

ADVERTISING

## Mercedes seeks new retail talent through recruitment campaign

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*Still from Mercedes-Benz campaign*

By STAFF REPORTS

German automaker Mercedes-Benz is looking to recruit new talent for its retail division in the United Kingdom with a multimedia campaign aimed at those currently working both inside and outside the auto industry.

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Launched as a television commercial during an episode of Channel 4 series "Fargo" on Oct. 26, the effort will also be shown in theaters before "Star Wars: The Force Awakens" in December. Mercedes has chosen to release this campaign in a manner that may attract attention from those who would not have considered a career in the automotive space previously.

For hire

Mercedes' 30-second ad begins in a dimly lit dealership. Lights come up over a series of vehicles sitting in a showroom as a group of employees enter the space, presumably to start their workday.

Showing the cars in action, a pair of headlights click on and a car is driven across a garage.

Clips of the office and the mechanical sides of the business are juxtaposed, with a cup of coffee brewed with the Mercedes logo depicted in the foam while a team member tightens a bolt with a wrench.

Other scenes show employees interacting with consumers, showing them features of the cars on a tablet or taking them on a test drive.

At the end of the spot, a voiceover says, "Mercedes-Benz retailer careers: Be part of something special."

*Mercedes-Benz Retailer Careers*

In text, the viewer is invited to search Mercedes-Benz careers, leading them to the job board for the UK. On YouTube, the automaker includes a link to the site for ease of searching.

Ideal for second-screen interaction, Mercedes has just launched a mobile version of its careers site.

Rather than only trying to lure those working within the auto industry, this is also aimed at getting those from other disciplines to bring their knowledge to Mercedes.

"Mercedes-Benz Cars has seen five years of continued sales growth in the UK," said Gary Savage, CEO of Mercedes-Benz UK, in a statement. "Underpinning the new cars we're retailing and the new customers we're attracting is a

community of franchised dealer partners that are the best in the business.

"The ongoing professionalism of our dealer network is absolutely critical to ensure our continued success, to best-serve our new and returning customers, and for us all to achieve the company's ambitious growth plans," he said. "We've already got brilliant colleagues working around the country and now the time is right to encourage more talent to join us."

Luxury brands struggle to find and recruit the top talent for positions across their companies, according to a new study from Boston Consulting Group.

Having the right employees can have a measured impact on a brand's profits and economic growth, especially in executive and leading creative roles. Because of this, luxury brands may need to rethink their existing recruiting strategy to locate the personnel necessary ([see story](#)).

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