

MARKETING

Mercedes, Tiffany, Lexus take to social for Super Bowl commentary

February 4, 2019



Tiffany's Vince Lombardi trophy. Image credit: Tiffany

By STAFF REPORTS

Automaker Mercedes-Benz used social media to extend the visibility of its Super Bowl sponsorship, joining many other luxury brands in the conversation around the game.

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The automaker provided a playful live commentary during the Super Bowl, featuring its A-Class vehicle talking to users, promoting its Hey Mercedes feature. In addition, Tiffany & Co. congratulated the Patriots via social media, with images of the Super Bowl trophy that it created.

Social on Super Bowl

Mercedes had a running commentary on all the Super Bowl commercials throughout the game, with a character based on its AI feature speaking her mind.

In real time, the car answered users tweeting to the brand, and made comedic comments on various brands' content. For instance, in response to a Weather Tech commercial, the Mercedes said, "Sure you can buy a car and separately purchase great car mats, or you can just buy a car that already has them, and can talk."

Hey @Bumble, your #SB53 commercial got our A-Class reflecting on its road to .
#AClassRealTalk pic.twitter.com/NIRMMYUYZr

Mercedes-Benz USA (@MercedesBenzUSA) February 3, 2019

YSL Beauty capitalized on its relationship with musician Adam Levine as its face for its Eau du Parfum. As the front man for the band Maroon 5, Adam Levine appeared in the halftime performance during the game.

The brand shared a variety of images of the spokesman before, during and after the performance.

Aston Martin also shared celebrations, images and videos of its spokesman, Tom Brady, the winning quarterback.

Lexus took to social media for a live commentary on the game itself, using clips from its Super Bowl commercial as GIFs.

As hundreds of thousands of football fans arrived in Atlanta for Super Bowl LIII, luxury brands also took advantage of a captive audience with special marketing efforts beyond social media.

In addition to the traditional premium automakers involved with the Big Game, other luxury brands aired commercials or hosted special events in the city of Atlanta ahead of Feb. 3. In the United States alone, hundreds of millions of viewers watch the Super Bowl, making it appointment television in an era of fragmented audiences and an invaluable opportunity for brands ([see story](#)).

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