

Content Strategy & Campaign Planning

MERCEDES

MAYBACH

Brand Overview

- **Mercedes-Maybach**
German luxury car brand
- Founded in 1909 by Wilhelm Maybach and his son Karl Maybach
- Bought by Daimler-Benz in 1960
- Ceased production in the 1940s
- Revived by Daimler in 2002. Maharaja Bhupinder Singh of Patiala, the royal family of Thailand, Sultan of Brunei and several European Royal Families have owned Maybach.



Content Strategy

Buyer Persona

Mr. Vikram Singh

Founder & CEO

Age: 58

Occupation: Founder & CEO of a successful diversified business (e.g., real estate, hospitality, manufacturing).

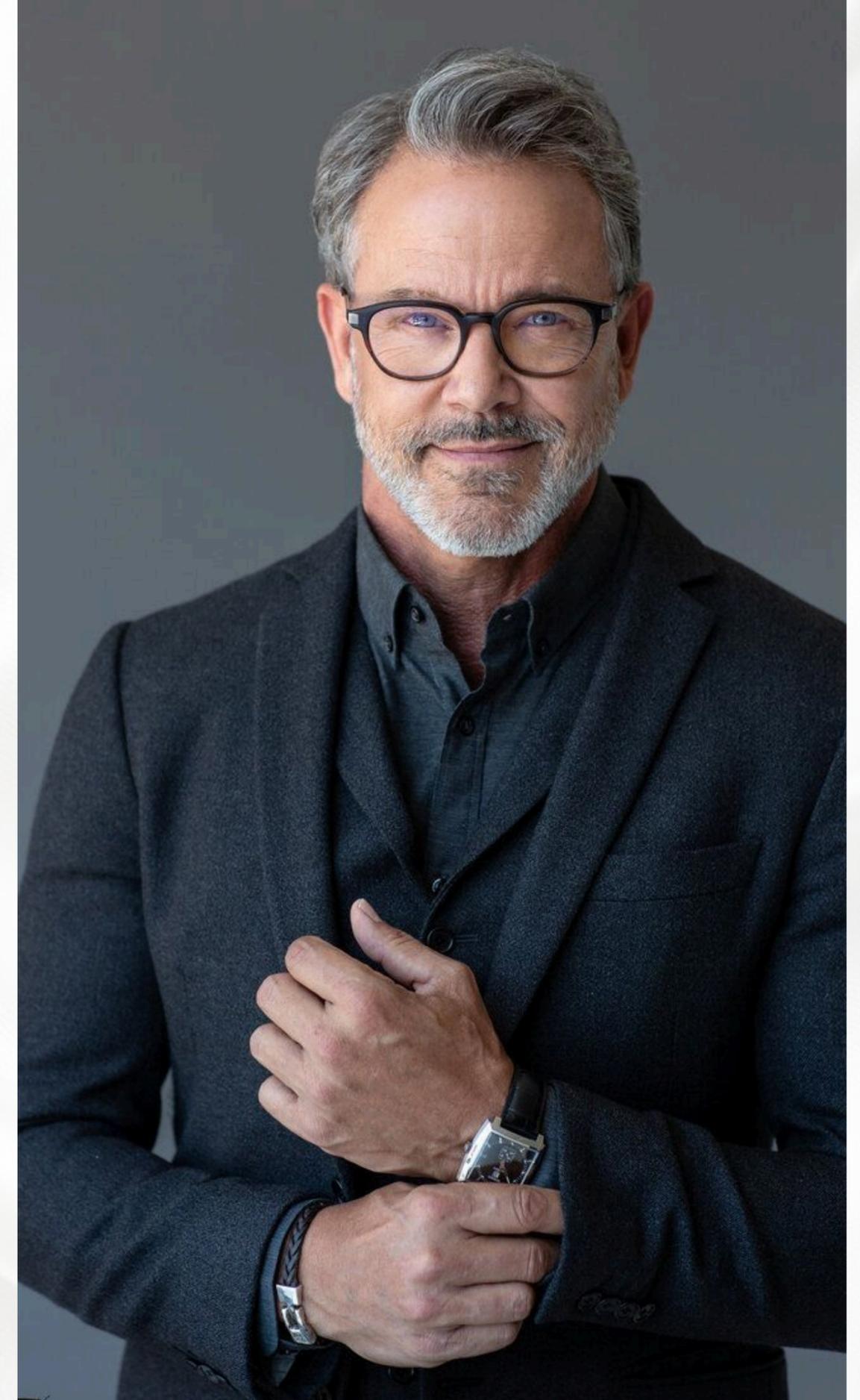
Location: South Mumbai / Lutyens' Delhi

Income: Rs 5 cr annually

Education: MBA from a top global university.

