

# BE MOVED

The Mercedes-Benz & Live Nation Canada Partnership Guide Book.

Mercedes-Benz  
The best or nothing.







# Taking the stage together.

Mercedes-Benz is happy to announce a multi-year partnership with live entertainment leader, Live Nation Canada. This strategic partnership will strike a chord with Canadians by celebrating the power of music at over a thousand live performances across the country.

#### **The power of live music.**

Music is a universal language that people of all ages, races and cultures not only understand, but cherish in their daily lives. By partnering with Live Nation Canada, we'll gain the ability to create meaningful connections that will reverberate with everyone while associating the thrill of live music to our brand.

#### **Who is Live Nation Canada?**

Live Nation is the global leader of live entertainment promotions. Their Canadian division hosts thousands of events every year in cities from coast-to-coast.

#### **Partners in tune.**

Our partnership with Live Nation Canada is founded on the celebration of unparalleled experiences. Whether it's delivered through superior engineering or expert musicianship, our shared goal is to deliver the best or nothing at every turn.

This partnership will be supported by a three-pronged approach:

- Advertising opportunities at venues hosting Live Nation Canada events across the country
- Exclusive access to premium tickets for our customers through the Mercedes-Benz Star Access™ Concierge Service
- Dealer hosting opportunities known as Mercedes-Benz Star Access™ VIP



# Artist highlights.

## 2016 Artist highlights:

- Beyoncé
- Bruce Springsteen
- Adele
- Drake
- Kanye West
- Rihanna
- Paul McCartney
- Barbara Streisand
- The Tragically Hip
- Selena Gomez

## 2017 Artist lineup includes:

- Bruno Mars
- Tim McGraw & Faith Hill
- Maroon 5
- Blue Rodeo
- Green Day
- Dean Brody
- The Weeknd
- Red Hot Chili Peppers
- Coldplay

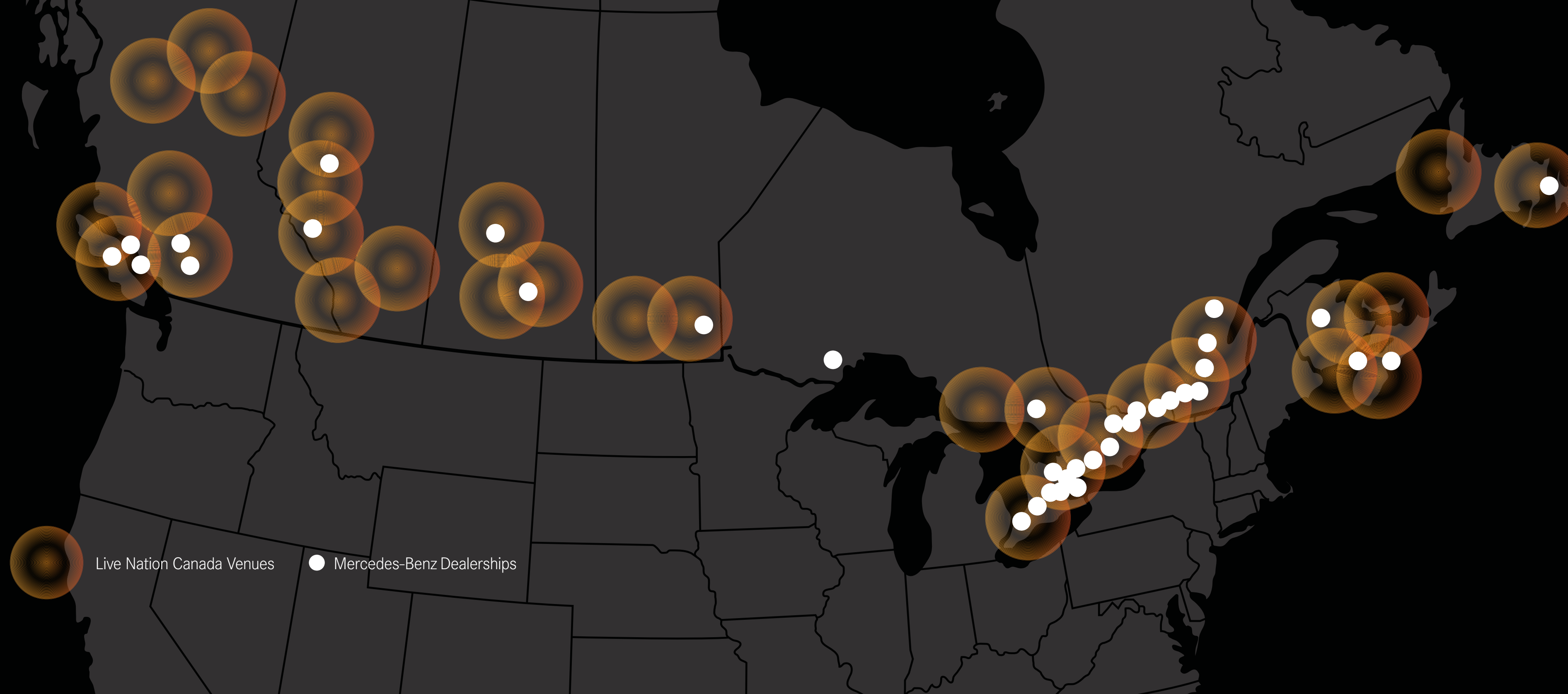
Check out [www.livenation.com](http://www.livenation.com) for a complete list of performing artists.





