

MULTICHANNEL

Mercedes uses social platforms in GLC reveal

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Inside a Mercedes GLC

By NANCY BUCKLEY

German automaker Mercedes-Benz is looking across many social media channels for the release of its new GLC model.

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Facebook, Instagram, Twitter and Periscope all helped in the release of the new SUV June 17. The multi-platform campaign created a personal experience through the live-streaming of the reveal and the consistent images released on Instagram and Facebook throughout the event.

"The benefits of focusing on a few mediums to share the release is the ability to repurpose the same content for use with different audiences and formats, without having to reinvent the wheel each time you're messaging your audience about the campaign," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer.

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

Mercedes-Benz was unable to respond by press deadline.

Social exclusive

The reveal of the GLC took place at 5 p.m. CET on June 17. The release was teased a few days prior to the reveal, and the day of the unveiling saw many social posts.

On Facebook, Mercedes-Benz released a sketched drawing of the vehicle with the time and place that consumers could tune in. A link to the MBLive application on its Facebook allowed consumers to watch live, and after the reveal offered a chance for those who missed the initial unveiling.



Periscope site the next day

The presentation is about 40 minutes and features a fashion show and the ultimate reveal of the car.

Those who were interested in watching live were able to tune in on Periscope, and the link was available through Mercedes-Benz's Twitter.

Images and quotes from the event were shared live on Twitter for those unable to watch.

On Instagram, images were consistently posted to the medium to update fans.



Instagram image

An album was added to Facebook as well to allow a deeper look into the vehicle.



Image form Facebook

Across all the platforms, the hashtag #GLC was used, along with other branded hashtags to further the reach.

Also, a social video was released in coordination with the reveal that further showed the vehicle's features and driving abilities.

Embedded Video: <https://www.youtube.com/embed/aLJ6v5TUzU>

GLC video

Release online

Social media releases of vehicles are common among many brands. Often, the social unveiling is teased for months prior to the physical reveal.

For instance, Italian automaker Ferrari jumped ahead of its competitors with a social media release of its new vehicle that showcased at the Geneva Motor Show.

The Ferrari 488 GTB was released Feb. 3, 40 years after the first mid-rear engine V8 model, 308 GTB. Ferrari teased the vehicle with a hashtag, imagery and a video on social media. The social aspects of the automaker's unveiling likely gained anticipation and excitement from auto enthusiasts looking forward to Geneva's annual show ([see story](#)).

Other luxury brands have had similar social media releases.

For example, Swiss watchmaker Longines released a new edition of the Longines Avigation, a watch originally developed for the British Army in 1949.

The model is a modern update of the brand's classic watch. Longines used the alliterated hashtag #WatchWednesday every week to promote a different model, and on Wednesday, July 9 the Longines Avigation was reintroduced on the brand's social media sites through the hashtag ([see story](#)).

"The disadvantage of cross channel promotion is that many brands often are tempted to copy and paste the same exact content across all their channels without any regard to catering to the unique feature sets of a channel," Mr. Honigman said. "This lazy copy and

paste approach makes following a brand on multiple channels useless, since a customer can get the same message anywhere they follow the brand."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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