Lifestyle:

- Values privacy, exclusivity, and luxury.
- Enjoys fine dining, collecting art, bespoke tailoring, and international travel.
- Attends high-profile business events and exclusive social gatherings.
- Owns multiple luxury vehicles, but views the Maybach as the pinnacle of comfort and status for business and family travel.



Mr. Vikram Singh

Founder & CEO

Goals:

- Maintain and grow his business empire.
- Ensure his family's legacy and comfort.
- Invest in assets that reflect his success and discerning taste.
- Seek unparalleled comfort and prestige in his transportation.

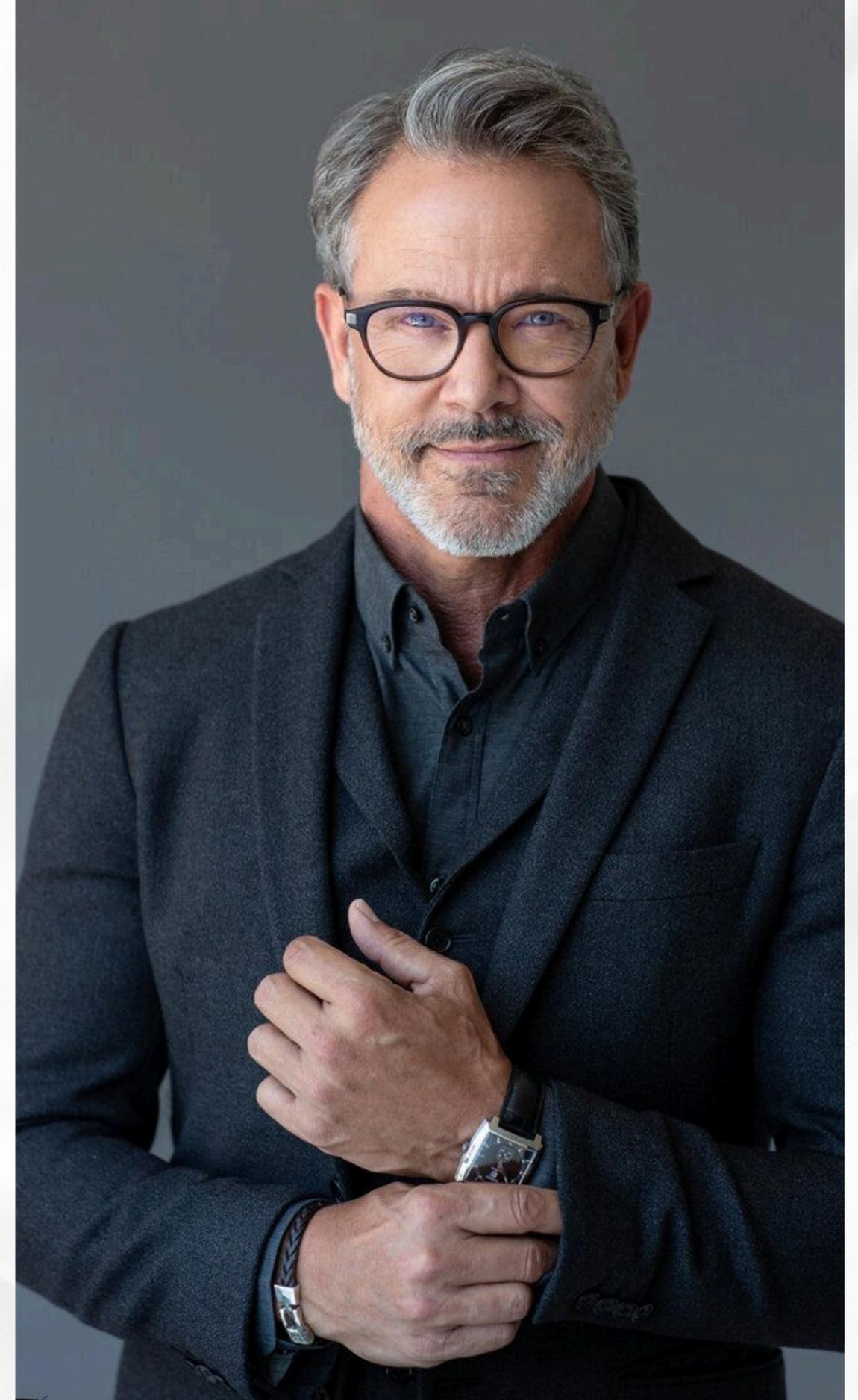
Challenges:

