

AUTOMOTIVE

Mercedes looks to Star Wars following for a following of its own

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The Mercedes-Benz X-Class creates a following in a variety of settings. Image courtesy: Mercedes-Benz

By BRIELLE JAEKEL

German automaker Mercedes is aiming for visibility and to grow a following for its new pickup in the United Kingdom, as the world excitedly awaits the new Star Wars film, "The Last Jedi."

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Mercedes is unveiling its new spot, "Follow" during the previews of the latest installment of the Star Wars franchise in the U.K. The vignette shows how the X-Class pickup develops a following no matter where it travels.

"The X-Class is not available in the US, which might be a serious misstep for Mercedes since there is a market for it," said Nancy Feldman, managing partner at **CXXM**, New York. "Follow is an imaginative way to entice auto consumers and grab their attention."

Follow the X-Class

"Follow" will run from Dec. 13 at midnight to February of next year in the U.K. during theater showings of Star Wars: the Last Jedi.

The idea is to grow excitement for its X-Class by piggybacking on the excitement for the film.

Mercedes' advertisement shows a variety of situations in different terrains and settings in which drivers of the X-Class are followed. Each group of followers is more unique than the last, representing the idea that anyone and anything would follow the pickup.

A woman on a motorcycle follows one man driving the X-Class on the street. A sports car chases another driver in the desert.

Another pickup is shown driving through the mud, while women dancing on rollers skates through a tunnel follow another. While a herd of cattle hunts one pickup, men training for an obstacle course chase after another woman in the Mercedes.

Other X-Class pickup chases in the video include a monster in the city, Rhinos in Africa and hockey players in a parking garage. Men in dune buggies, a flying robot, a man in a convertible, drivers on scooters, a man on

rollerblades, girls on bikes, women shopping, skiers and spaceships all flock to follow the truck as well.

Mercedes ends its vignette with the phrase, "first of a new kind. The new X-Class," as the pickup truck ends its chase by spinning in a circle and dramatically spraying a puddle of water.

Mercedes marketing

The automaker similarly showed how to tame the King of the Urban Jungle with its new S-Class model in its humorous new spot.

In a comedic vignette, Mercedes showed 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 ([see more](#)).

Mercedes-Benz also highlighted the parallels between its vehicles and the animal kingdom in a 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](#)).

"While the Mercedes piece is unique, this could bode well for the brand since it will draw the eye," CXXM's Ms. Feldman said.

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