

AUTOMOTIVE

Mercedes-Benz grants wish fulfillment with luxury carousel

June 30, 2016



Europcar's Carousel of Dreams featuring Mercedes-Benz

By STAFF REPORTS

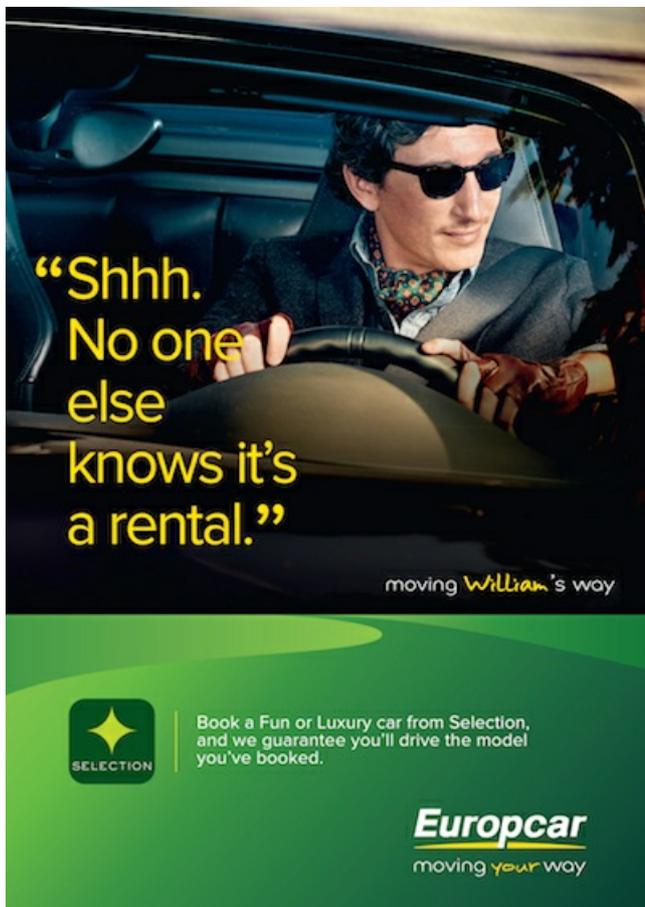
Car rental company Europcar made adults feel like kids again with help from Mercedes-Benz.

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To launch its new advertising campaign, centered on the customizable features of its rentals and its selection of luxury and fun cars, Europcar worked with Mercedes to construct a working carousel in London where adults could hop in and coast in one of the automaker's newest models. This unconventional out-of-home placement and corresponding social video will not only help draw attention to Europcar, but may help inspire Mercedes aspirations among viewers.

Revolving ride

Europcar's ad campaign, developed by agency Rosapark, focuses on the service provider's ability to deliver on an individual basis, whether through its to my door delivery service or its range of luxury and fun cars. Photography of drivers is paired with a tagline that includes their name, a take on its existing tagline, "Moving your way."



Europcar's campaign

Taking the campaign beyond the out of home placements in airports, on its vehicle exteriors and at its branches, Europcar decided to add an element of joy with an adult carousel.

Featuring five new Mercedes models, the carousel was constructed in the center of London, ensuring it would be seen by passersby.

On video, adults become children again, giddy with the magical ride that appeared before them.

Europcar and Mercedes-Benz - The Carousel of Dreams

"We are delighted to have the opportunity to present this new, ambitious advertising campaign, which reflects our core mission: to provide our customers with a unique mobility experience that meets their individual needs," said Sheila Struyck, Europcar group marketing director.

"As the European leader, our objective is to differentiate ourselves by offering innovative, simple and customized solutions that make all the difference," she said. "That's the entire theme of this customer-centric campaign."

Taking out-of-home placements beyond a flat billboard can help get consumers involved, engaged and inspired.

U.S. apparel and accessories brand Marc Jacobs expanded on current promotions for its latest fragrance Daisy Dream with a social time capsule initiative.

The consumer could "join the thousands of dreamers around the world" by creating a Marc Jacobs Daisy Dream Dream Capsule. Participants received their Dream Capsule back from Marc Jacobs in a year's time ([see story](#)).

Extending the effort, Marc Jacobs set up a lounge in New York's Madison Square Park. Here, with the help of on-site iPads, consumers had the opportunity to add their dreams to a capsule.