- Finding products and services that truly match his high standards and offer genuine value beyond mere price.
- Finding seamless, personalized experiences.

How Maybach fits his needs:

Offers the ultimate in rear-seat comfort, privacy, and a powerful statement of success without being ostentatious. It's a mobile office and a sanctuary.

Social Media Habits:



Ms. Anya Sharma

Tech Entrepreneur

Age: 35

Occupation: Tech Entrepreneur, Founder of a rapidly growing AI-driven startup

Location: Bengaluru

Income: Rs 3 cr annually (rapidly increasing)

Education: Engineering degree from IIT, followed by a Master's in Computer Science.

Lifestyle:

- Enjoys innovative technology, sustainable luxury, and unique experiences.
- Drives herself for personal pleasure and short commutes; enjoys the driving experience.
- Sees luxury cars as a reward for hard work and a symbol of future aspirations.



Ms. Anya Sharma

Tech Entrepreneur

Goals:

- Scale her startup to unicorn status.
- Make a significant impact in her industry.
- Achieve financial independence and enjoy the fruits of her labor.
- Inspire others through her success story.

Challenges:

- Balancing work and personal life.
- Seeking brands that align with her values of innovation and progress.

How Maybach fits his needs:

Represents a significant milestone, a blend of cutting-edge technology with timeless luxury, and a symbol of her elevated status and future ambitions. It's a statement of her unique journey.

Social Media Habits:



Social Media Campaign Plan

Mercedes Maybach

100 Years of Luxury & Excellence





Campaign Strategy

Awareness

A Century of Grandeur

Objective

To introduce and re-establish Mercedes-Maybach's 100-year legacy of luxury, craftsmanship, and exclusivity to a broader Indian audience, including those new to the ultra-luxury segment.

Tactics

- High-Impact Visuals
- Heritage Storytelling
- Influencer Teasers
- Engagement Idea



Campaign Strategy
Interest

The Art of Craftsmanship & Innovation

Objective

To build deeper engagement by highlighting the meticulous craftsmanship, cutting-edge innovation, and bespoke personalization that define the Mercedes-Maybach experience.

Tactics

- Behind-the-Scenes Content
- Influencer Deep Dives
- Interactive Stories
- Historical Parallels



Campaign Strategy
Desire

Your Legacy, Elevated

Objective

To evoke a strong emotional connection and desire for the Mercedes-Maybach lifestyle, positioning it as a symbol of personal achievement, refined taste, and an elevated legacy.

Tactics

- Aspirational Lifestyle Content
- Emotional Storytelling
- Influencer Testimonials & Experiences
- UGC Contest Launch
- Interactive Polls



Campaign Strategy

Action

Join the Legacy

Objective

To convert desire into tangible engagement, encouraging direct participation in the UGC campaign and guiding interested individuals towards deeper brand exploration.

Tactics

- UGC Contest Promotion
- Influencer Call-to-Action
- Showcasing UGC
- Website/Dealership CTA
- Community Engagement

Social Media

Content Calender

Social Media

Content Calender

Day 1

Day: Wednesday

Time: 7pm

AIDA Stage: Awareness

Content Type: Carousel Post

Description:

100 Years of Iconic Design: A Journey Through Maybach's Heritage." Carousel of 5-7 stunning historical and current Maybach models, highlighting design evolution.

