

EVENTS/CAUSES

Mercedes-Benz focuses social platforms on golf

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Martin Kaymer, Mercedes-Benz brand ambassador

By NANCY BUCKLEY

German automaker Mercedes-Benz is kicking off the golf season at The Masters with a social media-driven campaign featuring a new Instagram account focusing on the tournaments.

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Luxury Daily

The Mercedes-Benz Performance Center will be representing the brand as the official vehicle of nine tournaments this season, including The Masters and PGA Championships. Maintaining an active presence on several social media accounts will present Mercedes with an opportunity to engage with golf fans beyond its performance center at the events.

“Golf is a platform we have been involved in over 30 years,” said Stephanie Zimmer, department head of brand experience marketing at [Mercedes-Benz USA](#). “On our side we have a grassroots platform—it is a way to connect with Mercedes-Benz fans who are interested in the lifestyle brand.”

Hole in one

Mercedes has been involved with golf for more than 30 years and is the official vehicle at three of the major golfing events throughout the season—the PGA Championship, The

Masters and the British Open.

At the events the Mercedes-Benz Performance Center provides an interactive and immersive golf experience. Fans will have the chance to review their swing with a professional and play golf in a three-dimensional digital experience. Also, vehicles will be present in the center.

On social media, Mercedes-Benz USA has been using golf references in posts about its vehicles this week. For instance, in a post about the new 2016 C-Class, the brand shared about the Intelligent Drive technology.

Unlike on the golf course, on the road it's hard to know where all the hazards are. That's why our Intelligent Drive...

Posted by Mercedes-Benz USA on Tuesday, April 7, 2015

An image of a pedestrian with a red box around him, indicating the car's intelligence, was posted with the text: "xThe 2016 C-Class may not come with an option that yells 'Fore!' However, what it does include as part of our Intelligent Drive suite of advanced safety systems is the available Pre-Safe Brake with Pedestrian Recognition."

Also, more directed posts have been published featuring golf clubs or the vehicles on a golf course.

Since 2012, the automaker has had a Mercedes-Benz Golf page that focuses fully on the golf aspects of the brand including the tournaments and brand ambassadors.

This year, a new aspect was added with Mercedes-Benz Golf Instagram page. This is run by the headquarters of the automaker and highlights the ambassadors and behind-the-scenes images and videos of the tournaments.

Goal!

Mercedes' ambassadors feature golfers from around the world, a concept that has been seen by other luxury brands.

For instance, Swiss watchmaker Hublot welcomed a new brand ambassador to its line-up with the addition of golfer Justin Rose.

Mr. Rose is the first professional golfer to be an ambassador for the brand. Aligning with top athletes around the world reminds consumers of Hublot's own achievements and history and may direct sport fans to the brand ([see story](#)).

Also, British car manufacturer Land Rover elected adventurer Bear Grylls as a global brand ambassador to bring attention to the Discovery Sport model.

The brand selected Mr. Grylls as an ambassador because he embodies the 'Above and Beyond' spirit that the brand's vehicles try to represent. With Mr. Grylls, Land Rover will

likely gain the attention of similar adventurers, who may not already be consumers, and look for a vehicle to match their expeditions ([see story](#)).

Ambassadors are not only representing the brand, but are part of its image, and their presence, both physically and digitally, and can be seen as part of the brand.

“We have brand ambassadors on both sides of the pond,” Ms. Zimmer said. “When we are working with a brand ambassador and choosing someone and we want to make sure it is a perfect fit.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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