

AUTOMOTIVE

## Mercedes' Super Bowl strategy mirrors blockbuster releases

January 25, 2017



*Mercedes tweets out photo with the caption "Bar fight? See why."*

By BRIELLE JAEKEL

German automaker Mercedes-Benz is getting a head start on Super Bowl LI promotion and getting consumers excited for the premiere by teasing its television spot on social media.

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

Throughout the week, Mercedes is sharing snippets of its Super Bowl ad through social media, getting fans pumped up to see the full vignette. The teased narrative seems to be centered around a plotline at a biker bar with the hashtag #EasyDriver heavily promoted.

"It's a clever idea to generate interest in their new campaign towards making a larger part of the public aware of the Mercedes-AMG brand by using a format similar to some of the more popular program/series people watch to grab their attention in between the game," said Brett J. Levine, automobile consultant at [driveanything.com](http://driveanything.com).

Mr. Levine is not associated with [Mercedes](http://Mercedes), but agreed to comment as an industry expert.

[Mercedes](http://Mercedes) was reached for comment.

### Driving excitement

Mercedes is hoping to drum up excitement around its television spot, which is to premiere during the Super Bowl on Sunday, Feb. 5, similar the way a movie or television show is released. The brand is sharing short snippets of the ad in which consumers can only assume the plot.



### *Mercedes' #EasyDriver campaign still*

But the short teasers are exciting enough to incite curiosity for the upcoming release. With so many other buzzed about commercials, it is important to take on strategies like this to stand out from the crowd.

The first teaser, shared on Facebook and Twitter, showed two men with the look of "bikers" arm wrestling. The match ends when one man head butts the other, causing the recipient starts to yell in anger.

Underscored by Steppenwolf's iconic song "Born to Be Wild," the 10-second clip remains cryptic as the Mercedes symbol appears along with the hashtag #EasyDriver.

Another post shared a still from the upcoming ad with the caption reading, "There's about to be trouble. February 5th. #EasyDriver," along with a football emoji. A few clips and photos show actress Dale Dickey dressed in biker gang gear.

The ad will air during the fourth quarter of the game. Another clip shows patrons of the biker bar all repeating the phrase "blocked in," indicating the story line will have something to do with a vehicle blocking others in a spot.

One clip shows the jukebox starting to play the song and another shows patrons, including Ms. Dickey, running outside of the bar.

### Super Bowl advertising

This year's spot marks Mercedes' fourth appearance in the big game, during which it will be coming up against competitions such as Audi and Lexus.

Lexus is hoping to draw attention to itself during the most-watched television event of the year, with a Super Bowl LI spot that pairs amazing feats of the human body with powerful driving performance.

Actress Minnie Driver has lent her voice to Lexus' third Super Bowl spot for this year's game airing on Fox Network Feb. 5. The spot features professional dancer Charles "Lil' Buck" Riley as he performs eye-catching dance moves around the Lexus LC 500 ([see more](#)).

German automaker Audi will also be appearing again, and last year blasted off to showcase its latest vehicle in style.

The Audi R8 V10 plus was featured during Super Bowl 50 last year, Feb. 7, 2016, a surefire way to get more than a third of the United States population to take notice. A memorable Super Bowl commercial that struck a chord with consumers was able to give the brand a long-lasting boost in awareness and generate desire and sentiment ([see more](#)).

"The Super Bowl being one of the most watched and highly rated live events in the United States every year is a great way to get exposure to a product or new campaign," Mr. Levine said.

"Although it is extremely expensive, it is a lot of bang for the buck for Mercedes who will have a extremely large audience at one time and help create buzz it may not be as effective in other formats or programs," he said.