# Where we want to be.

Live Nation Canada hosts events across the nation in nearly all of our Mercedes-Benz markets, providing the unique opportunity for customers and dealers to benefit from this partnership from coast-to-coast.





# Our fans.

We want to establish ourselves as a forward-thinking automotive brand in an effort to better connect with our audience, whether we are targeting concert goers, current customers or the next generation of car buyers.





# On with the show.

The Mercedes-Benz Canada and Live Nation Canada partnership is a celebration of unparalleled experiences by two brands who understand performance. Mercedes-Benz vehicles and music both share the undeniable ability to move people. Concert goers will be immersed in a unique visual experience which plays on both the literal and the figurative meaning of the word “move”.

The “Be Moved” campaign makes a bold statement about the Mercedes-Benz brand, while also extending an invitation to embrace, enjoy and be inspired by the live music experience. The simplicity of “Be Moved” beautifully complements the dynamic and layered creative that comes to life through a sound-wave animation. By transforming transient soundwaves to power the Mercedes-Benz logo, we eloquently harmonize the themes of music and machine.

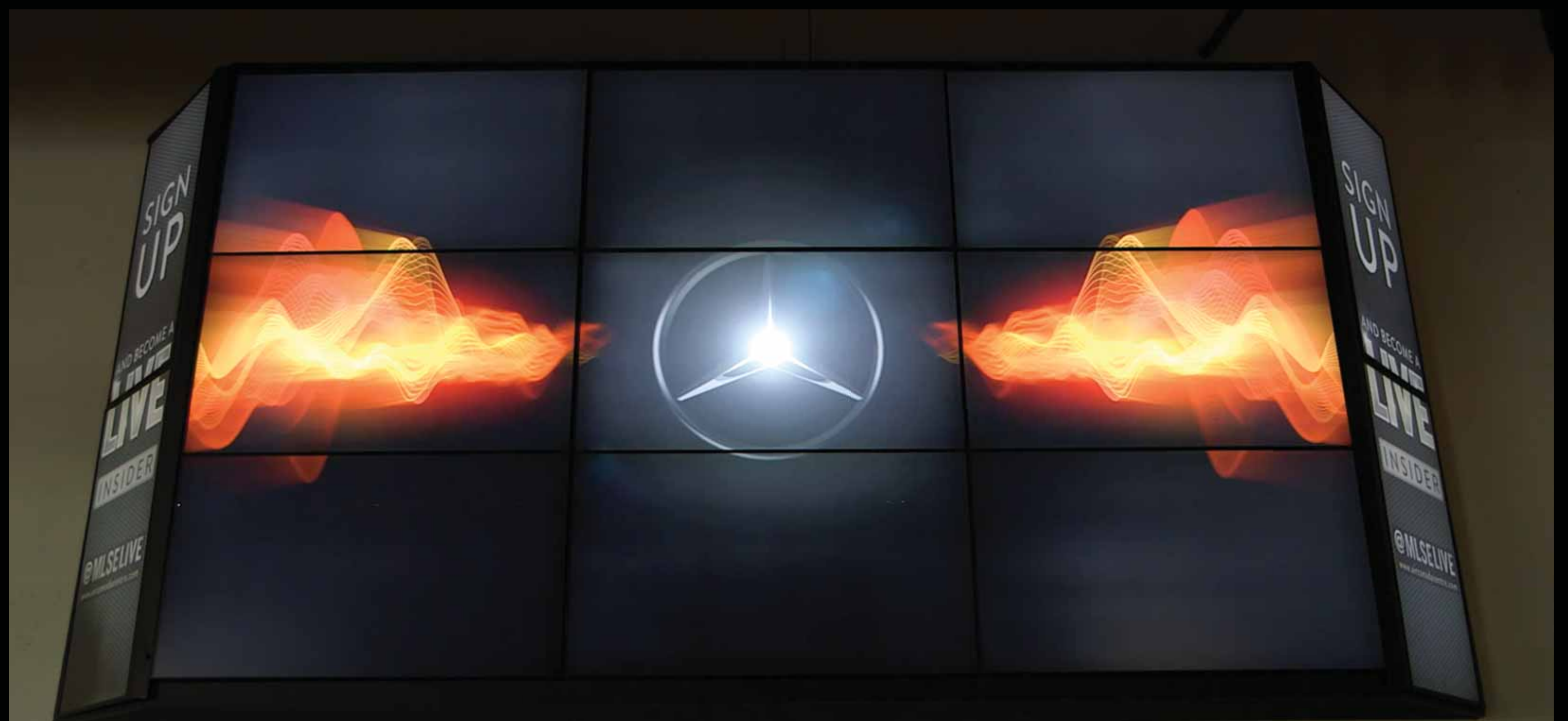
Our creative features a mix of static and animated assets. On the day of the concert, we will receive approximately 18-25 minutes of total running time per screen, with an average of 500 screens per venue. Placement includes scoreboard, in-bowl, concourse, event level and exterior signage.

