

MOBILE

Mercedes-Benz builds community by outsourcing CLA Instagram film

May 29, 2014



Mercedes-Benz CLA

By NANCY BUCKLEY

Mercedes-Benz UK is allowing consumers to direct and create a scene for a short film featuring the CLA-class while also increasing its Instagram presence.

[Sign up now](#)

Luxury Daily

Using the hashtag #CLASStory, Instagram followers can upload scenes that correspond with three previously recorded clips found on Mercedes-Benz UK's Instagram, Facebook and Web site. The first, middle and last scene have been recorded by local British Instagram users and photographers and feature British actor James Corden.

"Campaigns like this that include audience participation bring awareness of Mercedes UK product offerings," said Christine Kirk, CEO of [Social Muse Communications](#), Sherman Oaks, CA.

"Additionally, owning a Mercedes is about more than just driving a car, it's about a lifestyle, so campaigns such as #CLASStory give an insider's look into what it means to be a Mercedes CLA owner," she said.

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

Mercedes-Benz did not respond before press deadline.

Localizing Instagram

The first scene of this short film has been directed and recorded by Alan Brutenic, a London Instagrammer. The film starts with Mr. Corden walking into a Mercedes-Benz and informing the sales associate that he has never driven a CLA before and asks “What’s the worst that can happen?”

Scenes two, three, four, six, seven and eight are open for audience submissions that will be voted upon in sequential order by the public. Every four days submissions will be received for the next clip via Instagram using #CLAStory.



Mercedes-Benz asks for the next scene

The middle video, scene five, has been recorded by Jiri Siftar, another London Instagrammer. It features Mr. Corden running out of a building with several red balloons and getting back in the CLA just as the phone rings through the car.

The final scene was created by Allan Edward Hinton, a London-based photographer. This scene shows Mr. Corden with a woman sitting on the hood of the CLA holding one red balloon. He turns to the woman and says “I suppose you should take it back.”

Embedded Video: [//instagram.com/p/oTU1ASmaSk/embed/](https://www.instagram.com/p/oTU1ASmaSk/embed/)

Mercedes-Benz CLA trailer

Instagram and Facebook followers have viewed the trailer composed of these three scenes, and now it is up to them to complete the rest of the short film. As of press time, Mercedes-Benz UK had 2,670 Instagram followers, but the men involved in the completed parts of the film have many more: Mr. Corden had 38,679, Mr. Brutenic had 28,570, Mr. Siftar had 266,473 and Mr. Hinton had 68,044.

As an incentive, contestants have a chance to win a Canon 6D Digital SLR with 24-105mm lens and to drive CLA AMG Sport for a week. The winner of each scene also receive a GoPro.

The quantity of Instagram users that can and will witness the hashtag and video campaign will likely exceed Mercedes-Benz UK’s 2,670 followers.

Gradual marketing

Instagram campaigns are not new to luxury car brands.

For example, BMW of North America allowed fans to reserve one of 29 thirtieth anniversary BMW M5s to be sold in the United States exclusively through information revealed on Instagram.

Interested consumers were asked to follow the brand's Instagram account to access a gradually revealed reservation phone number. BMW's attempt to stitch Instagram into the broader commerce tapestry speaks to a much larger and rapidly progressing trend ([see story](#)).

Instagram creates a platform that allows companies to spread a campaign across many images or videos and throughout many hours or even days. Also, the socially-sourced concept allows consumers to develop a deeper connection by interacting with the brand.

L2 Think Tank's latest social media report makes the case that Instagram is beginning to outstrip veteran platforms because of its proliferating and attractive user base, high engagement levels and ecommerce conducive format ([see story](#)).

Mercedes-Benz UK is creating a platform that will likely gain more followers by encouraging consumers on its other social pages to participate.

"The benefits of an Instagram campaign like #CLASStory is for Mercedes UK to engage with its customers – both their current, loyal Mercedes customers, as well as, the aspirational Mercedes customer," Ms. Kirk said.

"With the brand having only 2,700 followers and just 126 posts on Instagram, they cannot expect a large audience participation right out of the gates," she said. "However, it's campaigns like this that can help the brand not only engage with their customer, but also help build up their audience numbers so that over time, each successive campaign becomes more and more impactful."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/JiztMgPhQ9o](https://www.youtube.com/embed/JiztMgPhQ9o)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.