



Mercedes-Benz

Dealer Welcome Pack Concepts



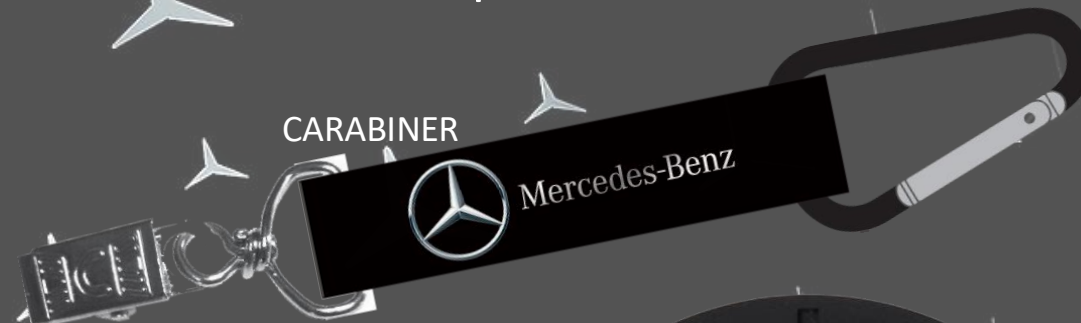
Mercedes-Benz

CLA | GLA WELCOME PACK

MAILER



16 | 4D VOUCHER



CARABINER



3D MAGNET



CAR COASTER (Client
Supplied)



Mercedes-Benz

CLA | GLA-MAILER



OUTSIDE



INSIDE



Mercedes-Benz

CLA | GLA- 4D **DEALER VOUCHER**



YOUR EXCLUSIVE SAVINGS
COURTESY OF MERCEDES-BENZ



SCAN QR
CODE

iOS or
Android



FRAME &
FOCUS

Whole
Image



UNLOCK
& SEE

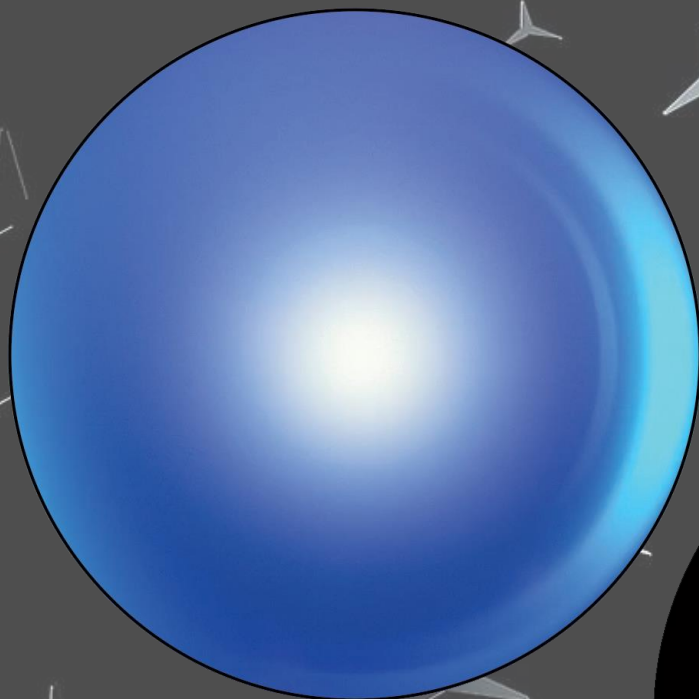
Your Special
Offer

16 | 4D TECHNOLOGY™ blends augmented reality with image recognition to activate geo-location video ad from the local Mercedes-Benz Dealer leading into an integrated discount voucher sign up form for the new customer then redirect to either the dealer store or the official Mercedes-Benz Lifestyle Collection Website.

