

MOBILE

Mercedes-Benz recruits top Instagrammers to generate Gen Y interest in CLA

July 29, 2013



By JOE MCCARTHY

Mercedes-Benz USA is inviting five of Instagram's most lauded users to ignite interest in the CLA model among young consumers by touring the United States in the vehicle.

Sign up now

Luxury Daily

The automaker is opening up the journey to a sixth entrant who will be selected by the five recognized photographers to boost fan interest in the promotions. The contest will likely appeal to Generation Y consumers through using Instagram and allowing fans to participate in the campaign.

"Considering Mercedes CLA is a vehicle designed for the 20s to young 30s group and the price point is about \$30,000 this is a great way to reach people through social media," said [Lauren Fix](#), automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY.

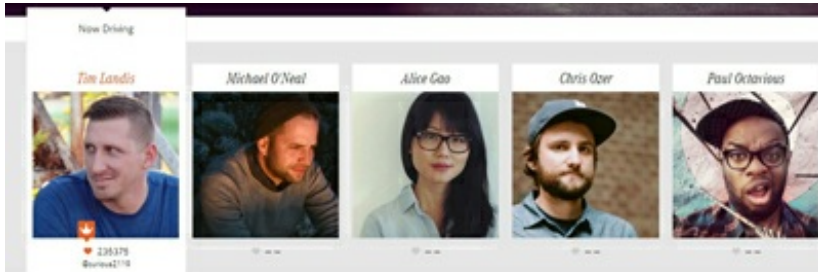
"Social media has become a hot way to communicate, whether it's Instagram, Facebook, Twitter or the millions of other social media websites," she said.

Lauren Fix is not affiliated with Mercedes-Benz, but agreed to comment as an industry expert.

Mercedes-Benz USA did not comment by press deadline.

A thousand steps

Each of the five photographers have a towering list of Instagram followers and photography backgrounds. Interested fans can follow the journeys at the handle @mbusa, through contestant's personal feeds or Mercedes-Benz' other social media pages.



Take the Wheel contestants

For five days the contestants will have creative license to capture the spirit of their CLA-empowered journey. Although the final contestant may benefit from increased awareness of the contest, unfair advantages will likely be eliminated by the sheer number of followers on each contestant's Instagram feed.

Tim Landis, the first contestant, delivers medical supplies while living in Duluth, MN, with his wife and their three children. He describes his photography as simple, meaningful and evocative and is a source of spiritual nourishment.



Mr. Landis with the CLA

Fans following the journeys can enter their Instagram feed on the [Take the Wheel](#) Web site

for a chance to take the sixth journey. This winner will be chosen by the five honored photographers according to how well the page reflects the CLA's spirit.

Rather than competing for a car, the sixth contestant will automatically receive a vehicle.



From Mr. Landis' journey

In addition, Mercedes created A Take the Wheel video that encourages fans to enter.

Embedded Video: [//www.youtube.com/embed/BYQL6-3Q8LI](https://www.youtube.com/embed/BYQL6-3Q8LI)

Take the Wheel

Get out that megaphone

Mercedes' Instagram contest comes as a part of its larger CLA campaign to target a younger demographic.

For example, The CLA Project is part of the social video marketing efforts that Mercedes is using to push its new CLA vehicle. For this project, Mercedes is working with filmmaker Casey Neistat to create a commercial that will resonate with Generation Y ([see story](#)).

Furthermore, Mercedes took a risk with its first CLA-branded video featured model Kate Upton that was considered controversial before it went viral ([see story](#)).

Although social media campaigns skew towards younger demographics, brands should look for ways to incorporate all consumers.

"It's an intelligent way for Mercedes to reach new potential buyers, and still potentially get old Mercedes loyalists to stick with the brand," Ms. Fix said.

"Using top Instagram followers and creating a winner limits the potential winners but also is good for marketing and public relations purposes," she said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/YI8BJBfBmg](https://www.youtube.com/embed/YI8BJBfBmg)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.