

MOBILE

Mercedes combines mobile efforts for complete in-app model lineup

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By RACHEL LAMB

German automaker Mercedes-Benz is combining all of its mobile applications into one that holds the complete set of branded models.



The automaker gathered together its apps for individual models into one location where consumers can download multiple lines. This may help consumers who are not familiar with the Mercedes models decide which model is right for them, or act as a guide for employees in the showroom.

"Mercedes has rightfully determined that aggregating all lines of automobiles under a single application is a more streamlined and effective app strategy," said Scott Forshay, Austin, TX-based luxury and premium brand consultant and mobile strategist. "For consumer-facing apps, I always recommend a single-app strategy to my clients.

"Although Mercedes Benz is certainly a destination brand with tremendous mind and market share, it's easy for consumers to get lost in the sheer vastness of the marketplace," he said. "By consolidating all lines into a universal application, they can narrate a more comprehensive brand story with a consistent on-brand message."

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

Mercedes was not able to comment before deadline.

Classy alignment

Mercedes often develops one app per model line ([see story](#)).



App home

In this new app, consumers can select which model they want to learn more about and download as many as they like.

The available model lines in this app are the C-Class coupes, C-Class sedans, CL-Class, CLS-Class, E-Class coupes and cabriolets, E-Class sedans and wagons, GL-Class, GLK-Class, M-Class, R-Class, S-Class, SL-Class and SLK-Class.

There is also an advanced technologies section that consumers can explore.

Consumers must download each line's section before they can explore the model. The first part of each model is an interactive component where consumers can start the car by "pressing" the ignition key and watch a short video introduction.



Individual lines inside the app

From there, consumers can take a virtual tour of the vehicle, build their own model and watch videos of the car in action, product highlights and customer testimony.

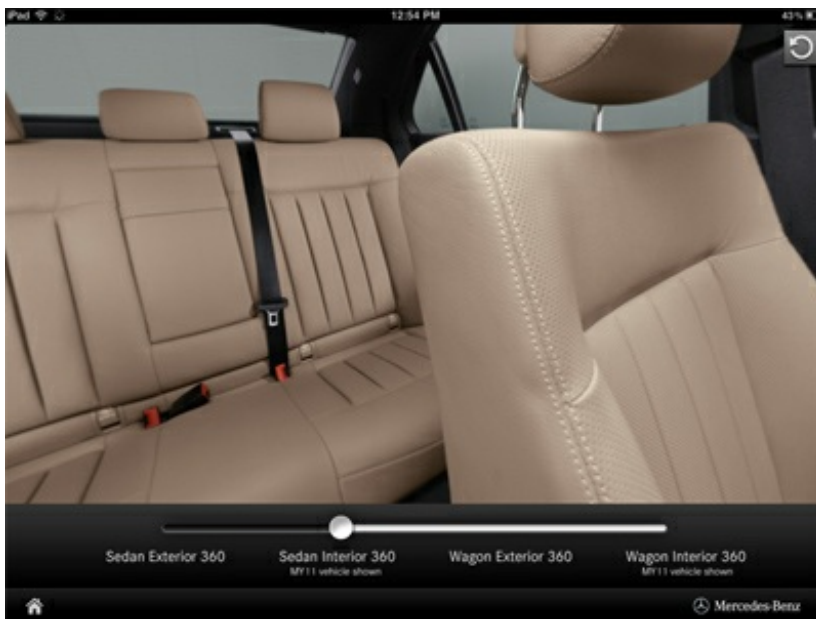
Tapping on the “vehicle selection” icon in the bottom left-hand corner takes consumers back to the main screen where they can install another model to explore.

Helping hand

This app could serve a few purposes.

The first could be to help consumers who are considering buying a Mercedes explore their options and discover which is right for them.

The videos, tours and make-your-own model features could help a swaying customer decide.



Consumers can tour the inside of models

Additionally, the help components in the app could aid owners who need help with a vehicle feature or want to schedule maintenance.

Employees in Mercedes showrooms can also use the app to describe different characteristics and traits to interested buyers by showing them videos.

“Not only is the app necessary, but it should serve to replace entirely the previous app-per-line strategy,” Mr. Forshay said. “In mobile, as with any other medium through which the brand engages consumers, it is essential to narrate the brand story in a streamlined and consistent manner.

“There is a certain elegance in simplicity and, often in the consumer's eye, less is indeed more,” he said. “As such, a comprehensive unified brand messaging platform is the absolute directionally-correct path.

“The brand certainly would not employ a strategy in which each line would have its own Web site, so why would they employ such a disconnected strategy with their mobile apps?”

Final Take

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