

AUTOMOTIVE

## Mercedes-Benz platforms interactive billboard in Hamburg

July 14, 2023



The brand is engaging with consumers based in the region via an interactive 3D billboard. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is placing a futuristic advertisement on display.

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The brand has installed a digitized promotion in Hamburg, Germany, interacting with consumers based in the region via a 3D billboard. Marking the premiere of the "Step Into the Spotlight" Mercedes-Benz SL marketing campaign, more cities are slated to welcome the multidimensional engagement in the coming months.

### Marketing drive

Creating a touchpoint between the brand and passers-by in Mercedes-Benz's home country, a large LED screen projects the brand's latest SL model.

The activation's main draw involves the virtual vehicle, which transitions colors, a surrounding background set transforming its hues with this evolution. Upping the visual appeal, the screen reacts to those in the vicinity, shifting imagery in real-time thanks to a depth detection camera.

Graphics are also enabled to mimic the color of the nearby crowds' clothing, repositioning itself based based on hand gestures and arm movements.

Premiere of the **#SL** "Step into the spotlight" media stunt: In Hamburg's berseequartier, a three-dimensional LED billboard depicts the Mercedes-AMG SL with a sophisticated projection, so that the car appears to be driving out of the image.

Find out more: <https://t.co/mcBK5GpR3P> [pic.twitter.com/sceRBy2Xlo](https://pic.twitter.com/sceRBy2Xlo)

Mercedes-Benz Press (@MB\_Press) **July 12, 2023**

Customers can access further information listed across Mercedes-AMG websites and social channels via a QR code

display featured on screen.

Canadian-Korean "Techism" creator and luxury automaker favorite Krista Kim ([see story](#)) collaborated with Mercedes-Benz on the digital art project, live through July 20.

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