

Matt Jacobson, Instagram



Eric Jillard, Mercedes-Benz USA

1. We listened
2. Visual Storytelling



@aaldenwalace

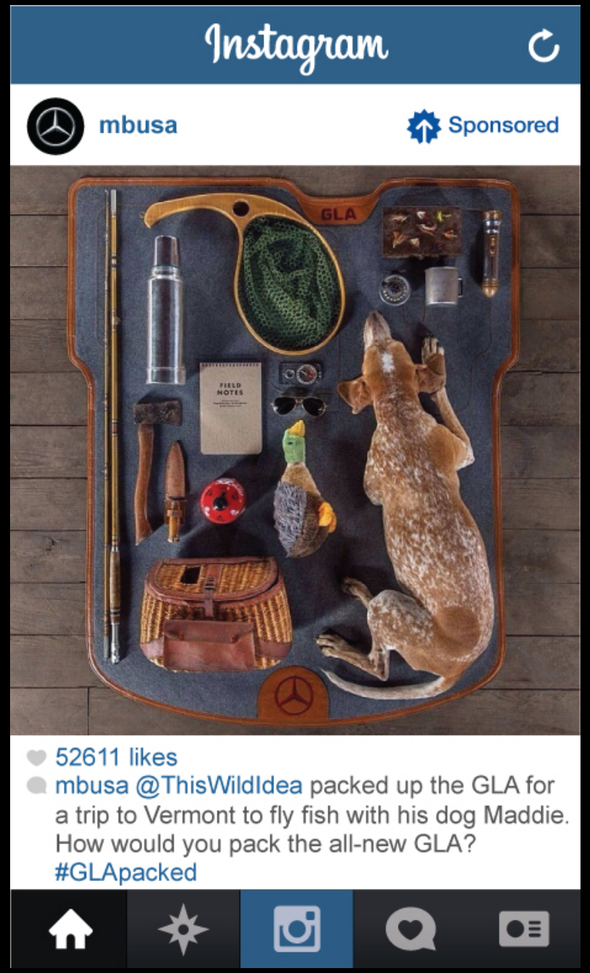


@ThisWildIdea



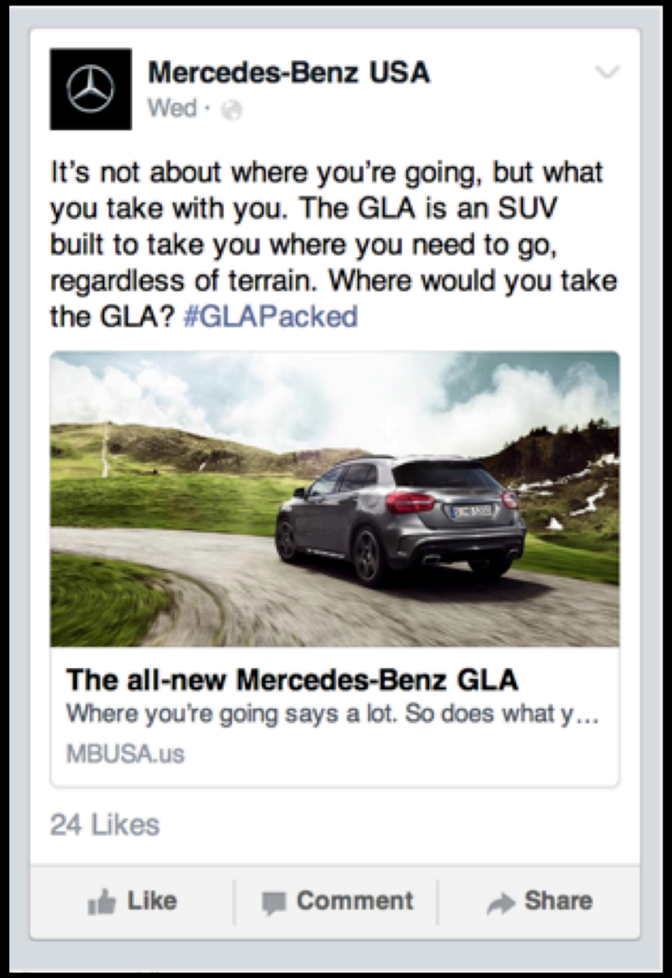
@aaldenwalace

#GLAPacked


Instagram
mbusa
Sponsored
GLA
FIELD NOTES
52611 likes
mbusa @ThisWildIdea packed up the GLA for a trip to Vermont to fly fish with his dog Maddie. How would you pack the all-new GLA? #GLApacked


GLA
FIELD NOTES

Mercedes asked a simple question





Fueling the Launch









+14pt

Recall of Instagram ads

+54%

Site visits from FB + IG branding

+580%

Increase in visits for IG+FB brand & FB DR


Thank You
Instagram