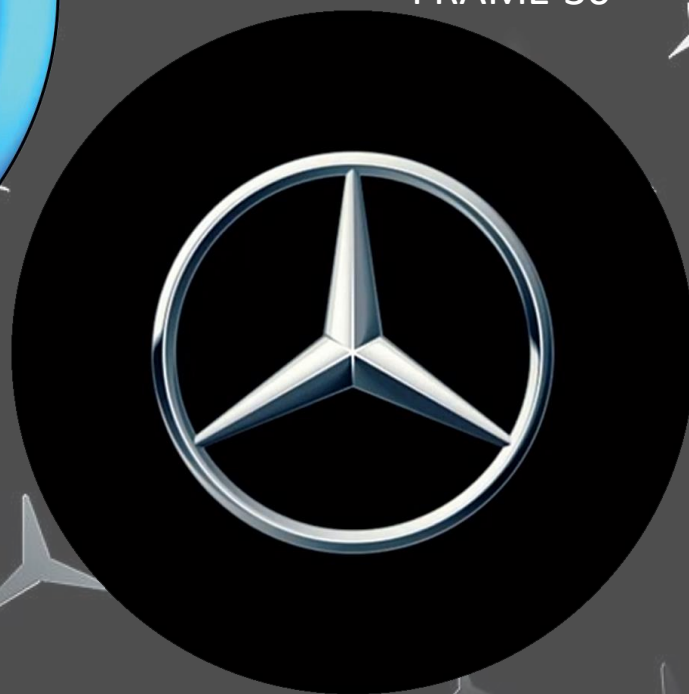


Mercedes-Benz

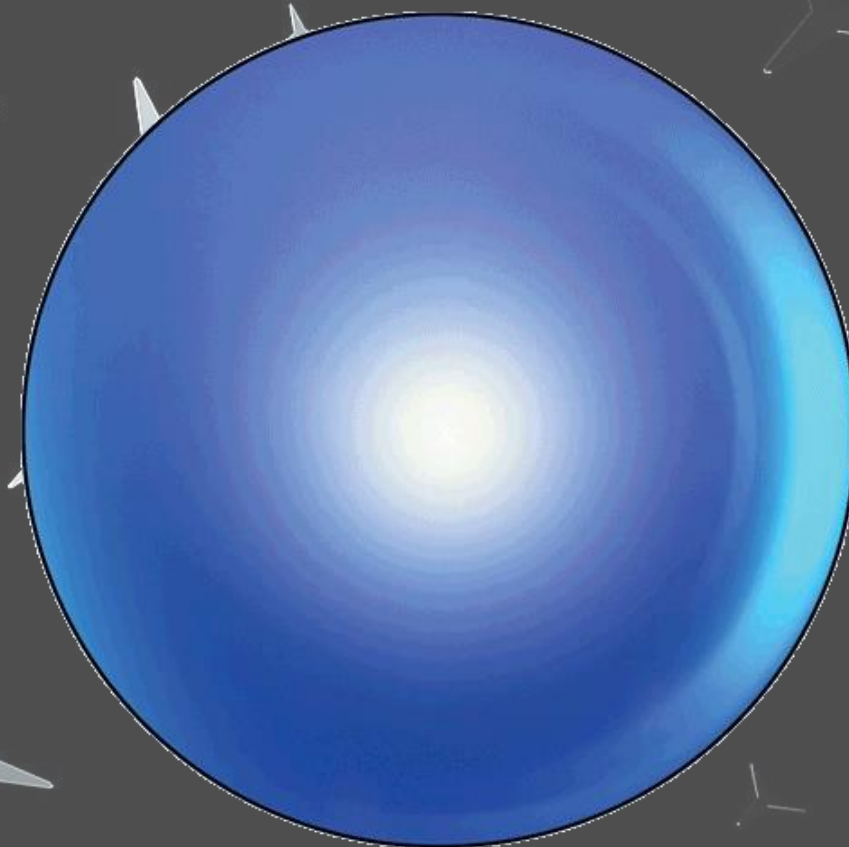
CLA | GLA- 3"x 3" 3D MAGNET



FRAME 1



FRAME 30





Mercedes-Benz

CLA | GLA—CARABINER KEYCHAIN



Mercedes-Benz

FRONT



Mercedes-Benz

BACK



Mercedes-Benz

E | C | S | G CLASS WELCOME PACK

MAILER



16 | 4D VOUCHER

CARABINER



Mercedes-Benz

ACRYLIC MAGNET



CAR DIFFUSER (Client
Supplied)



