

AUTOMOTIVE

## Mercedes uses tongue twisters to emphasize dangers of the road

June 23, 2017



*Mercedes' film Tongue Twister: The Runner*

By BRIELLE JAEKEL

German automaker Mercedes-Benz is illustrating a metaphor in its new film to promote safe driving and its Pre-safe Brake feature.

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Animated film director Daniel Semanas lent his talents to Mercedes for its latest spot that ties tongue twisters into safe driving. The illustrated film shines a light on dangerous situations that can occur on the road, which Mercedes' Pre-Safe Brake with Pedestrian Recognition can help prevent.

Automotive and animation

Mr. Semanas has created a film for Mercedes indicative of an illustration in a book. The animation tells the story of a runner in the rain and a vehicle stopping in time to avoid colliding with him or her.

"Runner" is a part of Mercedes' Tongue Twister series that taps coveted animated directors to put an illustration to a tongue twister. Each tongue twister tells a story of the dangers that arise while on the road.



*Mercedes-Benz' animated film for its Tongue Twister series*

A narrator in the latest Tongue Twister describes the story of the runner in the form of the tongue twister in which the jogger runs out in front of the driver.

Beginning with "a runner rapidly ran in the rain," the moving illustration shows a dark road with the runner wearing a red sweatshirt and yellow hat. The animation exhibits a lightening strike as the runner continues on.

In artistic and metaphorical manner, the illustration shows the head of a dog swallowing the runner as he continues to run in the storm. The narration carries on, describing the runner "rampantly running a red light."

As the vehicle almost strikes the runner, the narrator exclaims, "I rapidly braked, not running into the rapid runner," and the car is able to stop in time.

Mercedes ties the animation into its safety feature saying, "When the road gets hard to read, Pre-Safe Brake with Pedestrian Recognition by Mercedes-Benz."

*Mercedes-Benz's film, "The Runner"*

Mercedes and film

The automaker often leverages a range of film genres to promote its vehicles and products.

For instance, Mercedes recently put a poetic twist on branded films in its latest documentary that follows a professional surfer as he attempts to break a world record.

Sebastian Steudtner, brand ambassador for Mercedes and professional surfer, is known for seeking out the traitorous surfs in hopes to hold the world record for the biggest wave. Mercedes' Source of Life film is docu-style video that follows the surfer for an entire year, but its cinematography and voice over makes the feature seem as if it were art ([see more](#)).

German automaker Mercedes-Benz continued its mission to align its brand with fashion, even after ending its New York Fashion Week sponsorship, with a new collective that taps a range of talented names for the sake of art.

The #mbcollective fashion story for 2017, titled "Generation Now, Generation Next," focused 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 more](#)).