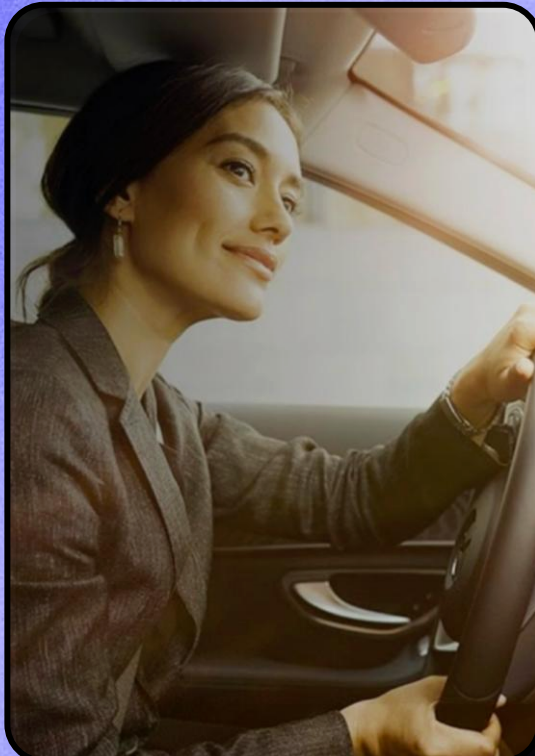


Mercedes Benz

Driving Brand Affinity through Women's Stories



Click to Listen



Objective

Over the years, we've worked with Mercedes-Benz to position the brand as a champion of women's equality through branded segments, bonus episodes, and bespoke ads across a host of our original shows.

Our partnership began in 2021 when we launched "Women in the Driver's Seat" on Womanica during Women's History Month. Throughout the month long takeover, we told the stories of women—past and present—who are integral to the Mercedes-Benz legacy.



Mercedes-Benz

Solution

During a multi-month partnership on Womanica and The Accidental Activist in 2022, we brought the "I Am Mercedes" campaign to life, featuring real women who MBUSA has helped chase their dreams. Our brand lift study showed listeners' perception and purchase intent increased upon hearing our content, outperforming auto advertiser benchmarks. 76% of respondents agreed that Mercedes-Benz is authentic in their mission to uplift women following the campaign on Womanica.

Even though the campaign has ended, the story hasn't. This content lives on in perpetuity, and so will their legacy.