

CASE STUDY

PROVING NEWSPAPERS WORK: TARGETING YOUNG PROFESSIONALS

The Challenge

Mercedes-Benz GLK wanted to get noticed by young professionals 35 to 45 during a tough recessionary period.

The Objective

To emphasize Mercedes-Benz GLK stylish design while highlighting its fourth generation, trademarked all wheel drive system which makes the car both a pleasure to look at and drive.

The Plan

Young professionals are busy – usually juggling both career and family. They generally commute to work and are out-and-about shuttling children to activities. Given their burgeoning careers, they need to stay informed and, in terms of their personal life, they want to be on the pulse of what is best for their families. Based on their activities, a media plan including outdoor and print media - both newspapers and magazines - was developed.

The Creative

The creative was devised to get attention by highlighting the vehicle's edgy and modern exterior design which is not what consumers would expect from the Mercedes Benz brand. The outdoor advertising would whet their interest while the newspaper and magazine ads would provide more information - including a link to the Mercedes site.

The Results

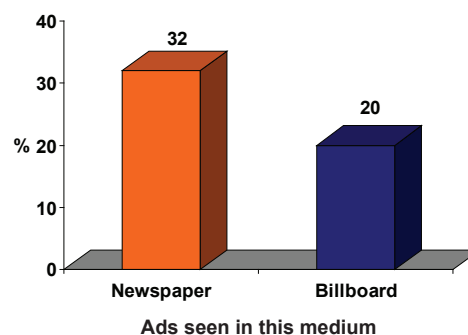
In research undertaken by Totum Research, the newspaper ads were seen by significantly more people than the other media used. As a result, the newspaper campaign generated more positive responses to the vehicle than did the other media.

Newspaper and radio move cars off the lot.

- Sunni Boot, CEO Zenith Optimedia



Contribution to "Mercedes-Benz GLK-Class Has Edgy Styling"



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