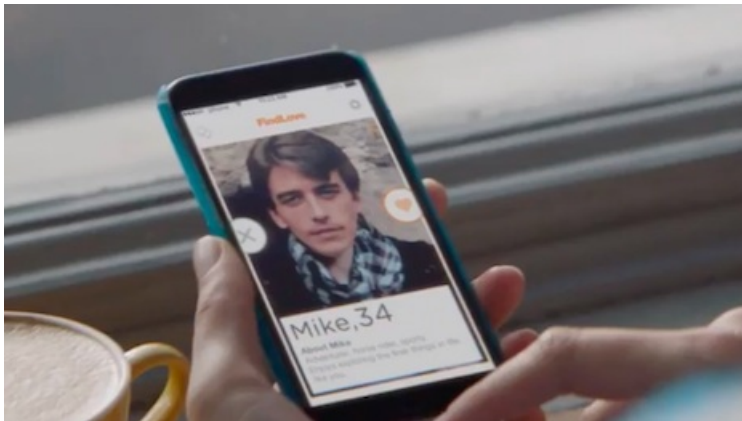


AUTOMOTIVE

Mercedes-Benz helps customers find the perfect match

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Mercedes-Benz's campaign highlights its Approved Used program. Image credit: Mercedes-Benz

By DANNY PARISI

Mercedes-Benz Cars UK is promoting its Approved Used vehicles through a lighthearted short film that explores the difficulty of finding a perfect match.

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In a short called "Perfect Match," a young woman is shown on a series of dates with matches from a dating application, each going disastrously or revealing her companion's unbearable quirk. The video aims to highlight how Mercedes-Benz Approved Used sales make finding a perfect match easier than ever.

"We wanted to create a sequel to 2016's successful Jack' campaign," said Rob Halloway, marketing director at Mercedes-Benz Cars, London.

Perfect match

Mercedes-Benz's latest campaign takes a humorous and bouncy tone as it sells the idea of finding an ideal used car through one of the brand's approved dealers.

In the short film called "Perfect Match," a young woman is shown scrolling through a dating app, swiping on guys she thinks are attractive. The short then immediately begins a lightning fast montage of her on various dates with these men.

Over the course of the video, she encounters many men, each of whom have a strange or bizarre quirk that makes the date highly unenjoyable.

Perfect Match

The problems she encounters range from the mundane, such as a man who does not match the appearance of his profile photo, to the much more absurd, such as a match who insists on performing magic tricks in the middle of the date or another who sprays his hands with so much sanitizer that they are literally dripping wet as he eats.

As her dates go on, the woman is increasingly frustrated at her inability to find a good match. That is when the advertisement hits viewers with the core message of the campaign: with Mercedes-Benz's Approved Used cars,

finding a perfect match is made simple.

Towards the future

Many of Mercedes-Benz's recent campaigns have been sharply forward looking.

For example, Mercedes-Benz dramatically emphasized the launch of its A-Class in a series of preemptive teasers, but the brand revealed why, as the car comes with industry-changing launches.

The entry-level Mercedes was recently revealed at an event in Amsterdam broadcasted on Facebook Live, following a variety of video teasers and images on social that heightened the news. However, hype surrounding the A-Class is warranted, as the vehicle ushers in car-sharing features that could reshape the industry ([see story](#)).



An Approved Used Mercedes-Benz. Image credit: Mercedes-Benz

The brand also thought about the future as it continued its partnership with the South by Southwest Conference & Festivals in Austin, TX March 9-18.

As part of its sponsorship of the 2018 edition of SXSW, Mercedes and its smart brand hosted the me Convention, an event program full of inspiration, innovation and insights. Launched by Mercedes and SXSW in Frankfurt in September 2017, the me Convention is held over three days and includes 150 speakers and 2,700 participants from more than 35 countries ([see story](#)).

After these forward-looking campaigns, Mercedes-Benz has taken a more traditional approach to Perfect Match, opting for a funny but ultimately straightforward video spot. However, this approach works as the whole idea behind the campaign is promoting the simplicity and straightforwardness of buying an Approved Used Mercedes-Benz car.

"This time we wanted to tell the story from a female perspective; so the hero of Perfect Match is an empowered female who searches online for her perfect match," Mr. Halloway said. "Unfortunately, she discovers that sometimes with online browsing, not everything in real life lives up to the internet promise."