Caption:

From visionary beginnings to timeless icons. Join us as we celebrate a century of unparalleled luxury and design excellence. #Maybach100

Influencer Activity:

Teaser Stories: 2-3 luxury lifestyle/automotive influencers (e.g. a prominent car reviewer) post a blurry or silhouetted image/video of a Maybach asking "Guess what grand celebration is coming?" or "Something truly iconic is turning 100..."

Day 2

Day: Thursday

Time: 7pm

AIDA Stage: Interest

Content Type: Instagram Reels

Description:

"The Hands That Craft Perfection: Inside Maybach's Atelier." A fast-paced reel showcasing close-ups of artisans working on Maybach interiors interspersed with shots of finished luxury details.

Caption:

Where every accent tells a story, and every detail is a masterpiece. Discover the artistry behind 100 years of Maybach excellence. #CraftedToPerfection

Social Media

Content Calender

Influencer Activity:

Reel/Post: Influencer (e.g. a renowned Indian designer or artist) visits a Maybach showroom/service center (if possible with brand collaboration for behind-the-scenes access) and highlights the craftsmanship comparing it to their own artistic process. "The attention to detail here is simply inspiring."

Content Calender

Day 3

Day: Friday

Time: 7pm

AIDA Stage: Desire

Content Type: Post (Image/Video)

Description:

"Elevate Your Legacy: The Maybach Lifestyle." A captivating image or short video of a current Maybach model parked in front of an iconic Indian luxury villa or a serene, exclusive Location. Focus on the aspirational lifestyle.

Caption:

Beyond a car, it's a statement. A century of elevating legacies, one story at a time. What does your story of legacy look like? #MyMaybachStory

Content Calender

Day 3

Influencer Activity:

Reel/Story Series: Influencer (e.g. a successful entrepreneur or a celebrity known for their refined taste) shares a "day in the life" incorporating a Maybach showcasing how it seamlessly integrates into their luxury lifestyle and symbolizes their achievements. They subtly introduce the #MyMaybachStory contest.

UGC Idea:

UGC Contest Launch (Owner-Exclusive): "#MyMaybachStory is Live! Exclusively for current Maybach Owners: Share a photo or short video showcasing your unique Maybach journey, your car's most cherished detail, or a moment that truly embodies Maybach excellence.

Tag @MercedesMaybachIndia and #MyMaybachStory for a chance to be featured in our centennial celebration."

Content Calender

Day 4

Day: Saturday

Time: 11 am

AIDA Stage: Action

Content Type: Reel (UGC Focus)

Description:

"Celebrating Your Stories: The #MyMaybachStory So Far!" A dynamic reel compiling initial, high-quality UGC submissions for the #MyMaybachStory contest. Show diverse interpretations of "legacy" from Indian users.

Caption:

Your stories, your legacies. We're overwhelmed by the incredible entries for #MyMaybachStory! Keep sharing your moments of excellence and join our centennial celebration. Link in bio to participate!

Content Calender

Day 4

Influencer Activity:

Story Takeover/Live Q&A: An influencer hosts a short Instagram Live or story takeover answering questions about the Maybach experience and actively encouraging participation in the #MyMaybachStory contest perhaps sharing their own "legacy" story.

UGC Idea:

UGC Reminder Story: "Don't miss out! Share your #MyMaybachStory for a chance to be featured and win!"

Day 5

Day: Sunday

Time: 11 am

AIDA Stage: Desire / Action

Content Type: Post (Image/Video)

Description:

"100 Years of Defining Luxury. What's Next?" A striking image of the latest Maybach model, perhaps with a futuristic touch, looking towards the horizon.