#### Venues:

- Rogers Arena (Vancouver)
- Commodore Ballroom (Vancouver)
- Scotiabank Saddledome (Calgary)
- Rogers Place (Edmonton)
- MTS Centre (Winnipeg)
- Air Canada Centre (Toronto)
- Budweiser Stage (Toronto)
- Bell Centre (Montreal)
- Centre Videotron (Quebec City)

There will also be opportunities to advertise in smaller markets like Saskatoon, Regina, Halifax and St. John’s.

The “Be Moved” animation can be viewed [here](#).





# Mercedes-Benz Star Access™ Customer Program.

Branded as Mercedes-Benz Star Access™, our valued Mercedes-Benz Canada customers now have access to premium seating at Live Nation Canada events across the country.

Customers can purchase these reserved seats through a dedicated bilingual Concierge Service, facilitated by Live Nation Canada, who will personally assist them with the purchase of tickets by phone or email. There are a limited number of reserved seats available and tickets will be sold on a first-come, first-serve basis.

Please direct customers to [StarAccess.ca](https://staraccess.ca) for additional information.

**The Mercedes-Benz Star Access™ Concierge Service can be reached as followed:**  
**1-844-389-STAR**  
[mbstaraccess@livenation.com](mailto:mbstaraccess@livenation.com)

**Hours of operation:**  
Monday to Friday (excluding holidays) between the hours of 11 am and 7 pm ET. Customers that contact the Concierge outside of operation hours will be contacted the next business day.

**Who qualifies?**  
The Concierge Service is available to any customer who has purchased a Mercedes-Benz (New, Pre-Owned, Van) or smart at an authorized Canadian Mercedes-Benz Dealer. Customers will be

required to validate their ownership status by providing their VIN, postal code and the name of their purchasing dealer to the Concierge before tickets are released.

**How will customers find out about this program?**  
The program will be supported through the following communications:

- Press release/event
- CRM
- Social

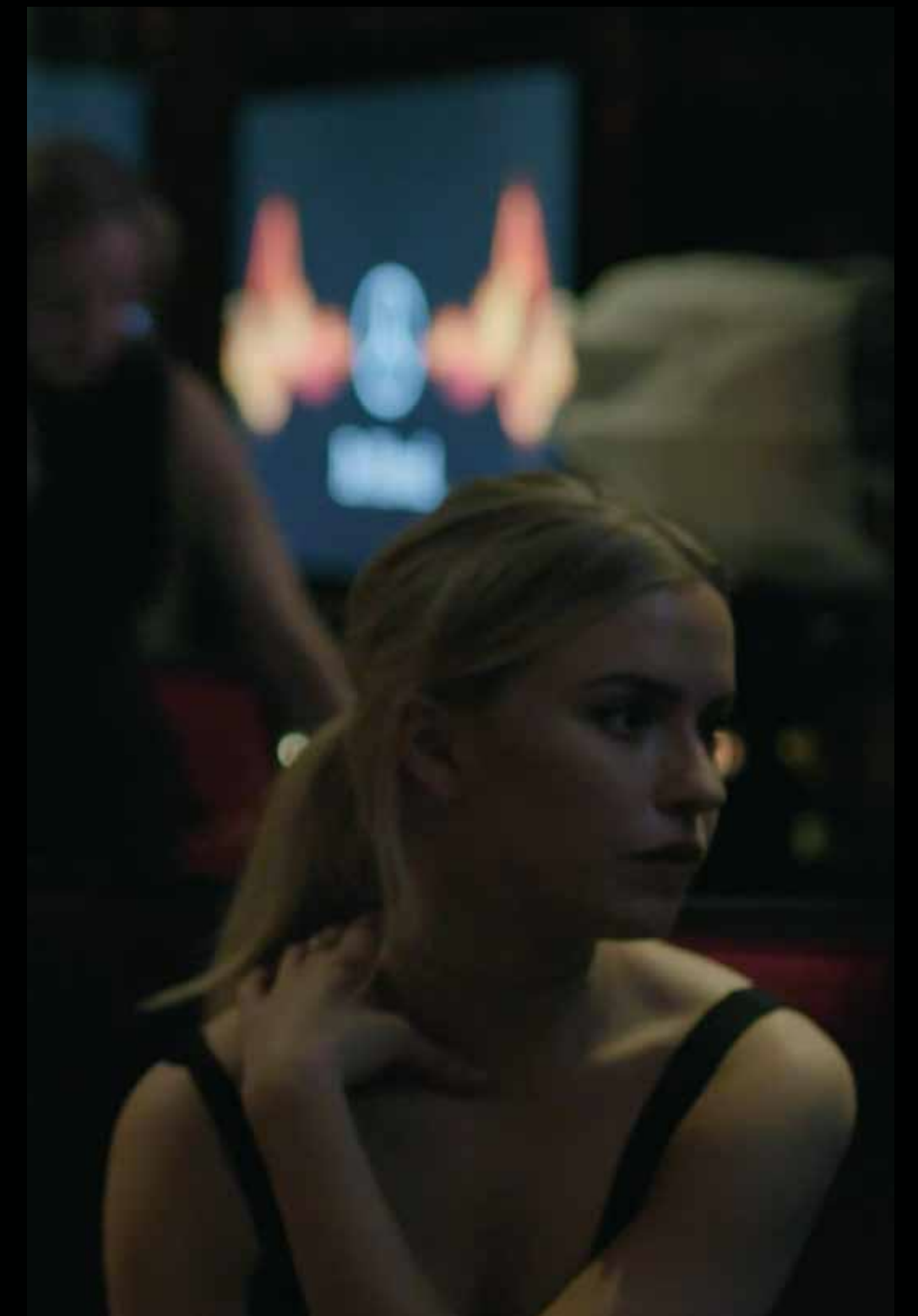




## Press release/event.

The press launch took place on April 10th at the Sher Club – it included automotive, lifestyle and entertainment media and influencers.

- The press announcement was released on the newswire on April 11th.
- Please view a copy of the official press release [here](#).

