram image

Later that week, the men's magazine Gear Patrol took over the account to test out the new S-Class coupe in Italy.



Gear Patrol's #MBPhotoPass

In the next installment coincided with Independence Day. The brand invited three photographers, Johan Lee, Matt Magnino and Jeremy Cliff, to "Paint Chicago red, white and blue with three-pointed stars and stripes."



#MBPhotoPass from Jeremy Cliff

As they traveled through suburbs and urban streets, the team sought to capture the CLS 550 in startling color combinations.



#MBPhotoPass from Jeremy Cliff

The most recent photo pass features the work of automotive photojournalist Richard Thompson as he takes a road trip in the SL65 AMG.



#MBPhotoPass from Richard Thompson

Since the possibilities for the photo pass initiative are seemingly endless, the brand will likely keep it going for some time. Likes for photo pass images range from 2,000 to 6,500. Mercedes-Benz USA has 119,488 followers as of press time. Comparatively, BMW USA has

66,117 followers and Audi of America has 920,862.

As you go

Mercedes-Benz tends to enact innovative Instagram campaigns.

For example, 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.

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 ([see story](#)).

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](#)).

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ZDabRV5vABw](https://www.youtube.com/embed/ZDabRV5vABw)

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