

INTERNET

Mercedes strives to increase social media sharing through music giveaway

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By KAYLA HUTZLER

German automaker Mercedes-Benz has created a special music playlist designed to help increase their social media fan base in 2012.

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The playlist is featured on Mercedes' social media accounts and can be downloaded for free through the music host Mixed Tape or through the specialized Mercedes' Mixed Tape Facebook page. Mercedes has titled the playlist, "Silver Vibrations."

"To me, I think this is a genuine effort to give Mercedes' audience new and interesting information," said Richard Pasqua, New York-based creative director of digital at [Siegel+Gale](#).

"It's almost like a music magazine the way they have positioned it," he said. "But, ultimately, it is a marketing tool to get peoples' eyeballs and more 'likes' on Facebook.

Mr. Pasqua is not affiliated with Mercedes, but agreed to comment as a third-party expert.

[Mercedes](#) was not able to respond by press deadline.

Music sharing

The Mercedes' Silver Vibrations mixed tape features 10 songs by U.S. and European

artists.

Each song can be played fully and downloaded separately through the Mercedes' Mixed Tape Facebook page found at <http://www.facebook.com/MBMixedTape>.



Facebook users can click through from the Facebook page to the music platform, from which they can download all of the songs at one time as a .zip file.

The Mixed Tape blog platform found at <http://www.mercedes-benz.com/mixedtape> also features short biographies for each of the new singers and brands, something that cannot be found on the Facebook page.

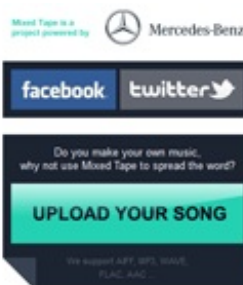
FEATURED ARTISTS

Our latest love selection of precious tunes, "Silver Vibrations", treats you to a cool and collected compilation of ten polished, yet personal creations - for your ears only!

Kaleem Taylor



West London in the house! Always up for a bit of fun and (musical) mischief, Kaleem Taylor adores soulful sounds from Nat King Cole to Lauryn Hill - and who wouldn't want to learn from the greats? Already spotted and featured by BBC 100's Home Grown Talent show, it's high time we, too, explored the promising young Brit's latest vocal acrobatics. Check out his featured Mixed Tape track - or get his new "Smooth" EP! For more information visit his [website](#).



The music is certainly engaging, featuring lesser-known U.S. and European artists who are not typically found in the Top 40 radio stations.

For example, the playlist contains songs by British R&B singer Kaleem Taylor, Spanish electric pop artist Steven Smirney and Houston, TX-based Indie-pop band The Never Years.

Indeed, this was likely no mistake on Mercedes' behalf.

By using emerging artists, Mercedes is creating a feeling of discovery amongst its Facebook fans which could ultimately lead to higher sharing rates, per Mr. Pasqua.

Tuning in

Music often catches like wild fire amongst consumers regardless if they are a car connoisseur and Mercedes' loyalist or not, making it a smart marketing tactic for spreading brand reach.

Mercedes also used music by sponsoring stations on Internet-radio provider Pandora that were designed to push the brands' models and campaigns ([see story](#)).

A few other brands have caught on to the strength of music.

For example, Italian fashion label Dolce & Gabbana aimed to build loyalists through a music contest in which it asked consumers to send in videos of themselves to possibly be included in the music video, "D&G is D&G, D&G is Love" ([see story](#)).

Additionally, competitor BMW used an original track by music by pop and soul singer Moby in its TV commercials for its first four-door coupe last month ([see story](#)).

However, Mercedes will likely see more success from this music partnership because it is giving away the music for free.

Also, Mercedes was careful to include artists from around the world, further marketing itself as a global, culturally in-tune brand.

"This project is to get the Facebook traffic going," Mr. Pasqua said. "What better way to do that than to give music away?"

"Facebook tends to get a little flat after a while, so if a brand gave me some cool things to do on their Facebook site, I would certainly do it," he said. "I think [the mixed tape] is about curiosity and discovery and I think those are the people that fit well within the brand."

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York