

MOBILE

## Mercedes uses app sponsorship to push C-Class

April 12, 2012



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German automaker Mercedes-Benz is using the sponsorship of the new Mashable iPad application to push its C-Class models.

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Mashable's audience seems to align with that of the Mercedes C-Class core audience, which is important when brands bolster their mobile marketing tactics to include sponsorships. This is just one example of many Mercedes mobile efforts.

"We keep a close eye on the developing media landscape," said Janice Englishmen, media supervisor of [Mercedes USA](#), Montvale, NJ. "Tablets are an incredibly fast-growing market at the moment.

"Device ownership and content consumption increase with affluence," she said.

"According to our own internal studies, this is specifically true for Mercedes-Benz owners and iPad ownership."

Mashed up

The Mashable audience aligns with the Mercedes C-Class audience, who are tech-savvy, young and relatively affluent.

“Placements like this one are part of an integrated digital media strategy,” Ms. Englishmen said. “We know that C-Class owners are interested in technology.

“Mashable.com was a Web partner already, and the presenting sponsorship of their iPad app brought us into this new space together, as a natural extension,” she said.

The Mercedes sponsorship includes rich images, video and interactivity.

The automaker’s placement provides a new platform to reach and engage the audience through stunning views of the product in an uncluttered environment, Ms. Englishmen said.

“The leave-behind unit with call-to-action to take a closer look invited users to engage with the car more fully within a rich informative environment,” Ms. Englishmen said.

There are also random videos that play when consumers are reading stories. Consumers must watch the entire video before they continue.

Mercedes is also a Web partner of Mashable. Consumers can see Mercedes’ sponsorship of the Mashable app on the publication’s Web site through banner ads.

Class act

Mercedes is constantly fine-tuning its mobile presence.

The automaker’s latest endeavor includes the mbrace2. It is a mobile app for the iPhone and Android that works in and out of vehicles as an Internet hub and a remote control to in-car technology.

The mbrace2 system now offers new control points from a mobile app and an Internet browser widget. It will officially launch with the new Mercedes SL, set to debut next month ([see story](#)).

The automaker has developed a plethora of apps, which it recently grouped together into one mega-app where consumers can download multiple lines to view images and watch videos ([see story](#)).

Lines inside the app include 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.

Mercedes plans to continue to sharpen its strategy in mobile.

“We do have plans to continue to use tablet apps as part of a comprehensive digital approach,” Ms. Englishmen said. “Our plans include more than app sponsorships alone.

“We can see many opportunities for tablet-delivered brand messaging and experiences, and plan to play a direct role in shaping the marketplace for them over time,” she said.

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