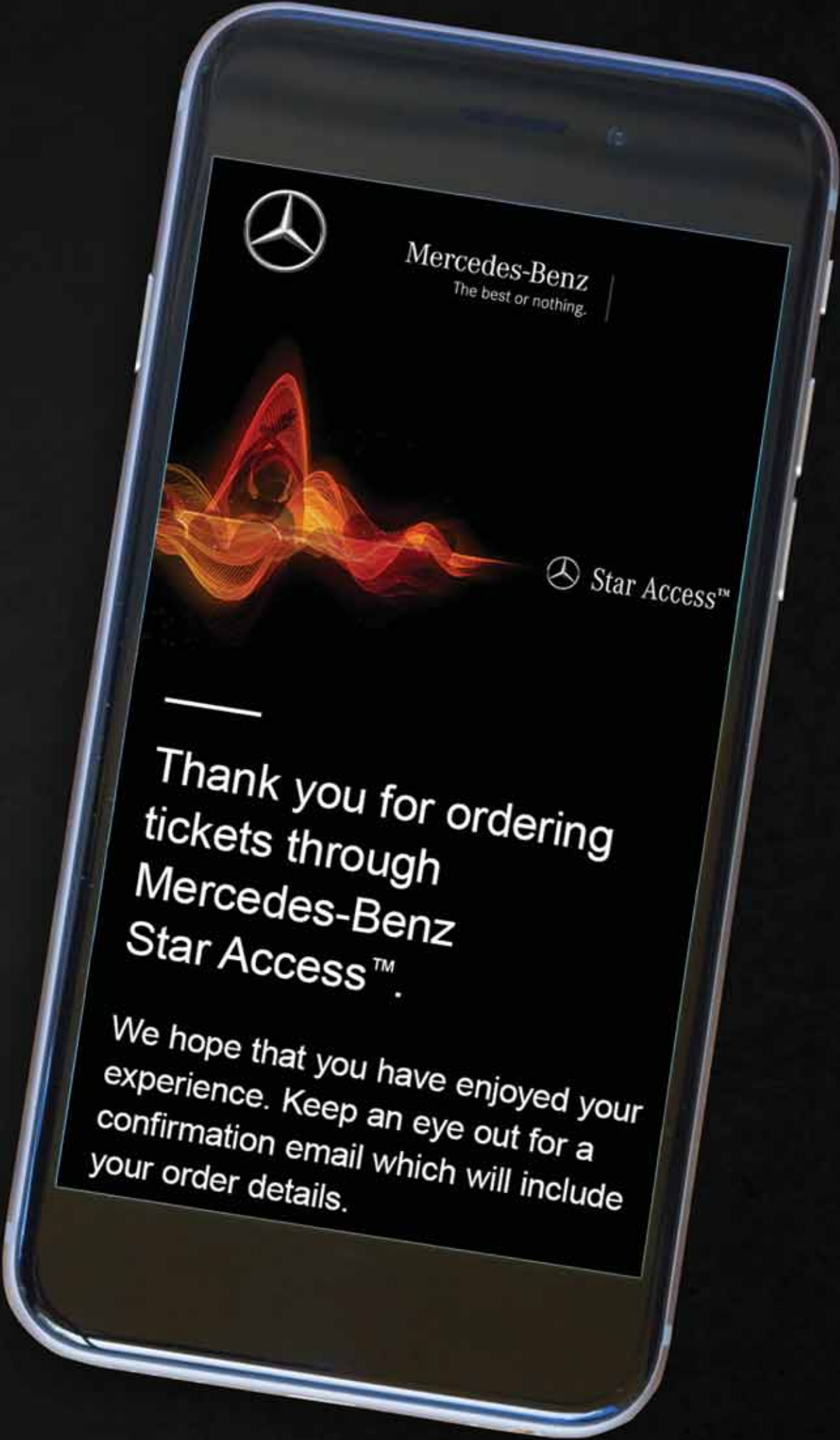
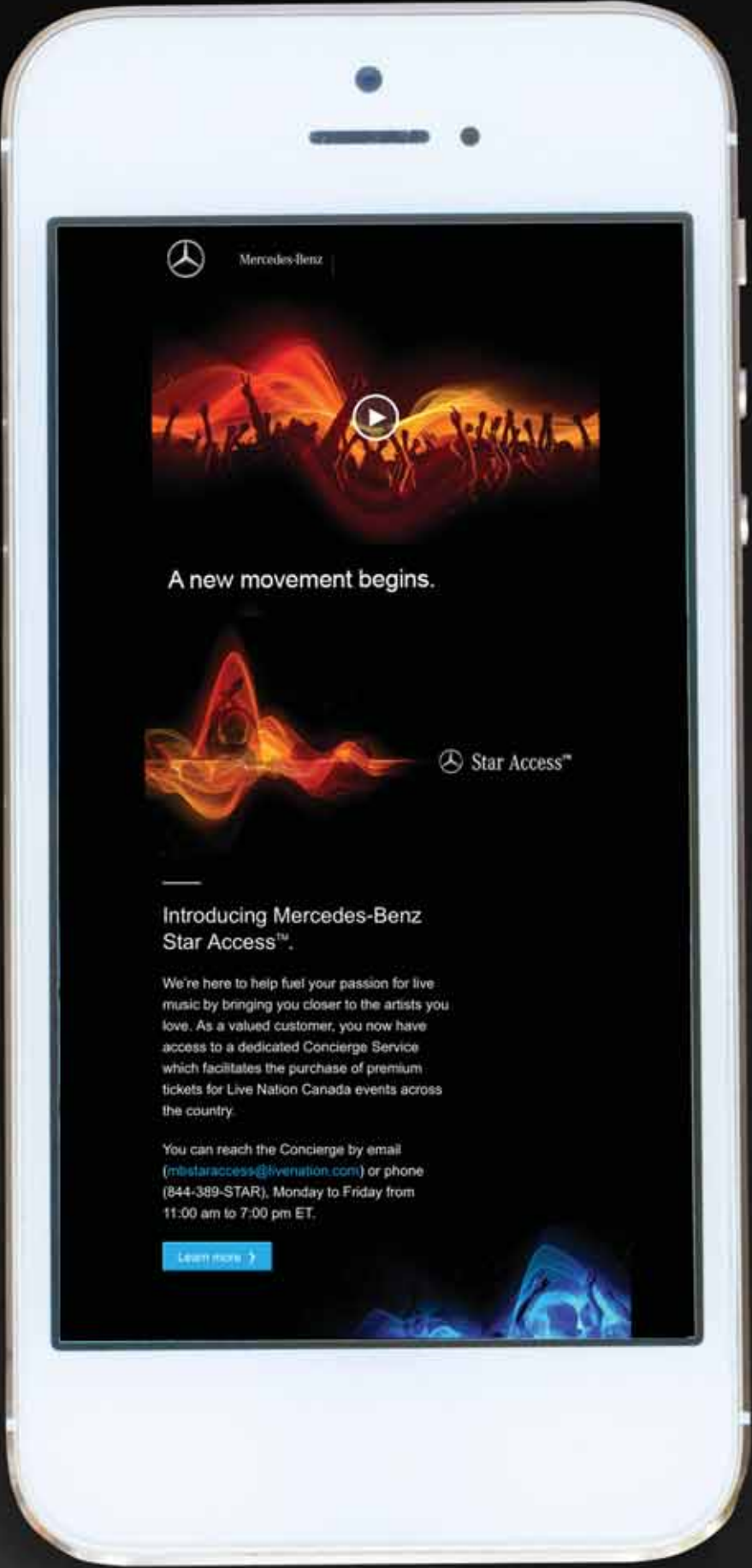
