

AUTOMOTIVE

Mercedes takes AMG to the animal kingdom in new short

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Mercedes-Benz compares its AMG model to a powerful lion. Image credit: Mercedes-Benz

By DANNY PARISI

German automaker Mercedes-Benz is highlighting the parallels between its vehicles and the animal kingdom in a new short film featuring a noted animal behaviorist.

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Famed South African animal behaviorist Kevin Richardson was recruited by Mercedes-Benz to showcase the similarities between the new Mercedes-Benz AMG and the fearsome African lion. The short film continues Mercedes-Benz's dedication to short video content that combines its vehicles with elements from outside the auto world.

Animal kingdom

Animal imagery has always been a staple of the auto industry's marketing efforts.

From Jaguar to Ford's Mustang, invoking the image of a powerful, fast animal as a comparison to a vehicle is one of the oldest tricks that auto companies know.

However, in a new short film, Mercedes-Benz is making this connection even more literal.

The automotive manufacturer recruited Mr. Richardson, noted as an animal behaviorist and documentary filmmaker about the natural world, to talk about the ways in which the new Mercedes-Benz AMG is similar to the king of the jungle, the lion.



Kevin Richardson. Image credit: Mercedes-Benz

In a short film, Mr. Richardson is shown working with the massive and majestic lions he frequently chronicles in documentaries. He speaks about how lions have the capacity to be friendly, gentle and relaxed in one moment and then in an instant become territorial and aggressive, rising up to show their true fierceness.

Turn your sound on! Animal behaviourist, Kevin Richardson, on how the G-class compares to the king of the animal kingdom via [@MercedesAMG](https://twitter.com/MercedesAMG): pic.twitter.com/2KtyYknBc9

Mercedes-Benz (@MercedesBenz) [November 2, 2017](#)

The video makes the explicit comparison between this change and the sense of power one gets from driving a Mercedes-Benz AMG.

To highlight the car's rugged capabilities, the video ends with an AMG being driven through a harsh savannah, standing up to the elements as Mr. Richardson compares the car and the lion's raw power.

Sustainable and digital

Mercedes-Benz has been leaning heavily on its digital and video efforts.

Most recently, Mercedes-Benz relied on digital to promote its first all-electric concept vehicle.

The automaker is hyping up the release of the new Concept EQA, featuring digital at the core of its build and beyond. To introduce the new vehicle, Mercedes released a trailer in addition to a digital film as part of its 60-second video series ([see story](#)).

This gesture towards sustainability has also been a trend in the brand's efforts, such as when it extended its eco-friendly impact beyond electric cars with the launch of a solar energy solution.

A newly established joint offer between U.S. company Vivint Solar and Mercedes-Benz Energy will see Mercedes' vehicle battery technology used to store solar energy in consumers' homes. As automakers put more focus on green technology for their cars, some are taking the concept beyond the road to have a broader effect ([see story](#)).



The Mercedes-Benz AMG. Image credit: Mercedes-Benz

In other digital avenues, Mercedes-Benz is taking a unique approach to music entertainment partnerships by ushering in the news with a major headliner and curated playlist.

Mercedes is partnering with music streaming platform Tidal to bring its Mercedes Me customers a complimentary Tidal HiFi membership to stream music in its vehicles. The strategy competes against many other auto brands who have done the same with integration in services such as Sirius XM or Spotify, however Tidal is significantly less popular in terms of consumer use compared to these services ([see story](#)).

These examples, along with the new short film featuring Mr. Richardson, show that Mercedes-Benz has been taking its digital efforts seriously while producing a diverse set of digital campaigns spread across its social media channels.