

INTERNET

Mercedes-Benz partners with man's best friend for virtual reality escapade

March 9, 2016



Loki the Wolfdog for Mercedes-Benz USA

By STAFF REPORTS

Mercedes-Benz USA is transporting consumers to the snowy landscape of Crested Butte, CO with the help of an Instagram-famous pup.

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The brand has teamed up with Loki the Wolf dog and his owner Kelly Lund for a 360-degree virtual reality experience, allowing fans of the pooch to follow the pair on their journey. This experience reflects Mercedes' strategy of showcasing its vehicles in natural scenarios with the help of digital influencers.

A dog's life

This is the first time Loki the Wolf Dog has partnered with a brand on content. The dog's 961,000 Instagram followers are driven to Mercedes' virtual reality experience through a link in its bio.

At the start of the two-minute film, Mr. Lund narrates in voiceover over footage of a Mercedes 2017 GLS parked outside a log cabin. He explains that he and his dog like to get out and explore as he gets gear and lets Loki into the trunk of the SUV.

Consumers are then along for the ride, traveling as passengers down a snowy hill. The camera angle changes throughout, showing different angles of the car from the interior or exterior, and the viewer can look around the scene by dragging their mouse or finger on the video.

The film also gives the viewer a sense of the relationship between dog and owner, as the pair play in the snow together.

Mercedes-Benz Loki (360 Experience)

Mercedes has previously used virtual reality to place consumers within history.

Last year, the brand brought the latest virtual reality technology to its exploration of the past to stoke interest in the Mille Miglia race.

The automaker created a 360-degree film of a Mille Miglia race 60 years ago when the brand's drivers trounced the opposition. Shedding light on the brand's tradition of excellence will likely appeal to enthusiasts who feel validated by records of achievement ([see story](#)).

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