

AUTOMOTIVE

# Mercedes-Benz launches holiday campaign, giveback program

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*The German automaker is reviving a year-end program in partnership with Shoes That Fit, a nonprofit serving children in need of new sneakers. Image courtesy of Mercedes-Benz USA*

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By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz USA is leaning into the power of philanthropy this season.

The new “Holidays with Love” campaign highlights how its luxury cars foster connection, enabling road travel that concludes in time spent with friends and family. Continuing the celebration of community, Mercedes-Benz is reviving a partnership with Shoes That Fit, a nonprofit dedicated to donating athletic footwear to American children from low-income households.

“As a brand at the forefront of innovative technology and connectivity, Mercedes-Benz vehicles make holiday wishes come true by bringing people together,” said Melody Lee, chief marketing officer at [Mercedes-Benz USA](#), in a statement.

“This holiday season, we will highlight the power of connection and bring our own employees together to support our local community.”

## Charity drive

“Holidays with Love” centers on technology-forward Mercedes-Benz vehicles, seen transporting riders to gatherings with important people in their lives as audiences head into the new year.

Design and safety features available via the EQS Sedan, EQS SUV, EQE SUV, EQB, S-Class, E-Class and C-Class are showcased as part of the new slot.

*Mercedes-Benz USA presents the “Holidays With Love” commercial*

Created by Team X, global branding giant Omnicom’s bespoke global marketing and communications agency for Mercedes-Benz USA, the campaign has launched across international markets and will run throughout the holidays.

The automaker is also using the opportunity to boost a giveback initiative with Shoes That Fit. Per its national corporate social responsibility platform, Driving Your Future, Mercedes-Benz’s “Holiday Love Celebration” program will give shoes to thousands of children this season.

Students across the country will benefit, including those at Windy Hill Elementary School in Jacksonville and two other partner institutions in Atlanta, Michael R. Hollis Innovation Academy and Leonora P. Miles Intermediate Elementary ([see story](#)).

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