

ADVERTISING

Mercedes-Benz, BMW score top spots in effective Oscar ads

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By ELIZABETH ZELESNY

Mercedes-Benz and BMW were among the top 10 most effective advertising spots during the 83rd annual Academy Awards.

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A study from Ace Metrix found that automotive ads held four of the top 10 most effective ads, with BMW and Mercedes-Benz leading the way. The luxury automakers took advantage and succeeded at promoting their 2011 models during their 30-second Oscar spots.

"The Oscars are very glamorous, very high profile and certainly feed our appetite for movie stars and celebrities," said Jack McKee, vice president of marketing at Ace Metrix, Los Angeles. "Brand names in the fashion industry have become more and more associated with the Oscars.

"Many people who watch the Oscars watch with friends, host Oscar parties and pay attention to the fashions on parade," he said. "This environment seems like a very natural fit for many luxury brands which draw on the aspirational nature of their products."

Ace Metrix measures ad creative effectiveness based on reaction to national television ads by randomly selected, representative sample of U.S. TV viewers.

Luxury brands are eager to tap into Oscar's huge audience. The award ceremony, hosted by actor James Franco and actress Anne Hathaway attracted 37.6 million viewers on Sunday, Feb. 27.

There is similar hype for luxury advertisements during the Academy Awards as there is during the Super Bowl, but both luxury automakers decided to re-run already aired commercials.

Triumphant ad

Luxury automaker Mercedes-Benz opted to air its "Triumphant" commercial during the Oscars. The ad was from a regular broadcast back in September.

Mercedes-Benz "Triumphant" commercial

The commercial revolves around people – some famous and some not – raising their arms in a sign of victory and triumph.

Martin Luther King Jr., Muhammad Ali, figure skater Michelle Kwan and tennis pro Roger Federer are all featured in the ad raising their arms in sheer joy.

The video cuts to the Mercedes SLS AMG opening its gullwing doors.

"Mercedes hit a high note with the SLS AMG sports car triumphant ad," Mr. McKee said. "That ad generated very high scores on attention, likeability and desire.

"Mercedes leveraged a powerful creative message for an appropriate environment and audience," he said. "The SLS ad had already proven to be effective, and as the old saying goes, 'if it isn't broke, don't fix it.'"

Ch-ch-changes

BMW re-ran its two commercials that were first aired during this year's Super Bowl.

The BMW “Changes” ad led the overall most effective list, according to Ace Metrix.

BMW's "Changes" commercial

BMW's TV ads underscored the luxury automaker's commitment to being a significant contributor to the economy and environment in America.

The “Changes” commercial featured BMW's clean diesel vehicles, contrasting them to diesel vehicles spewing out black exhaust.

BMW's 2011 335d enters the picture effortlessly with the lack of environmentally-hazardous emissions.

The luxury automaker's second commercial was “Designed in America,” which made its debut during the Super Bowl.

The ad showcased the brand's X3 crossover. It emphasized the fact that the car is manufactured in the United States at the company's Spartanburg, SC, plant.

“All three of these ads did equally well with men as they did with women, and they did just as well with younger as well as middle aged consumers,” Mr. McKee said.

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