

INTERNET

## Mercedes takes Peanuts characters along for the ride

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Image from Mercedes' "Friends in a Car"

By STAFF REPORTS

German automaker Mercedes-Benz is highlighting the utility and space of its V-Class vans for kids and cartoons alike.

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In an exclusive film for Mercedes-Benz tied to the release of the new cinematic feature "The Peanuts Movie," the entire gang is shown setting off on an adventure in one of the vans, enabling the brand to showcase some of the model's features in a lighthearted way. While they may be cartoons, Charlie Brown and his friends have been a part of pop culture for more than half a century, making them ideal spokespeople to reach multiple generations.

### Driving attention

Mercedes introduced the campaign on its Web site, including the feature within the information about the V-Class.

The plot of the film involves Charlie Brown trying to make himself a winner to impress the little redheaded girl, with help from all of his friends. Mercedes explains that when the entire group took off, they chose the "biggest and safest" car for the ride.

From there, the automaker says the cast was able to take some time off from their big adventure to film an exclusive video with the V-Class, "their biggest fan."

At the beginning of the film, set up like a trailer, consumers are invited to "join Snoopy's biggest ride." As the animated children stand behind a snowy fence, Snoopy is seen scurrying into the driver's seat of a V-Class, where he finds the button to open the sliding doors.

The kids climb in and they take off down the street. When the van stops, the door slides open, revealing a dancing Charlie Brown.

### *Mercedes-Benz TV: The Peanuts gang discovers the V-Class*

In addition to the film, Mercedes has created a set of desktop wallpapers featuring the gang hanging out in the V-Class. The "Friends in a Car" series captures different elements of the van.

For instance, in one of the downloadable images, Lucy and Sally sit in the back seats with a foldable table opened in front of them. Another shows Snoopy fitting Linus' piano in the trunk.

Mercedes has frequently looked beyond real spokespeople to show off its models in an engaging way.

For instance, the brand is giving videogamers a new way to experience its brand via a special level created for Super Mario Maker.

Mercedes-Benz Jump'n'Drive is an Event Course for the Nintendo game that lets consumers unlock a special costume featuring Mario in the driver's seat of a GLA for free. As the exclusive auto partner of the game, Mercedes will be able to reach consumers in an immersive and entertaining way ([see story](#)).

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