

Mercedes-Benz

Dream Days

Turning *Luxury Storytelling* into *Measurable Engagement*

How **Newsroom AI** transformed a premium campaign



into an **interactive brand** experience.

Swipe



Premium brands

don't just need visibility—they
need **meaningful attention**

Mercedes wanted to:



Reinforce its premium positioning



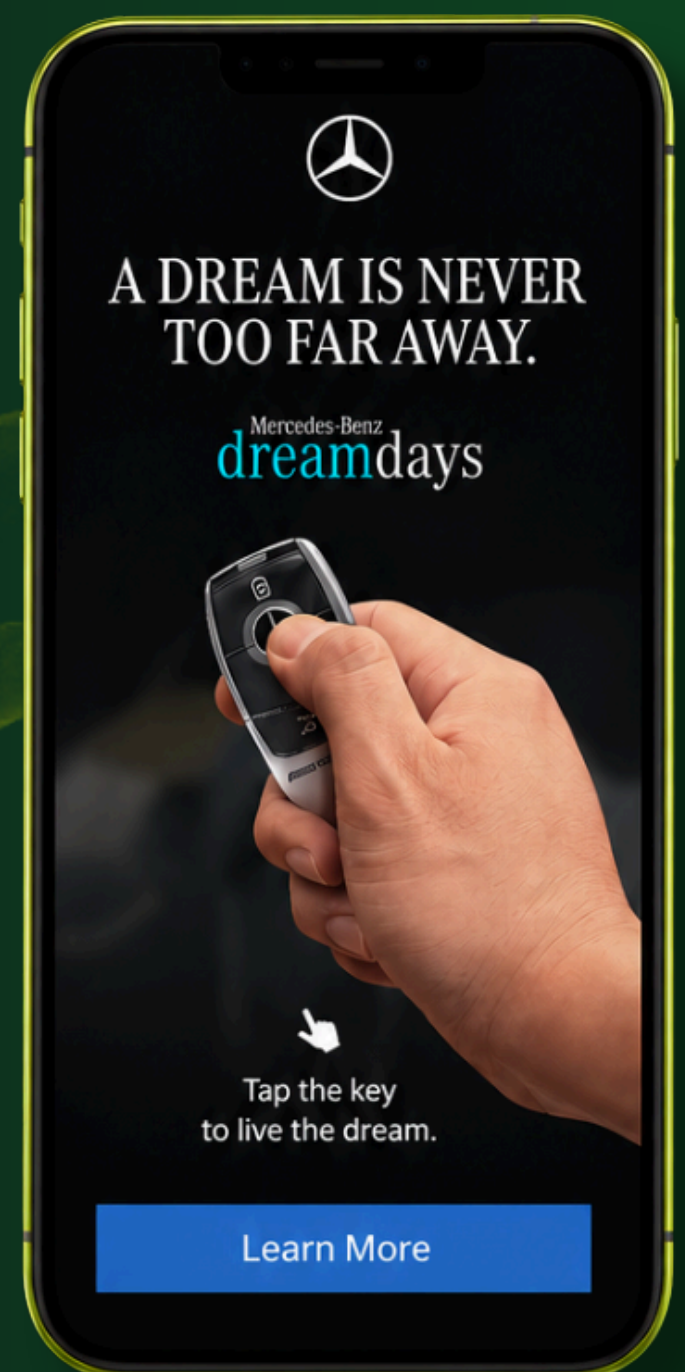
Engage affluent, high-intent audiences



Move beyond static display advertising



Create a luxury digital experience that people would actually interact with



The question: How do you make luxury feel premium on mobile?



We turned the campaign into an interactive brand story

Instead of a conventional ad, **Newsroom AI** created a Brand Story experience featuring:

- ✓ Interactive Mercedes key unlock
- ✓ Cinematic multi-scene storytelling
- ✓ Video-rich immersive experience
- ✓ Mobile-first luxury design
- ✓ Seamless editorial environment

