

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (M)**

**THIRD TRIMESTER (Batch 2017-19)**

**END TERM EXAMINATIONS, APRIL-2018**

Course Name	<b>Social Media Marketing</b>	Course Code	<b>MKT 304</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 MM</b>

**INSTRUCTIONS: All Questions are Compulsory**

1. Identify a social media campaign for your favourite brand. In what experiences does the campaign invite you to take part as a Customer? Does the campaign allow you to ensure you activities can be shared with your network?  
(10 Marks)
2. If your business is just starting to advertise on facebook, explain how would you plan your strategy in course of time?  
(10 Marks)
3. Why should LinkedIn be part of your social media plan? What Product / Service types best work on LinkedIn?  
(6+4 Marks)

Case Study : Mercedes Benz

- 4a. Do you think Mercedes-Benz succeeded in achieving its objective ?  
(5 Marks)
- b. How can you improve the Campaign ?  
(5 Marks)

## Case Study<sup>15</sup>

### Mercedes-Benz (2011)<sup>xxxxiii</sup>

Mercedes-Benz is a widely recognised automobile manufacturer known for its luxury vehicles all over the globe. It is headquartered in Stuttgart city of Germany.

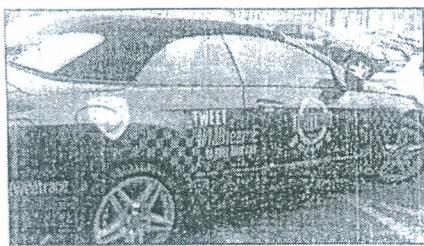
#### Objective

The campaign was aimed at increasing brand awareness amongst the younger generation.

#### Implementation

The company runs multiple Twitter accounts—the German (@MercedesBenz) and the American (@MBUSA) handle take the lead with 1.6 million and 582,000 followers respectively. Regular tweeting of an average 6–8 times per day helped the brand keep its followers engaged.

The brand shared news about car races, images of its historical cars, and evolution of its vehicles. It used



**FIGURE 7.50** Race car promoting Twitter hashtag

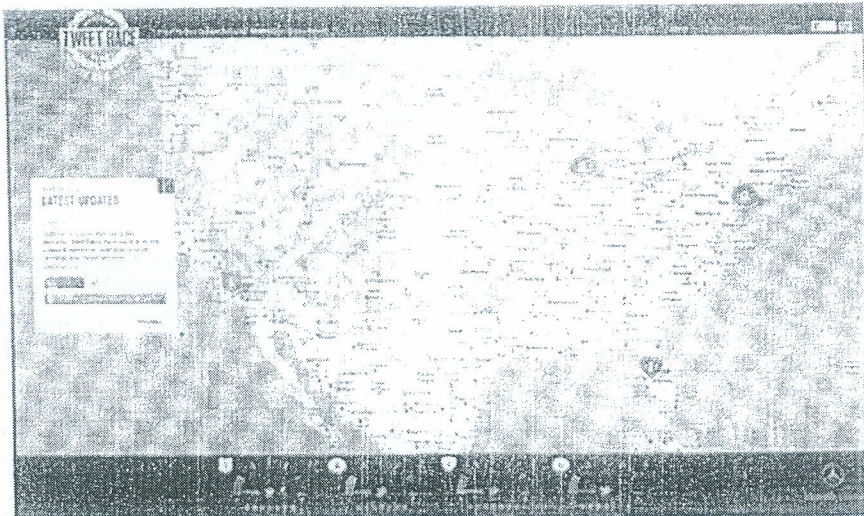
popular hashtags like #MidweekMotivation to make its messages more impactful and expand the reach of its content.

The company launched a campaign called 'Mercedes-Benz Tweet Race'. The campaign's tagline was 'Get 4 Tweets, Drive 1 Mile: The Mercedes-Benz Tweet Race to the Super Bowl'. This competition was held for three days with four teams and 1,400 miles. They called tweets as car's fuel. Four two-person driving teams enlisted on Facebook embarked on the challenge, powered only by their online followers' tweets. Teams were in charge of generating

engagement to indeed drive them forward in real Mercedes-Benz cars. The teams competed for a pair of new C-Class Coupes. The teams had Twitter celebrities as coach who rallied online support for their teams. The four drivers, each paired with a co-driver, were chosen from about 2000 applicants, on the basis of their social media authority. On a random basis, each team was assigned a city from where they had to start the race—Chicago, Los Angeles, New York and Tampa. The teams had to arrive at the Super Bowl XLV in Dallas, Texas. Members of the team prepared for the race over three weeks mobilising their Twitter followers and urging them to join the team. Supporters who joined the team before the race starts were eligible to win a trip to the events sponsored by Mercedes-Benz such as the US Open, Fashion Week and PGA Championship. A virtual race was organised on Twitter and recorded a series of events LIVE on the website—www.mbtweetrace.com. It generated a huge number of unfiltered content from teams and their supporters. The race continued for a period of three days and teams earned points based on tweet activity and performance on social media challenges they faced along the way. The team that scored the highest points won the race and the driver and co-driver won the C-Class Coupe each.



**FIGURE 7.49** Mercedes-Benz Twitter snippet



**FIGURE 7.51** Website promoting the race event

## Results

The Mercedes-Benz Tweet Race reached millions of people and allied the brand with a new set of young audience. More than 27,000 active participants generated more than 150,000+ tweets, reaching close to 25 million people worldwide.

Courtesy: Mercedes-Benz and Mercedes-Benz logo are registered trademarks of Daimler AG, used with permission.