

billion U.S. dollars. Mexico is very important for the company's North American strategy, which can be proved by the fact that Mercedes-Benz produces its cars in Monterrey, Nuevo Leon, Mexico. According to the McKinsey Global Media Report 2013 Latin America provided the highest growth in expenditure for advertising, in 2012 the increase was 13.3 percent. The increasing investments of automotive companies are a reason for it - in 2011 the industry expanded its expenditures in advertising by 101 percent. A critical analysis of the MB's marketing strategy in Mexico is the purpose of this research paper. Since we are not able to cover all aspects of the marketing of MB due to the limitation of 10 to 15 pages for this paper, the study will be focusing on the following areas: sponsoring, social media, TV advertisements and magazine commercials. Thus, other areas of marketing like brand management or viral marketing will not be addressed. The products and services the company offers in Mexico will be mentioned. The marketing strategy of Mercedes-Benz México will be described and target groups will be defined. At the end of this paper we will state how MB can use its marketing in Mexico more efficiently in order to gain higher profits.

Mercedes-Benz Saloon Coupe Nik Greene 2021-09-27 First produced in 1928, Mercedes-Benz Coupés became the embodiment of elegance and exclusivity on four wheels. Their design became an experience for all the senses, appealing to every emotion. Hans-Dieter Futschik, the designer responsible for many of the later Mercedes-Benz models, said of the Saloon Coupé: 'A shorter wheelbase compared with the saloons gives it different proportions that are almost sports car-like in character. The passenger compartment is set further back. This gives it a sportier look than a saloon. In addition, the greenhouse is smaller and more streamlined than the basic body. It looks like a small head set on a muscular body, exuding a powerful and more dynamic attitude... Everything radiates power, elegance and agility.' This complete guide includes an overview of early automotive history; pre-merger design from both Benz and Daimler; the historical protagonists and how they influenced the design; how design and fashion change vehicle shape; the continued

development of Saloon Coupe design to suit every class and finally, the modern idea of the Coupe.

Marketing to the 90s Generation A. Parment 2014-12-17 Marketing to the 90s Generation is based on original research conducted by sociologists and psychologists on generational cohorts, how they come about, what defines them and what it means to society, its institutions and companies.

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