

INTERNET

Mercedes shifts spotlight from machines to humans with W07 teaser

February 19, 2016



Mercedes AMG Petronas

By FORREST CARDAMENIS

German automaker Mercedes-Benz is giving attention to the people rather than the vehicles with its latest Formula One racing campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

The Mercedes AMG Petronas is giving its fans a place on the racing team with its #WeAreW07 campaign. Because the racing team already appeals primarily to brand loyalists, its specific branded messages will likely go over well with its audience and create a sense of camaraderie that could extend beyond social media followings.

"Selling the soul of your existence rather than the tangible pieces adds humanity to the brand," said Chris Ramey, president of [Affluent Insights](#). "Racing, like luxury, is about passion. Elevating those who are the creators is akin to what's commonplace in fashion."

The man behind the curtain

A short video promoted across Mercedes AMG's social media channels serves as the centerpiece for the #WeAreW07 campaign. Unlike most videos, it does not show the W07 vehicle but instead focuses on people involved.

In the two-and-a-half minute long video, which has amassed almost 300,000 views on Facebook as of press time, various Mercedes associates talk about the team.



#WeAre#W07 wallpaper

By highlighting the people rather than the car, Mercedes is putting a human face to the brand. This in turn will give people a connection to people rather than machinery and foster consumer sentiment and loyalty.

The hashtag campaign works similarly, emphasizing the human faces behind the achievements and also giving the consumer a voice and place within the brand.

Introducing the W07...

While other sectors can give the consumer an opportunity to co-create and customize design, thus making her feel like more of a part of that brand, automakers without bespoke divisions cannot. The #WeAreW07 plays into similar sentiments by crediting vocal fans as being the vehicle to success.

Users can also download #WeAreW07 wallpaper for their mobile phones, tablets and computers. The wallpaper includes scenes from Formula One races, trophy-raising and other victory celebrations and similar related images.

Because Mercedes AMG's social networks carry out the campaign, rather than the parent brand, this option will mostly reach the high-enthusiasm Mercedes-loyalists most likely to be interested.



Lewis Hamilton, Mercedes AMG Petronas Formula One racer 400

Cultivating enthusiasm could lead to sales in the long-term, and not only among AMG fans. The campaign's viral nature will also reach general fans of auto-racing and those outside racing social networks, possibly turning them on to Mercedes in the process.

In the short term will help build anticipation for the actual reveal of the W07 racing vehicle and helps keep consumers engaged.

Victory laps

Although sometimes thought to have a niche appeal, well-branded racing promotions can lead to large numbers of sales inquiries.

For example, in 2014 Audi, Bentley, Bugatti, Lamborghini and Porsche, under the Volkswagen Group umbrella, attracted substantial attention in global markets through the branded mobile application, "Sports Car Challenge 2," recently reaching 1 million downloads.

The app acts as a way for racing fans to explore VW brand models and discover vehicle capabilities with precision while on virtual racing tracks. Over a 10-week period, the racing app led to 25,000 dealership inquiries for visits or real-life test-drives ([see story](#)).

This isn't the first time Mercedes AMG has gotten its social media fans involved.

Previously, the brand gave racing enthusiasts a chance to win an exclusive driving experience through a new contest that was promoted via Facebook.

The winner of the contest was invited to the AMG Driving Academy at Laguna Seca racetrack in Salinas, CA. Providing priceless opportunities can often make someone into a fan for life ([see story](#))

"The employees reflect passions, goals and thoughts consistent with anyone striving to succeed," Mr. Ramey said. "The affluent favor those whose values match their values."