

INTERNET

Mercedes saves the day in New Year's Eve short

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Still from Mercedes-Benz's "Fireworks"

By STAFF REPORTS

German automaker Mercedes-Benz is showing the wonder and excitement that can come from a vehicle feature often taken for granted.

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The short video "Fireworks" positions a Mercedes' windshield wipers as the hero when a rainy night seems destined to ruin a child's view of the sparklers. Automakers often tout the more high-tech features of their vehicles, but this film shows that Mercedes' care in a standard piece can help to create magical moments.

Unlikely hero

Fireworks was shared on Mercedes' social channels. While the idea of a firework show may seem specific to celebrations such as New Year's Eve, the brand explains in accompanying text that its wiper blades are for "whenever it really matters."

At the beginning of the 48-second film, a boy is shown staring out of a water-drenched window at a fuzzy firework display. Shown from the back, he appears to be enjoying the display, but as his father moves up next to him, the disappointment shows on his face.

With the heavy rain, the child gestures that they cannot just stand outside. He sees something off-screen, then smiles, revealing he has a plan. The object of his attention is his dad's car keys, which he grabs and runs out the door with.

Once in the car, the father still seems perplexed, until the boy gestures the back-and-forth motion of the wiper blades. The camera angle then captures the clear view of the display from the passengers' positions.

Mercedes-Benz TV: "Fireworks"

Rather than positioning a car model, Mercedes' effort instead focuses on using genuine Mercedes parts, including its wiper blades.

A car may be owned by a parent, but it becomes a part of the lives of the entire family. This is a theme explored in other Mercedes efforts.

The automaker promoted its V-Class series by partnering with hotels in the Salzburg region of Austria to offer consumers a test drive during their vacation.

Mercedes-Benz created a short social video to highlight the promotion, focusing on the beauty of the Austrian outdoors and how families on vacation can use the V-Class. Tailoring promotions to a specific demographic of consumers can help forge more intimate connections and show how a product can be used in real life ([see story](#)).

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