Automotive Partnerships

Talenthouse. Art works.
Since 2009 **Talenthouse** has built an on-demand creative community in 175 countries

This vibrant community works with our brand partners to help shape their creative communications.

We are not a conventional crowdsourcing or UGC company. We are an experienced creative partner working with marketers, agencies & media owners.

Our robust technology platform delivers low cost, high speed, high quality creative solutions - at scale.

Capability to amplify creative work through influencers, social media & strategic partnerships.
Create multimedia artwork for the new X-Class

Campaign
To celebrate the European launch of Mercedes-Benz’s very first premium pickup for adventure lovers, Mercedes-Benz has called on the artistic Talenthouse community to create a variety of outstanding visual artworks that captures the X-Class on its adventures and reflects the campaign claim “First of a new kind”.

The Creative Invite and submitted designs were widely spread on all Talenthouse social media channels and amplified by sponsored targeted posts on Facebook and Instagram to engage with Mercedes-Benz’s target audiences.

Results
Over 500 submissions that included images, GIFs and short clips featuring the new X-Class. Through Talenthouse Amplify, the campaign generated 1.6M impressions and 92K engagements.
**Campaign**

Mercedes-Benz has partnered with the artistic Talenthouse community to create multi-media artwork which celebrates the millionth fan of their German Facebook page.

The marketing team was looking for artwork that visually celebrates real brand love – whether it’s high-quality photography of a Mercedes-Benz classic car, a short video of a Mercedes road trip, unique illustration, design or surprisingly animated GIFs.

**Results**

The campaign generated 726 artworks with 1 overall selected artwork showcased on Mercedes-Benz official Facebook Fanpage. The post achieved more than 104K views and 1K likes.
Left to right, work by Talenthouse Artists

Rosina Esquivel, Argentina
Abdiel Hanan, Mexico
Norman Duenas, US
Vián Sipó, Argentina
Veronika Neto Designs, US
Sahil Ahuja, India
Campaign
As a tribute to Andy Warhol’s lifework and to celebrate the “Letters to Andy Warhol” exhibition in Munich, Cadillac engaged the European Talenthouse artists to create illustrations, paintings, paper cut art and all kinds of visual artworks using the unique Andy Warhol pop art style in combination with the iconic Cadillac car.

Submitted designs were widely spread on all Talenthouse social media channels, amplified by Sponsored Targeted Posts on Facebook/Instagram and Talenthouse influencers to engage with Cadillac’s target audiences.

Results
The campaign generated 765 designs and 14.8 million impressions overall. Five Artists were selected to have their work displayed at an exclusive Pop Art Gallery, attended by VIP’s from the art scene, influencers, media and international artists.
Left to right, work by Talenthouse Artists

Martina Cavaglia, Italy
Christian Mayer, Austria
Maria Solomon, Spain
Marco Zafferano, Germany
Campaign
As enabler of life-changing opportunities, Porsche partnered with Talenthouse to offer emerging talents the opportunity to work and meet with their idols. The first project was launched with famous German clothing brand lala Berlin. Porsche and lala Berlin invited emerging fashion and product designers from the German Talenthouse community to redesign lala Berlin’s iconic triangle scarf.

Results
Based on their concepts, six artists were selected and invited by Porsche and lala Berlin to fly to Berlin and to bring to life their designed pieces.

The story of emerging design talents meeting their idol was promoted across all Talenthouse channels through a dedicated paid social media campaign which achieved more than 1.9M reach and 4.8M impressions.
Workshop impressions and final artworks

Left to right:

Tapestry by Marina Doroschkov
Austrian Dirndl by Laura Lang
African cow by Alexander Wiredu

Left to right:

Home 4 by Natalie Maassen
Sleeping bag by Florentine Schütter
Wedding dress by Theresa Groß
Six emerging Talenthouse Artists experienced a once-in-a-lifetime opportunity to meet and work with their idol lala Berlin for the #PorscheTalentProject! A project where sports car brand Porsche partnered with fashion design label lala Berlin - two brands that celebrate design and entrepreneurship. Take a look at these creative talents at work and stay tuned for the next Porsche Talent Project with Peter Lindbergh.

Talenthouse Paid Social Media Campaign

The Porsche Talent Project

Influencer post by Marina the Moss

Marina the Moss creating storytelling content

Porsche Press Release
Design a wrap for the all-new Mazda MX-5

Campaign
Mazda engaged Talenthouse UK artists to design a wrap that was produced on a new MX-5 and displayed at the Goodwood Festival of Speed.

Mazda encouraged artists to take inspiration from their strong “defy convention” heritage and their innovation design language, KODO, which represents the soul of motion.

Results
The campaign generated 5.5M impressions and 150K views.
Over 70 participants from the UK submitted their wrap design to the Creative Invite.
Campaign
Ram Trucks launched an animated lyric video campaign for its “Long Live” music strategy. Five Talenthouse animators were hand-selected by Ram and each given a different song to create a lyric video for.

The goal for animators was to interpret the assigned songs and combine them with RAM’s core pillars: Family, Courage, Hard Work, Integrity, Tenacity, Loyalty, Resilience, and Community. The animated lyric videos were leveraged through social influencers that are niche to the RAM Trucks’ target audience in the US.

Results
Talenthouse and seven American influencers posted the videos on Facebook, Twitter and Instagram. The amplify campaign achieved more than 96K video views, 1.5M reach and 40K engagements.