Caption:

A century of setting standards, and the journey continues. Experience the future of luxury with Mercedes-Maybach. Discover more at our dealerships or explore our heritage online. #Maybach100

Social Media

Content Calender

Influencer Activity:

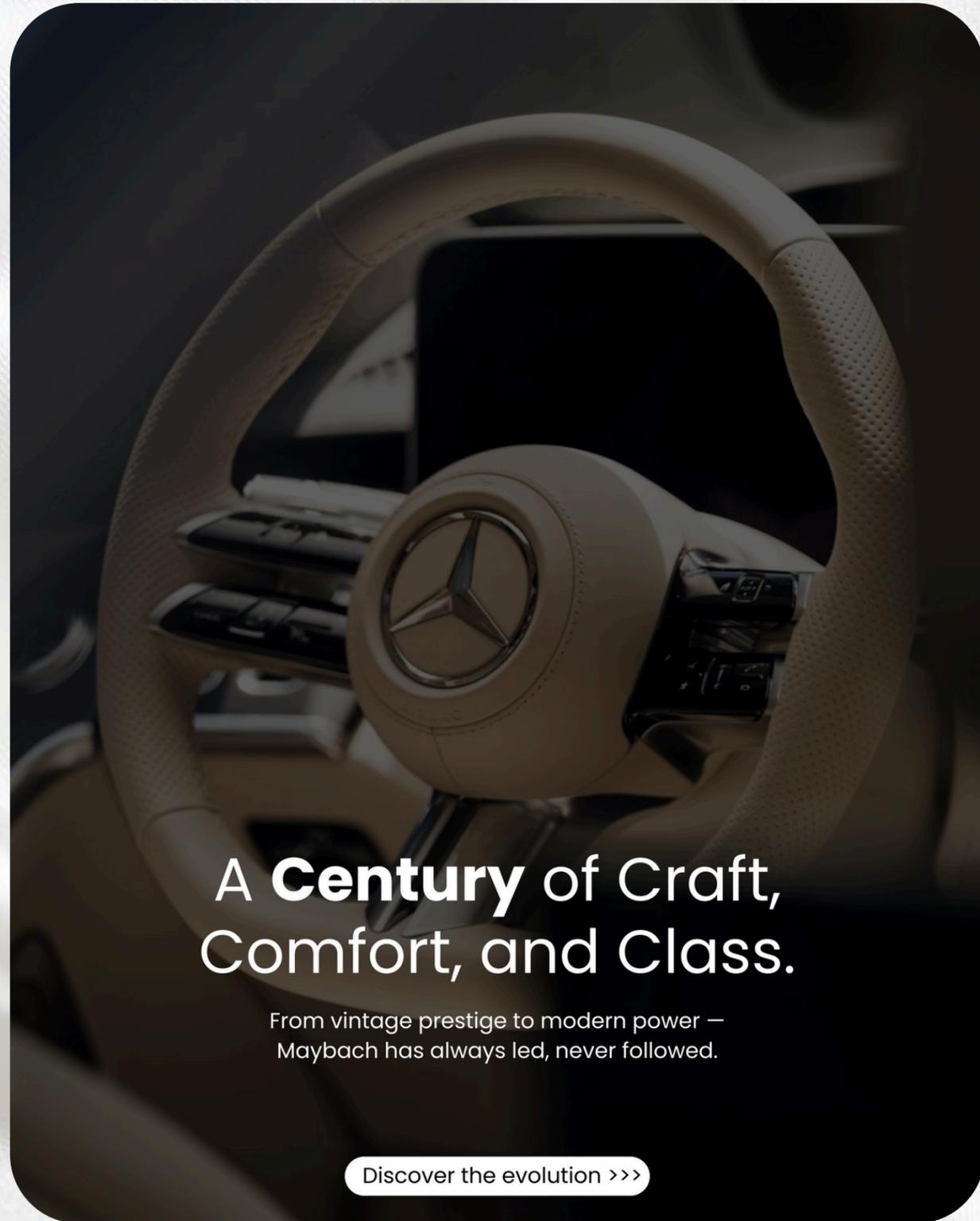
Carousel Post: Influencer creates a carousel post reflecting on Maybach's journey and its future tying it back to their own growth and aspirations.

UGC Idea:

Story Sticker: "Tap to learn more about Maybach's future innovations." (Links to website).