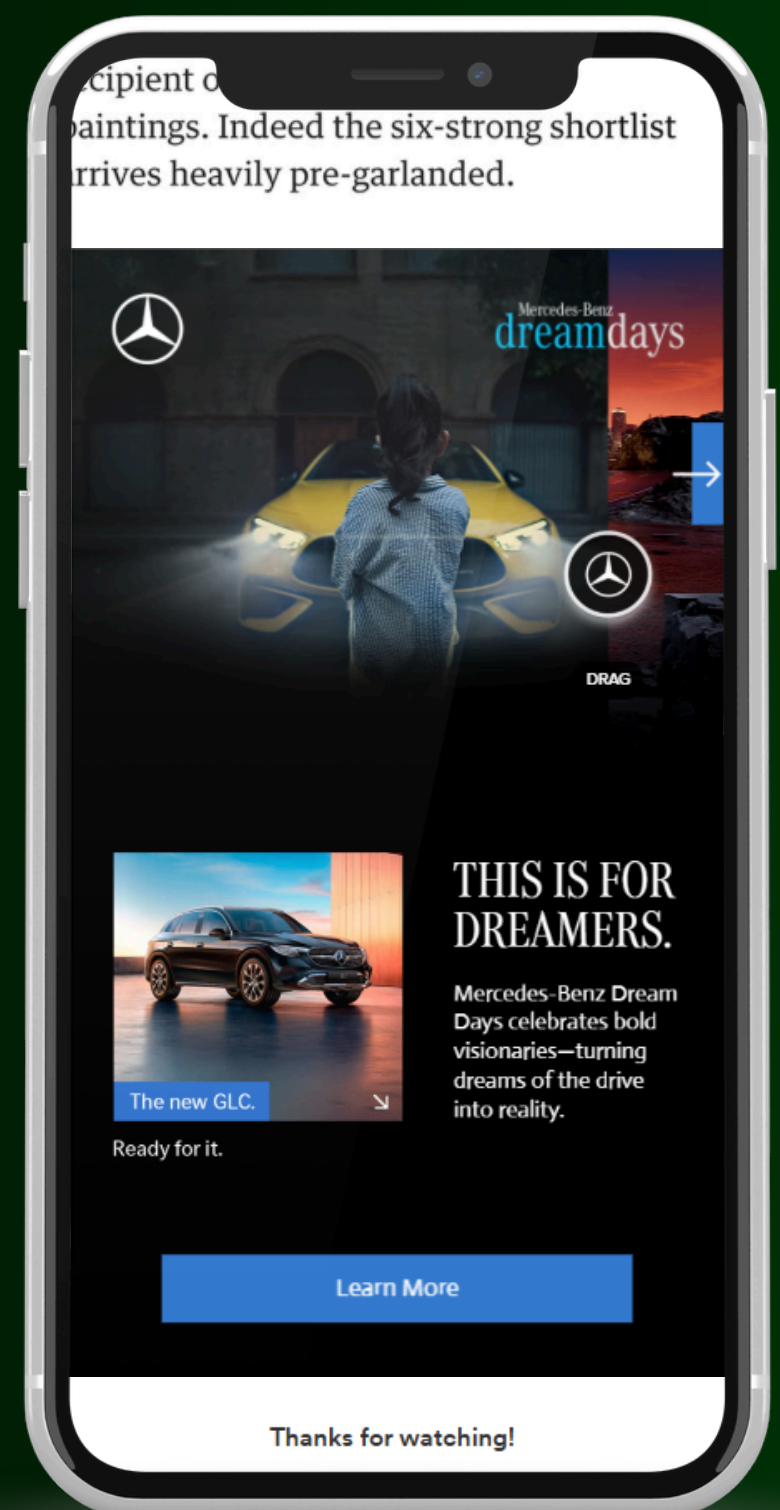
Every interaction felt like stepping inside the Mercedes experience - *not just viewing an ad*



Every touchpoint was designed to hold attention

Visual timeline (4 steps):

- **Tap the Key**
Unlock the journey
- **Dream Days Story**
Premium narrative begins
- **Immersive Video Experience**
Showcase design, performance & luxury
- **Drive Intent**
Users continue to explore the offer



Average engagement lasted 33 seconds—far beyond
typical display experiences.





Attention translated into action

2.7M+

Story Impressions

1.1M+

Users Reached

57K+

Engagements

18.8K

Clicks

0.70%

CTR

2.11%

Interaction Rate

33 Seconds

Average Time Spent



Luxury Deserves Better Storytelling



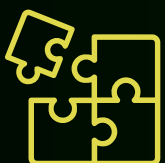
Experiences over banners



Immersive stories drive attention



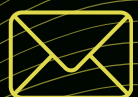
Engagement that converts into intent



Built for premium audiences

Because attention isn't bought. It's experienced

Ready to tell your brand story with Newsroom AI?



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