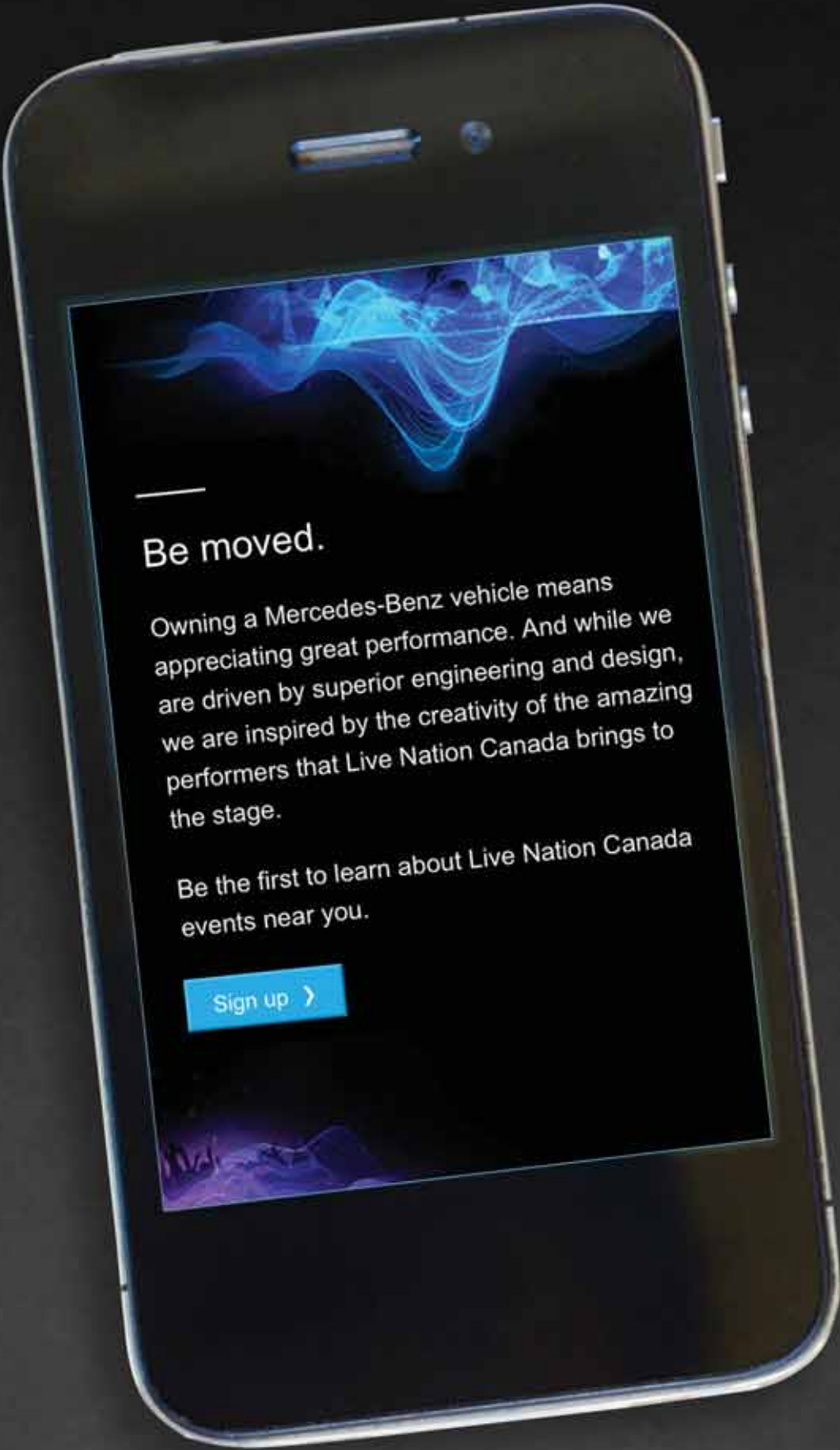