Sample Post Idea

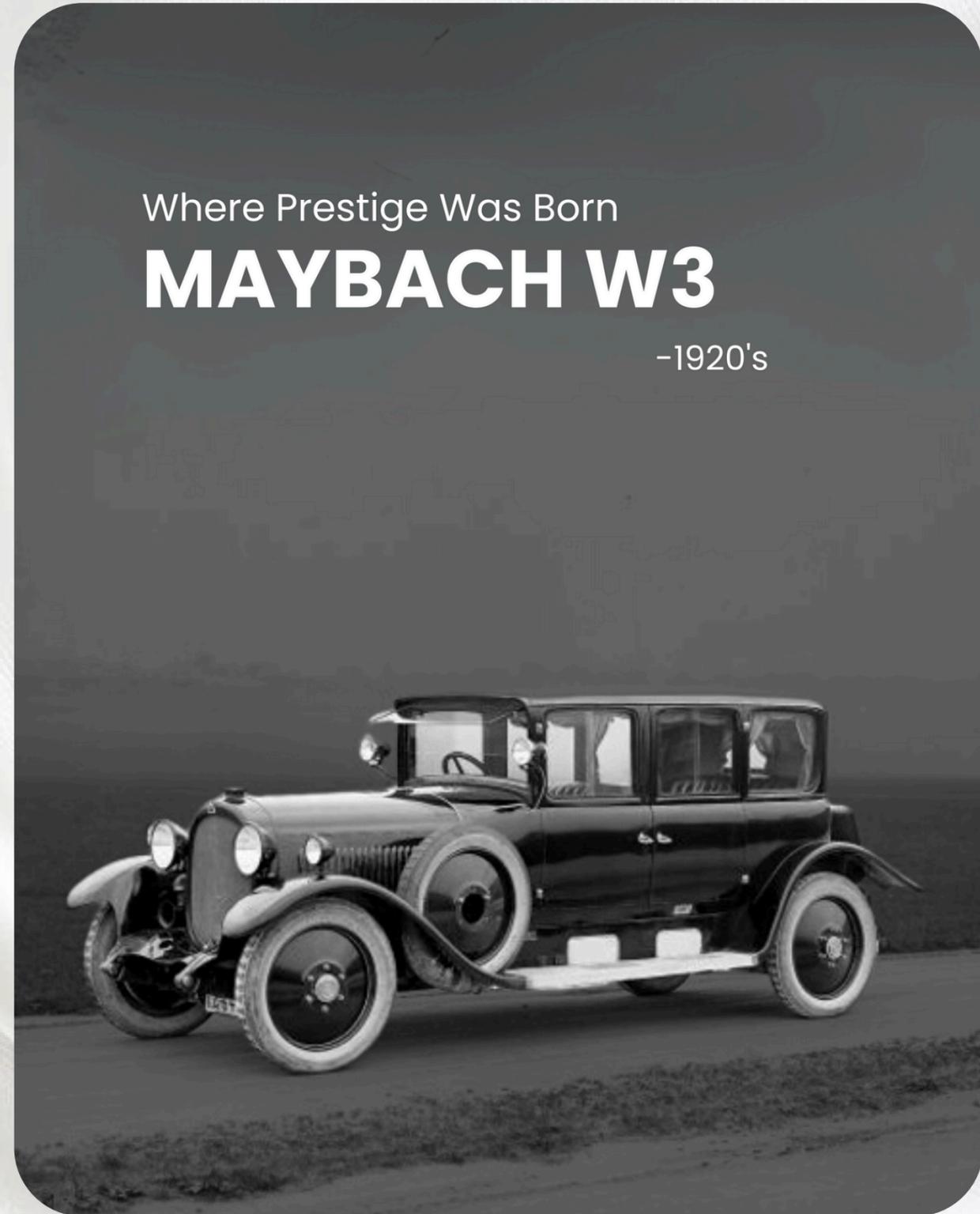
Design Creatives



A **Century** of Craft, Comfort, and Class.

From vintage prestige to modern power —
Maybach has always led, never followed.

[Discover the evolution >>>](#)



Where Prestige Was Born

MAYBACH W3

-1920's

Carousel Post

Elegance That Endures

MAYBACH SW 36

-1936



A Legend Reimagined

MAYBACH 62

-2000's



Modern Masterpiece

MAYBACH S680



Carousel Post

Bold in Presence. Seamless in Luxury.

MAYBACH GLS 600



Driven by the Future

Maybach 6 Cabriolet

Concept Car



Celebrating **100 years** of Legacy

Legacy Rolls. Luxury Goals.

