

MOBILE

Mercedes-Benz meditates on GLA model to celebrate Instagram milestone

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Ams hu Chukki for Mercedes-Benz

By JOE MCCARTHY

German automaker Mercedes-Benz is celebrating reaching a million Instagram followers with a video series by the Indian artist Ams hu Chukki.

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Luxury Daily

The Instagram video series meditates on the Mercedes-Benz GLA-Class in a washed-out, barren landscape. Perhaps more so than other automakers, Instagram factors heavily into the brand's social media strategy.

"In today's society there are many social channels for brands to engage customers and fans," said Kyle Wong, CEO of [Pixlee](#), San Francisco. "Each serves its own role and function.

"Instagram is platform to humanize the brand and showcase what the brand represents," he said. "This could be through behind the scenes shots or photos taken by actual customers."

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

[Mercedes-Benz](#) did not respond by press deadline.

Slow down

Mercedes-Benz tapped Mr. Chukki so that his project coincided with the St. Moritz Art Masters Aug. 22-31 in the Swiss Engadine. The St. Moritz Art Masters attracts contemporary artists from across the globe to present their work for 10 days.

The six brief Instagram videos called "Alchemy of the Star" paint a somber portrait of the GLA model and sometimes have a post-apocalyptic feel, with scratchy footage capturing the black-and-white landscape. Inert camera angles and silence also enforce the somber atmosphere as the series aims to get viewers to contemplate the car in different ways.



Video still

Mr. Chukki said that "the presence of the car is an intrusion in the landscape like a moving photo," which may explain the eerie feel.

The first three videos show the GLA in one position for their duration. Muted color then enters the series in the fourth video, which gains a little movement.



Video still

More color enters the fifth video as the GLA is shown driving, but the footage is still drained.



Video still

The final video shows the GLA driving off down a lane, getting smaller and smaller.



Video still

Mercedes-Benz strung the videos together for fans to view on YouTube.

Embedded Video: [//www.youtube.com/embed/fyF6v1c4FmI](https://www.youtube.com/embed/fyF6v1c4FmI)

"Alchemy of the Star"

The brand has tapped alternate perspectives for its Instagram feed before.

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

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 likely look forward to subsequent editions, while privately hoping to get a #MBPhotoPass themselves ([see story](#)).

Thank you, thank you

Mercedes-Benz reached 15 million Facebook fans and celebrated its accomplishment through art.

Each celebrated milestone has delivered insight into an exceptional artist, and this accomplishment will present followers with a Sabian artist, Thitz, and his bag art. Mercedes' use of art as a celebratory tool highlights the artistic qualities of the brand and its automobiles ([see story](#)).

Thanking fans for contributing to milestones is a common practice among automakers.

Jaguar Land Rover North America celebrated reaching 1 million Facebook likes with a

video that features employees sharing stories and expressing gratitude, while Bentley Motors engraved the names of 25,000 fans on its factory wall in Crewe, England.

Although the approaches taken by the automakers represent different attitudes, the driving force behind both initiatives is fundamentally the same. Bentley and Jaguar understand that a dedicated and active social media audience helps to improve brand image and attract more fans ([see story](#)).

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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