

AUTOMOTIVE

Mercedes encourages consumers to “grow up” with its brand

March 8, 2017



Mercedes A-Class ad featured in "Grow up. Spend time with family."

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German automaker Mercedes-Benz is putting a new spin on cliché advice with its "Grow Up" campaign that features five of its vehicles in five different narratives.

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Each story under of the Grow Up moniker features a narrative that plays off an age-old line of advice that many consumers will recognize and related to concept of growing up. The featurettes incorporate Mercedes vehicles into the story, keeping an underlining presence as part of the film, but without a full-blown advertisement.

"Grow Up' is much more than a major campaign about model series," said Dr. Jens Thiemer, vice president of Mercedes-Benz.

Storylines and advertising

Mercedes' Grow Up campaign features five story arcs to advertising five of its models. Each video short has a title that is a common piece of advice, known by many consumers. The videos also feature a different set of characters for each narrative.



"Grow up. Get a job."

For instance, "Grow up. Spend time with family" tells the story of two sisters who lost touch after Natasha stops

coming around or answering her sister Kate's messages and phone calls. Natasha appears at Kate's home and encourages her to drive around with her.

The two spend the day in Natasha's Mercedes A-Class hashing out their problems, grabbing lunch, fending off men harassing them, going to the beach, dancing and drinking and becoming close again. Throughout the film Kate reveals she's moving to London and eventually the two overcome their problems.

"Grow Up. Be a good parent," showcases the Mercedes B-Class in narrative that shows the conservative parent Tomas quitting his job of 35-years and reconnecting with his estranged son.



"Grow up. Be a good parent."

Mercedes' CLA Shooting Brake is the promoted vehicle in "Grow up. Settle Down," as the car that Dominic is shown driving to various destinations to mountain bike as he attempts to get over his breakup. Flashback scenes are shown of the ex-couple fighting in the vehicle as well.

A true story of a boy named Rakim was the baseline for "Grow up. Get a job," the narrative featuring the CLA Coupe. Rakim, better known as A\$AP Rocky, discusses how a beat in his head was the driving force to become a successful rapper, as clips about a scary and humble past play.

"Grow up. Start a family" shows the story of two friends who eventually started dating and had a child. But after they start fighting things get complicated and the man leaves, but eventually he returns and the two learn how to co-parent.

Mercedes' Grow up video

The narrative features Mercedes' new GLA.

A teaser trailer for the campaign features variety of clips from each story as a narrative explains the different rules that are expected of individuals as they grow up.

Marketing for Mercedes

The automaker has been known for its film-heavy advertising that focuses on making dramatic impact through narrative and entertainment.

For instance, Mercedes-Benz got a head start on Super Bowl LI promotion to get consumers excited for the premiere by teasing its television spot on social media.

Throughout the week leading up to the Big Game, Mercedes shared snippets of its Super Bowl ad through social media, getting fans pumped up to see the full vignette. The teased narrative was centered on a plotline at a biker bar with the hashtag #EasyDriver heavily promoted ([see more](#)).

Mercedes-Benz also further established its presence within the style community through the latest episode of its film series that showcased fashion in creative manners.

The luxury vehicle manufacturer continued to join its brand into fashion-themed videos that lean on partnerships with individuals in the industry as well as the arts. The video, which launched ahead of fashion month, showcased designer Sandy Liang's upcoming line on dancers from the Chicago Multi-Cultural Dance Center ([see more](#)).

"It is a further move forward by the brand as a whole toward more modernity, progressivism and dynamism across the entire brand identity of Mercedes-Benz," Dr. Thiemer said.

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