

AUTOMOTIVE

Mercedes contrasts futuristic designs with Christmas traditions

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Mercedes' Christmas film

By BRIELLE JAEKEL

German automaker Mercedes-Benz is emphasizing the futuristic characteristics of its EQ concept by contrasting the model with never-changing holiday traditions.

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In a new vignette to celebrate the holidays and its electric-powered concept vehicle, Mercedes is enticing consumers to look for something different. As the world around us changes, consumers' Christmas traditions will likely stay the same.

"The future is open to a wide range of possibilities and Mercedes has designed its EQ to fit into its idea of what the future will be," Stephen Conetti, associate at **Bullish Marketing**, New York. "This cute film bonds with consumers over the shared notion of family traditions that get kind of stale."

Happy Christmas from Mercedes

Mercedes' film follows a man as he describes his family's Christmas, which is largely the same every year.

A fire starts next to the protagonist, who appears sitting on a couch eating a muffin while his voiceover says, "Christmas, every year always the same."

"The good ole tree," he explains as he looks over at a frustrated man attempting to fix the tree's lights while they blink.

As a Jack Russell tears into some gifts, the man labels him as "the beast."

A clock on the wall strikes three and it is time for a power nap. As one of his elder relatives falls asleep on the couch, the man effortlessly catches a pastry that falls out of her hand.

The family then attempts to take a photo, but as the camera clicks, the dog starts to chase the cat and chaos ensues.

After that, the "talent show" portion of the night commences with a young girl dancing for everyone.

Then "the presents," he says, as the man opens a variety of gifts he seems uninterested in, such as a snow globe, a

sweater and a snorkel. "What a surprise," he continues.

Next, he continues to sit on the couch for the games portion of the night when a doorbell rings and Uncle Bob arrives. Uncle Bob hands the main character a Christmas card, when the camera focuses in, it reads, "Merry Christmas 2038."

The entire video leading up to this appeared as a current Christmas of today. But, as the man stands outside, the world shown is much more futuristic.

He notices his neighbor, Mr. Hamilton, standing in the driveway across the street alongside his Mercedes EQ. Mr. Hamilton sends a present off with a drone, revealing a world full of futuristic technology.

Mercedes ends its vignette saying, "A lot will change in the future. Except Christmas."

Christmas traditions. Every year, always the same. Maybe you're looking for a little change this year? [#MercedesBenz](#) and [#EQ](#) would like to wish you the happiest of holidays with our new Christmas film. pic.twitter.com/jQbPVYEA2j

Mercedes-Benz (@MercedesBenz) [December 12, 2017](#)

Mercedes marketing

Mercedes' Christmas video follows other unique vignettes that showcase the automaker's pioneering spirit and sense of humor.

Earlier this month, Mercedes sought out a following for its new pickup in the United Kingdom, as the world excitedly awaits the new "Star Wars: The Last Jedi" film.

Mercedes unveiled its 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 ([see more](#)).

The brand also showed how to tame the King of the Urban Jungle with its new S-Class model in its humorous 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 showed how it can tame even the most furious of beasts ([see more](#)).

"This film is a way for Mercedes to connect for consumers during the holidays while also touting its EQ Concept," Mr. Conetti said.