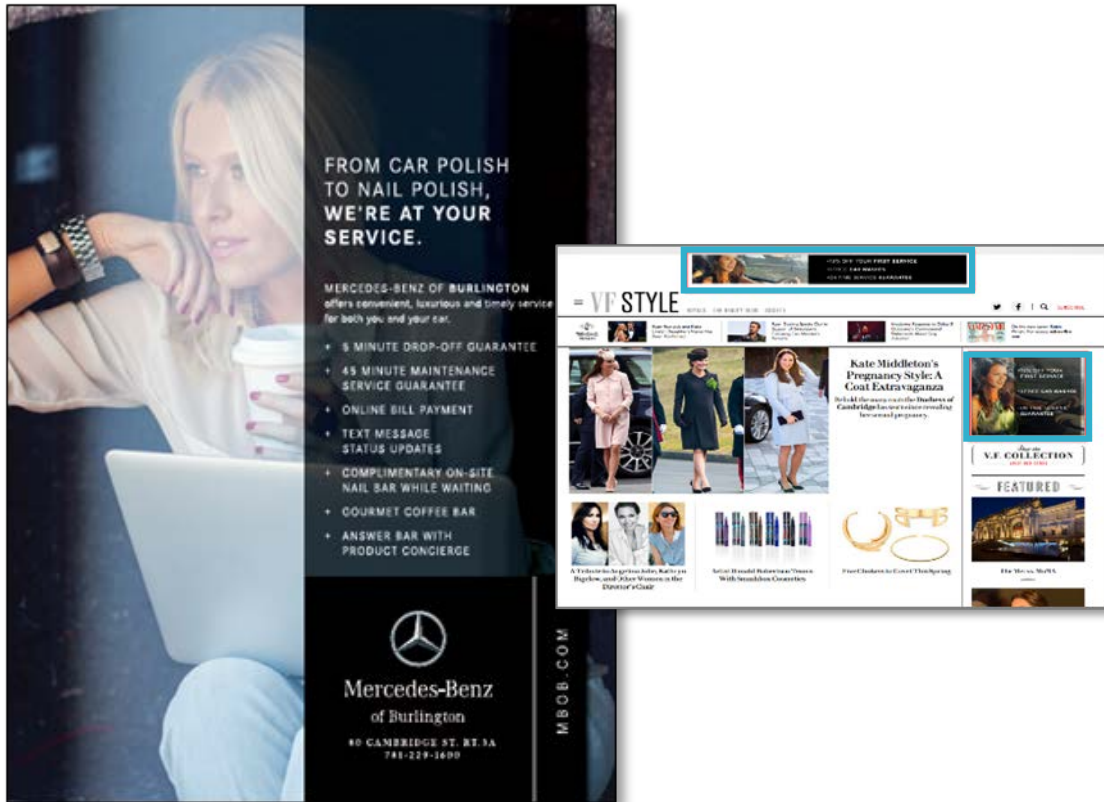


# Local Works: Mercedes of Burlington



## The Client

Mercedes-Benz is a global automobile manufacturer and is one of the most celebrated names among the Luxury automobile brands in the world. The German automobile company has been around for more than a century, now operated by Daimler-Benz and is headquartered in Stuttgart, Germany.

## Objective

Raise awareness of the new local Mercedes-Benz dealership and target local female auto enthusiasts and consumers.

## Solution

An integrated program, including print, digital and a geo-targeted, custom email.

## Geography

Boston Metro

## Recommended Media

Allure, Architectural Digest, Bon Appétit, Condé Nast Traveler, Epicurious, Glamour, Self, Vanity Fair