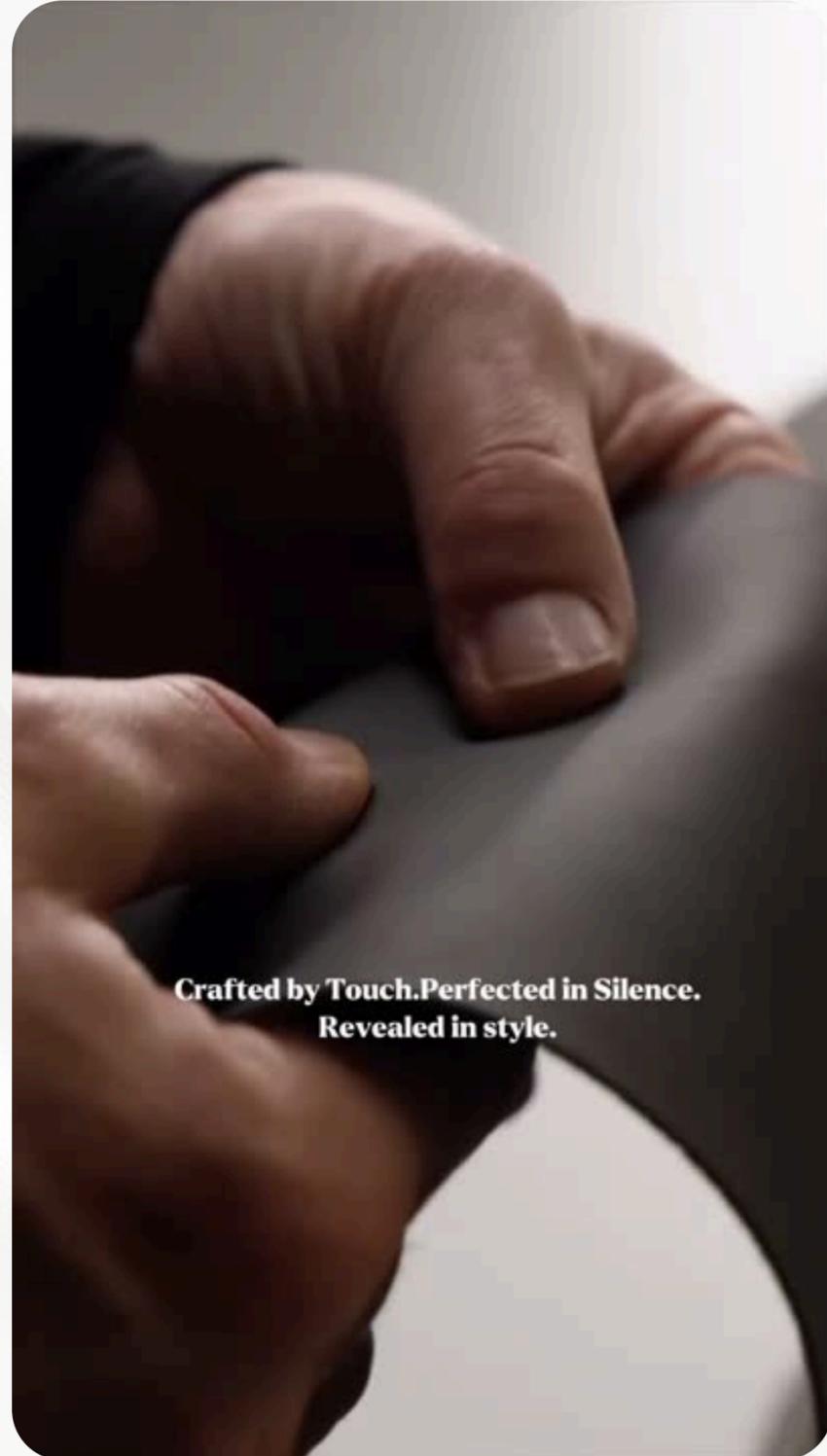
From posters on your wall to posts in your feed — if you love Maybach, this celebration is for you.

Tell us how Maybach inspires you. Tag your dream ride, a sketch, a photo, or even your favorite model using

#MyMaybachJourney.

Carousel Post

Reel Idea



Video Link

Thank You

Presented by

Pratham Shah