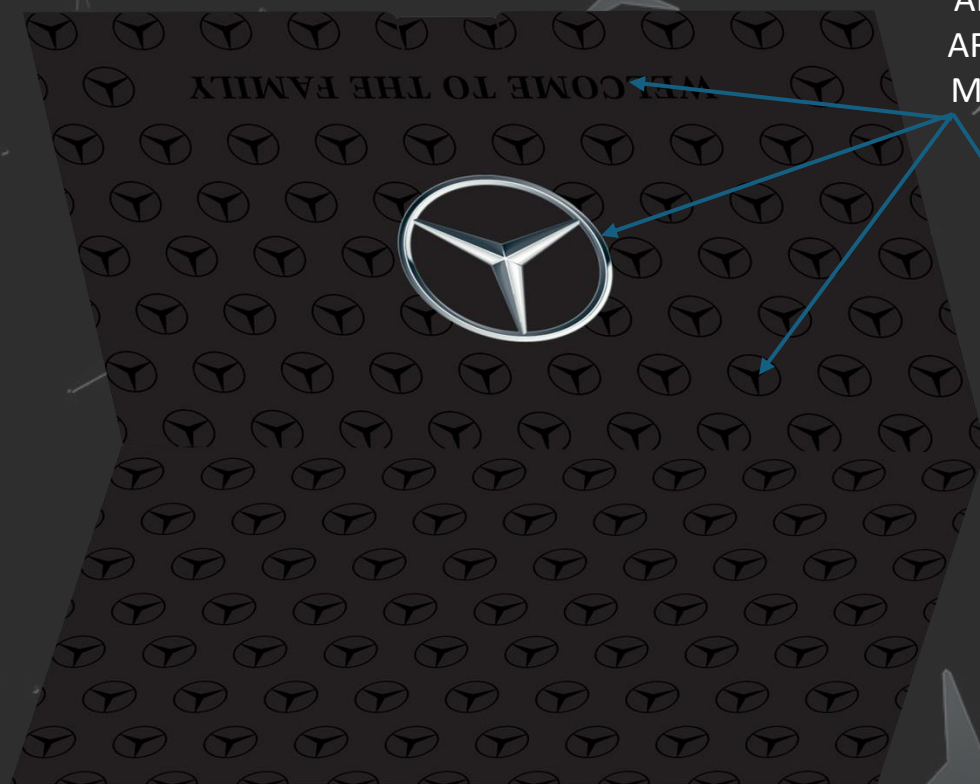
LAPEL PIN
(Client Supplied)



Mercedes-Benz

E | C | S | G CLASS – SPOT GLOSS MAILER

ALL THESE ELEMENTS
ARE SPOT GLOSS ON A
MATTE BACKGROUND



OUTSIDE



INSIDE



Mercedes-Benz

E | C | S | G CLASS – 4D DEALER VOUCHER



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COURTESY OF MERCEDES-BENZ



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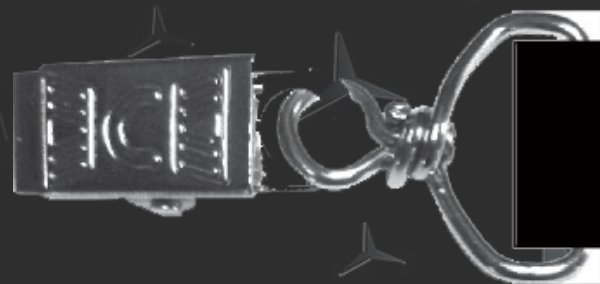
E | C | S | G CLASS – ACRYLIC MAGNET





