

AUTOMOTIVE

Mercedes, Live Nation partner for personal concierge ticket-purchasing service

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Mercedes-Benz's Grow Up campaign

By DANNY PARISI

Germany's Mercedes-Benz and ticketing platform Live Nation are entering into a symbiotic relationship that will give consumers the option to purchase tickets through a personal concierge if they own or lease one of the automaker's vehicles.

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The partnership between Mercedes-Benz Canada and Live Nation Canada will give customers of both companies incentives to use the two together, forging a close bond of services. Mercedes is looking to take advantage of more affluent consumers' desire for live events to fuel interest in their vehicles.

"We believe our customers deserve the best. It's what they expect from our vehicles and it's what we strive for in every customer interaction," said Brian D. Fulton, president and CEO of [Mercedes-Benz Canada](#), Toronto.

"Through this partnership, we can now facilitate access to the best live events in the country," he said. "Live music has the power to move people. We want to be a part of that fun and excitement."

Star Access

With their new partnership, Mercedes and Live Nation are bringing aspects from both companies' services into customers lives.

The biggest way this crossover will manifest is with the new Mercedes-Benz Star Access. Star Access is a concierge program that will help consumers buy Live Nation-provided tickets if they own or lease a Mercedes vehicle through a Canadian dealership.

Star Access entails giving consumers access to a live concierge that they can reach anytime between 11 a.m. and 7 p.m. Through this concierge, the consumer can purchase Live Nation tickets quickly and easily.

The partnership also extends to branded sponsorship of Live Nation events throughout the country. Mercedes will have their branding set up at events with the message "Be Moved," a play-on-words and one of the brand's new marketing slogans.

Mercedes-Benz and Live Nation Canada's Be Moved video

Finally, though another program called Star Access VIP, Mercedes-Benz's Canada network will be able to create unique experiences at Live Nation events centered on Mercedes vehicles.

"This partnership with Live Nation is about celebrating our passion for performance," said Virginie Aubert, vice president of marketing at Mercedes-Benz Canada, Toronto.

"'Be Moved' plays on both the literal and figurative meaning of the word, making a bold statement about the Mercedes-Benz brand, while also extending an invitation for concert-goers to embrace, enjoy and be inspired by the live music experience," she said.

A younger audience

The partnership with Live Nation, which has a certain level of popularity with young people looking for live music festivals, could be an effort on Mercedes' part to appeal to a more youthful crowd. This would be consistent with a recent campaign the manufacturer ran called "Grow Up" focusing on growing up as an essential part of the car purchasing process.

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 featurette incorporates Mercedes vehicles into the story, keeping an underlining presence as part of the film, but without a full-blown advertisement ([see story](#)).

Mercedes-Benz has also aligned itself with the fashion industry in an effort to enliven its image.



Mercedes' mbcollective fashion story

The #mbcollective fashion story for 2017, titled "Generation Now, Generation Next," focuses on the differing generations as characters, instead of just themes. Mercedes' first chapter features music artists M.I.A. and Tommy Genesis alongside its Concept EQ vehicle in a film shot by Luke Gilford, modeling fashion from emerging talent in the industry ([see story](#)).

With the new partnership with Live Nation, the brand is looking to further its appeal to young affluent consumers as they begin to purchase their first cars.

"Live Nation and Mercedes-Benz are both brands that are passionate about performance," said John May, president media and corporate partnerships at Live Nation Canada, Toronto.

"That passion has made us best-in-class in our respective fields and we're thrilled to now be working together," he said.