



Mercedes-Benz drove consideration and purchase intention among its target audience with Fairfax Media

Mercedes-Benz partnered with Fairfax Media to launch the new A-Class model through an advertising campaign across online, mobile and print publications including Sunday Life, Good Weekend, The Melbourne and The Sydney Magazines. It proved to be incredibly successful, with significant lifts in awareness levels, brand consideration and purchase intention evident after exposure to the campaign

Campaign Objectives

- » To drive awareness of the Mercedes-Benz A-Class.
- » To increase consideration of the Mercedes-Benz A-Class amongst new car buyers (those intending on buying a small sized car valued above \$30k).
- » To increase purchase intention of the Mercedes-Benz A-Class amongst new car buyers.

Campaign Period

- » March 2 - 27, 2013

Target Audience

- People aged 25 - 39 years

Research Methodology

- A simultaneous capture of control/exposed sample was employed, with both control and exposed groups receiving an email invitation to complete the survey after exposure to the online advertising. (n=1,698)

Creative Execution

- The Mercedes-Benz A-Class campaign was executed as a cross-platform campaign amongst Fairfax Metro digital properties (as masthead homepage buy-outs); OTP's on the Fairfax Metro mastheads m-site homepages; and as print full page ads in the *Good Weekend*, *Sunday Life*, *The Melbourne Magazine* and *The Sydney Magazines*.



Cross-platform campaign with Fairfax Media provides incremental value for Mercedes-Benz

The Results

- » Overall, the campaign did exceptionally well across the total exposed sample with significant lifts across all brand metrics, and performed equally well in reaching its target audience of people aged 25-39 years, showcasing upward movements across all brand metrics.
- » The campaign also performed very strongly amongst people in the market to purchase a small sized car valued above \$30,000, with significant lifts in both brand consideration and purchase intention.
- » The creative execution was perceived very positively by the exposed audience, with brand linkage to Mercedes-Benz very high among the entire sample,

Campaign Impact

Overall Campaign Effect	Total Sample	Target Audience (25-39's)	New Car Intenders
Top-of-Mind Awareness	+3% pts	+3% pts	+1% pts
Aided Brand Awareness	+4% pts	+3% pts	+4% pts
Brand Consideration	+7% pts	+7% pts	+16% pts
Purchase Intent	+4% pts	+6% pts	+10% pts

and significantly increasing by a further +11% amongst people in the market to purchase a small sized car.

The Results

- » Exposure to multiple media drove higher results for most brand metrics. For example, for the total sample exposure to one media drove a 4% point increase in purchase intention while cross-platform exposure tripled that lift by a further 8% points (up to 12% points in total).
- » The same cross-platform effect across purchase intention is evident amongst the target audience where purchase intention more than doubled from 6% points to 16% points when exposed to multiple media.
- » Campaign recall levels were twice as high when exposed to multiple media compared to a singular media.

Campaign Impact

Cross Platform Effect	Total Sample	Target Audience (25-39's)
Top-of-Mind Awareness	+3% pts	+6% pts
Aided Brand Awareness	+8% pts	+7% pts
Brand Consideration	+11% pts	+8% pts
Purchase Intent	+12% pts	+16% pts

For more information please contact your Fairfax Media representative