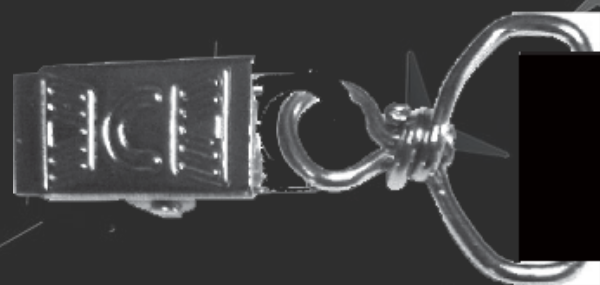
Mercedes-Benz

E | C | S | G CLASS – CARABINER KEYCHAIN



Mercedes-Benz

FRONT



Mercedes-Benz

BACK



Mercedes-Benz

AMG WELCOME PACK

MAILER



16 | 4D VOUCHER

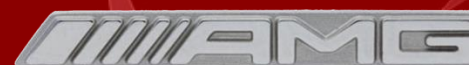
CARABINER



3D MAGNET



CAR DIFFUSER (Client Supplied)



LAPEL PIN
(Client Supplied)



ACRYLIC
KEY FOB



CHALLENGE COIN
(Client Supplied)



Mercedes-Benz

AMG – FOIL & SPOT GLOSS MAILER



MIRROR FOIL OUTSIDE



INSIDE WITH SPOT GLOSS
ELEMENTS



Mercedes-Benz

AMG – 4D DEALER VOUCHER



YOUR EXCLUSIVE SAVINGS
COURTESY OF MERCEDES-BENZ



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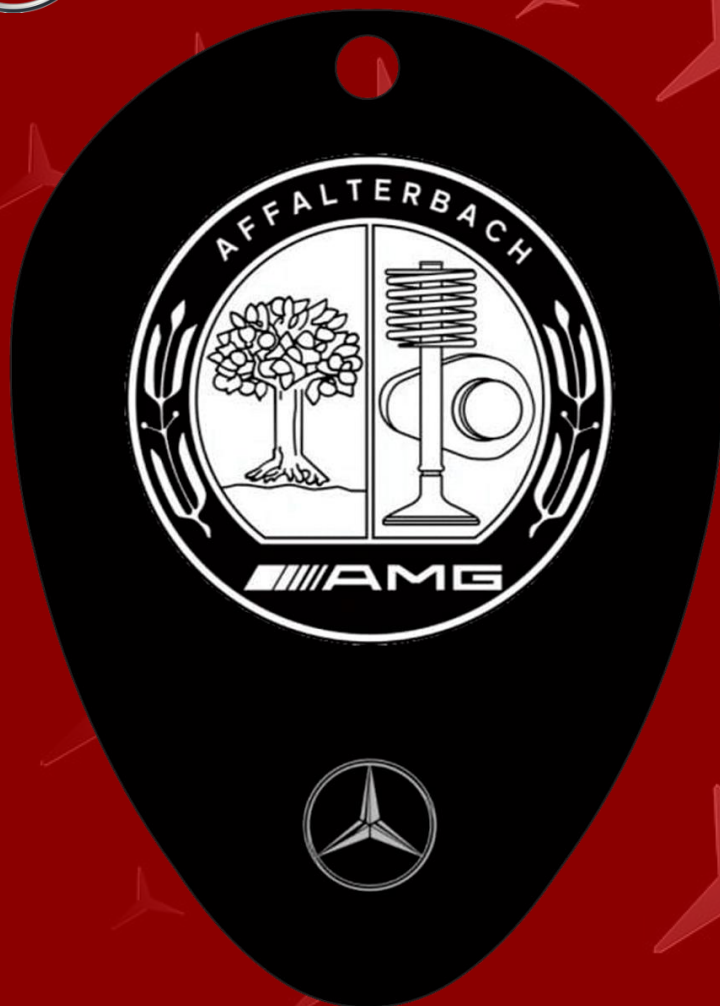
AMG – 3" x 7.5" 3D MAGNET





Mercedes-Benz

AMG – ACRYLIC KEY FOB





Mercedes-Benz

AMG – CARABINER KEYCHAIN



FRONT



BACK



Mercedes-Benz

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