

# Publicis Machine gears up with Mercedes-Benz win

Issued by [Machine](#)

17 Nov 2016

Publicis Machine has just won the hotly-contested Mercedes-Benz Cars Digital/CRM account and already the talented team is gearing up to elevate the digital footprint of this powerful global brand. Mercedes-Benz Cars is a division of Mercedes-Benz South Africa and MBFS, a wholly-owned subsidiary of MBSA.



“Mercedes-Benz is already a leader in the local digital landscape,” comments Publicis Machine MD Tom Fels, “but has enormous appetite to accelerate its innovation agenda and connect more closely with its customers.”

The win followed a competitive four-way pitch and will see Publicis Machine develop new campaigns as well as maintain the brand’s existing digital platforms across the web, social media and CRM platforms.

“With an already massive following in the digital space, we couldn’t be more excited about building on this success by generating compelling content and engaging with the right audiences in the right moments,” says Fels.

Over the past years, Publicis Machine has developed into a world-class agency committed to helping its clients ‘Lead the Change’ and in so doing become brand leaders that are not only relevant today, but also have the capacity to adapt to tomorrow. The addition of the Nurun business as a technology and digital media specialist within the Publicis group earlier this year, has further deepened the range of technical capabilities available to clients in their own digital transformation.

Commenting on the appointment, Mercedes-Benz Passenger Cars Marketing Director Selvin Govender says: “We believe Publicis Machine is the perfect fit for our growing digital requirements and we will align synergies going forward, staying true to our Mercedes-Benz brand promise, ‘The Best or Nothing’.”

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Publicis Machine is an integrated communications agency and home to 200 adventurous minds that combine incisive strategy, award-winning creativity and cutting edge technology to transform their client’s business. *The agency is*

*represented in both Johannesburg and Cape Town and features additional talent across six specialist pillars: Narrative (content marketing), Incentiv (loyalty and rewards), Answered (research), Moon Walk (public relations), Nurun (technology specialist) and Publicis Healthcare.*

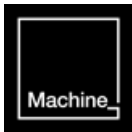
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