

AUTOMOTIVE

Mercedes tames King of the Jungle with S-Class

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Mercedes-Benz soothes the king of the jungle. Image credit: Mercedes

By BRIELLE JAEKEL

German automaker Mercedes-Benz shows how to tame the King of the Urban Jungle with its new S-Class model in its humorous new spot.

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In a comedic vignette, Mercedes shows off its comfort control in the S-Class and how it can turn the driver's day around. Following the day of the King of the Urban Jungle, who is in control of a successful startup, Mercedes shows how it can tame even the most furious of beasts.

"[This video] clearly communicates the message of 'how to tame a lion' with just the push of a button," said Carrie McIlveen, U.S. director of marketing at [Metia](#). "It conveys the unique features of the new S-Class Energizing comfort control and how it relates to human-centered needs or in this case an alpha animal in the business world which many of us can relate to."

King of the Urban Jungle

Mercedes' video starts off with a businessman dressed in a suit, but with a lion's head. The lion-man brushes back his hair, picks his teeth in the bathroom mirror and adjusts his suit.

The King of the Jungle walks through the office and takes his place at the head of the conference table.

Next, the day begins to get frustrating as the presentation he was sitting in stops working and his lunch is only a measly salad. He becomes visibly agitated scratching his head and breaking a pencil.

Then while in line at a food truck, the King bumps into another man, which prompts him to spill coffee down his shirt. In the bathroom he works to get out the stain, but it won't budge.

Mercedes' King of the Jungle emails and messages pour in on his phone, stressing him out even further. Then he grabs hold of a stress ball while yelling on the phone.

Then, he throws his phone down on top of a magazine of which he featured on the cover, and heads out of the office. While standing in the elevator, the King shakes his head in aggravation as the floors descend.

The king arrives in the garage, where the Mercedes' S-Class is waiting. While attempting to drive away he hits a red light and traffic, causing him to throw up his hands in continued frustration.

After, he hits a button in the vehicle, the colors change and a voice explains, "mood changing technology at the touch of one button." The music changes and takes an upbeat swing as bright colors swirl around, visual of a massage parallels his new mood.

The king smiles and turns over to look at another businessman screaming in anger.

Mercedes marketing

This not the first instance in which Mercedes has taken a liken with the king of the jungle.

For instance, the automaker highlighted the parallels between its vehicles and the animal kingdom in a new short film featuring a noted animal behaviorist.

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 ([see more](#)).

Mercedes-Benz also integrated a few of its newer models into an expansive native marketing campaign centered on Warner Bros.' upcoming blockbuster, "Justice League."

In addition to television and digital video ads surrounding the movie, three of Mercedes-Benz's new models will play an integral role in the movie's plot itself. This level of native marketing in a blockbuster film shows a level of confidence from Mercedes-Benz that suggest further high-profile partnerships may be profitable for luxury brands ([see more](#)).

"Mercedes-Benz certainly uses the notion of king of the jungle to their benefit," Ms. McIlveen said. "The use of CGI is also quite impressive.

"The use of the Lion captures your attention and keeps you engaged," she said. "I found myself watching every reaction and facial expression of the Lion while also following the storyline which infuses a bit of humor and clearly conveys the benefits of this new calming system that adapts the atmosphere to improve the mood."