CRM.

On Wednesday, April 19th, we will be announcing the Live Nation Canada partnership by sending an email campaign to customers who have purchased a vehicle in the last five years. The launch email includes approximately 88,000 people.

Following the announcement, an email detailing the partnership will be sent to all new owners (within the first month of ownership) as part of the regular email communication cadence.





## Social media.

On Monday, April 17th, Mercedes-Benz owners will be targeted with a Star Access™ Facebook promoted post announcing the program to our customer database (44,000 people across the country).

We will be using various social media channels to continue to promote the partnership throughout the year.





# Star Access™ VIP Concert Experience.

The partnership also extends to Mercedes-Benz Canada's dealer network.

Branded as Mercedes-Benz Star Access™ VIP, dealers will have the opportunity to host exclusive experiences for up to 50 of their most valued customers at Live Nation Canada events. The events will include a private Mercedes-Benz hosting space, high-end food/beverage and premium tickets to the event. There may also be an opportunity for a performer meet-and-greet and/or backstage access depending on the artist/venue.

The cost of hosting an event will be approximately \$50,000. Please note that dealers will be eligible to co-op up to \$25,000 of the fee.

This event is the perfect opportunity to show your valued customers that Mercedes-Benz delivers the best experiences.

To enhance the Star Access™ VIP experience, creative has been developed as part of a dealer toolkit available on Comin Retail. The kit includes:

- Email invitation
- Direct mail
- Banner
- Thank you email

Other considerations:

- Contact the venue to determine if it is possible to provide valet parking for your guests.
- Order branded assets from the Collection department to fill the hosting space (i.e. napkins, branded cups, etc.)

**For more information about the Star Access™ VIP hosting opportunity, please contact:**

Sarah Graham, Retail Marketing Lead

Email: [sarah.graham@mercedes-benz.ca](mailto:sarah.graham@mercedes-benz.ca)

Phone: 416-847-7543





## Invitation and Thank You Emails.

**Email invitation:** An email invitation sent by dealers, asking recipients to RSVP to the event.

**Thank you email:** An email to be sent following the concert to thank guests for attending.

These emails are available here:  
<https://main.brandmaster.com>  
Path: Marketing Materials/Advertising Materials/Mercedes-Benz/Brand Campaigns/Live Nation





## Direct Mailer Confirmation.

A branded envelope designed to hold the concert tickets, as well as an insert containing a brief note from the dealer.

Please note that the branded envelopes will be available on the Print Ordering site ([MBPrintOrders.ca](http://MBPrintOrders.ca)) by the end of April. Additional details regarding pricing and quantities will be shared at that time.

