

AUTOMOTIVE

## Mercedes contrasts its trustworthy service to unreliable boyfriends

July 27, 2017



*Mercedes' new video looks to humor and edginess. Image credit: Mercedes*

By BRIELLE JAEKEL

German automaker Mercedes-Benz is promoting the reliability of its service with a new short that compares its business to an undependable boyfriend.

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Mercedes' "Party" is the newest video from the automaker that appeals to younger consumers through the use of humor for its service business. The vignette shows the story of a woman whose boyfriend stands her up and the aftermath that ensued.

Comedic vignette

In a scene akin the beginning of the film "The Hangover," Mercedes' new film pans around a room that is in chaos after what seems as if a giant party was thrown.

A large Great Dane is shown chewing on something from a coffee table amongst the mess. Leftover drinks are scattered around the house as a fan blows around cooling off what seems to be an empty home.

Pictures are also thrown about the room and a record player remains on with a drink resting on one of the turntables, spinning around.

Clothes, shoes, trash, decorations and more drinks are a mess on the floor as well.



*Mercedes' "Party" vignette. Image credit: Mercedes*

As the camera continues to pan around the room, viewers can see a woman beginning to stir in bed, in the unfocused background of the shot while a voicemail starts to play. A man's voice can be heard saying, "Hey honey, I'm so sorry for missing the party last night," as the camera comes closer to the woman.

She is then shown lying in bed with her back to the camera and the phone can be seen over her shoulder as the voicemail continues play saying, "I almost made it, but I was just too " The woman ends the message as the camera angle changes to show her from the front.

The woman looks at the camera with yesterday's makeup smeared on her face but still looking happy, as she says, "I almost didn't notice, honey." When the camera pans out, another man can be shown lying in bed next to her.



*Mercedes' "Party" vignette. Image credit: Mercedes*

Text reading, "Almost on time is too late," before footage of a woman quickly picking up her Mercedes from the dealership service department is shown.

#### *Party - Mercedes-Benz Service*

Mercedes marketing

The Party short looks to appeal to consumers through the use of humor and edginess. Mercedes is often looking to various forms of video tropes to appeal to consumers.

For instance, in a more uplifting approach, Mercedes highlighted talented women in racing with a video look at its all-woman driving team for the Mille Miglia.

A short documentary film followed a team of 10 female drivers for the Mille Miglia race in Italy back in May. The video touches on what it is like to be a woman in a male-dominated sport and accomplishing the four-day race ([see more](#)).

In another video series, the auto brand illustrated a metaphor to promote safe driving and its Pre-safe Brake feature.

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 ([see more](#)).

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