

AUTOMOTIVE

Mercedes expresses characterizations of its brand through visuals

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Mercedes shows what makes its brands. Image credit: Mercedes.

By BRIELLE JAEKEL

German automaker Mercedes-Benz is putting visualizations to the words that describe and make up its brand in a new multi-tiered campaign.

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Appealing to affluent golf watchers, Mercedes' new campaign premiered during coverage of the Masters golf tournament, which ran from April 5 to 8. The new campaign is comprised of a series of spots, each of which focuses on an adjective that Mercedes feels describes itself.

"While most of the world knows what goes into producing unrivaled Mercedes-Benz products, not many people have a real understanding of what drives the company to continue to challenge the status quo and never rest on its laurels," said Drew Slaven, vice president of marketing for MBUSA.

What makes us

A collection of six new ads has begun airing on television and circulating on digital platforms to convey what Mercedes' believes are integral qualities of its brand.

Curious, fearless and stubborn are a few of the themes depicted throughout Mercedes' "What Makes Us" campaign. But the concept goes beyond just adjectives, with other shorts named "Can't is a Challenge" and "First is Forever."

Mercedes looks to visual descriptions

As part of "Curious is Incurable," Mercedes features its AMG S 63 Coupe taking off on a long, endless road.

"Curious is an unreachable destination," a narrator says. "It has no comfort zone, it rests on no laurels, perpetually scratches at doors, picks locks.

"Curious never stops," he says, ending with the phrase, "Curious makes us who we are."

The following videos operate in the same manner, with visual representations of the literary theme.

For instance, "Fearless is Fuel" shows a GT R careening down a windy road full of fog, with a voice explaining,

"Fearless is a wild animal crazy enough to believe it can change the world."

"First is Forever" and "Can't is a Challenge" are unique to "What Makes Us." These two films were filmed entirely with a virtual reality solution that allowed all crewmembers to interact in real time no matter their location.

The former film showcases the Mercedes-AMG Project ONE Hypercar as a sheet blows off it in slow motion. Paralleling the first-of-its-kind not-yet-produced plug-in hybrid vehicle, Mercedes' short discusses the concept of first, saying, "First stands on no shoulders. It follows no footsteps. The only thing that first chases is possibility."

Mercedes' "First is Forever" film

Mercedes marketing

Mercedes-Benz similarly demonstrated that the DNA of its G-Class is stronger than time as the model entered a new design era.

In 1979, Mercedes engineers in Graz, Germany developed the G-Class, an off-road vehicle that has since become a timeless classic in the automaker's fleet. Since its debut, the model has been adapted as a "Habemus popemobile" in 1980 and has received AMG treatment and other design tweaks that have stayed true to the original's aesthetic and DNA ([see more](#)).

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

In a short called "Perfect Match," a young woman was 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 ([see more](#)).

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