

AUTOMOTIVE

## Mercedes brings fans together for Super Bowl-themed mobile challenge

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*Mercedes-Benz fans will have to fight to win a new car. Image credit: Mercedes-Benz*

By DANNY PARISI

German automaker Mercedes-Benz is giving fans a chance at winning a free car during Super Bowl Sunday on Feb. 4 with a mobile game designed to test dexterity and endurance.

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In a contest that the auto manufacturer is calling "Last Fan Standing," customers will have to keep a finger placed on a moving Mercedes on their phone without lifting their finger off the screen. The brand is banking on the increased spectacle of the National Football League championship game as well as customers' comfort with mobile games to drive up attention for its vehicles ahead of the big game.

"We wanted to get beyond the traditional game-day executions and do something that was more reflective of the social co-viewing phenomena that game day has become with people alternating between watching the big screen and socializing on the small one," said Drew Slaven, vice president of marketing for Mercedes-Benz, USA.

"Earlier this year we launched a digital campaign for our high-performance Mercedes-AMG models called 'Join the Obsessed' and that's what inspired Last Fan Standing," he said.

### Second screen

The Super Bowl is all about watching two teams compete in a test of skill and strength for the ultimate prize. Now, Mercedes is giving fans the option to compete in something similar with the launch of Last Fan Standing.

As the New England Patriots and the Philadelphia Eagles face off for this year's Super Bowl, the car brand is running a contest centered on a mobile game. As a Mercedes vehicle moves around participants' screens, they need to keep their finger pressed to their phone, tracing the car's path.

Fans will have to avoid the distraction of watching the big game while they keep their eyes and fingers on their phones. As time goes on and more players are eliminated, the game will increase in difficulty and a live counter online will show how many people are still playing.

While the contest will only happen once the Super Bowl game begins, fans will be able to access a practice version of the game online starting a few days before the event.

Players who tweet about the contest beforehand will also earn themselves one free five-minute time out when playing the mobile game to rest their hands and refocus their minds.

#### Super Bowl spots

Mercedes- is not the only auto company rolling out high-profile Super Bowl ads this year.

Toyota Corp.'s Lexus is leveraging parallels between its brand and an upcoming superhero film to appeal to a cross-market fan base during this year's Super Bowl.

Expanding on its existing partnership, Lexus is supporting Marvel's "Black Panther" film ahead of its release for its Super Bowl LII campaign. The automotive brand hopes to gain the attention of football, Lexus and Marvel fans all in one spot, while leaning on luxury and innovative themes seen in all franchises ([see story](#)).

The Last Fan Standing challenge marks Mercedes' attempt at capturing the U.S. audience during one of the most-popular events in American culture.

This comes on the heels of an announcement that the brand performed exceptionally well in the U.S. last year.

Mercedes' December unit sales were up 10 percent year-over-year.

Mercedes-Benz USA sold 35,203 vehicles during the month, marking its greatest monthly sales totals ever. 2017 has been a difficult year for automakers in the U.S. as they faced the first downfall in demand since the recession ([see story](#)).

The Last Fan Standing challenge offers a chance for customers to prove their skill and take home an excellent prize as well as presenting an opportunity for Mercedes to engage with U.S. consumers.

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