

AUTOMOTIVE

Mercedes tours Norway with its GLE, allowing freedom for its videographer

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Mercedes tours Norway in its GLE. Image credit: Mercedes

By BRIELLE JAEKEL

German automaker Mercedes-Benz is continuing its quest for adventure by using its GLE model as a photography tool on an expedition to Norway.

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The #MBvideocar series is the automaker's celebration of filmmaking and photography that allows viewers to explore parts of the world they would not normally see. Its latest episode gives photographer Luca Jaenichen free range as he showcases the beautiful landscape of Norway in a Mercedes GLE.

"This video series is advantageous to Mercedes because the brand is typically associated with refined luxury rather than ruggedness," said Julie Blackley, communications manager at iSeeCars.com "This positions Mercedes to capture a younger audience and compete with luxury brands that are considered more sporty such as a Range Rover or an Audi."

Trip through Norway

In the short, Mercedes' GLE SUV acts as the vessel to capture the landscape of Norway.

The film starts out with captivating footage of snow falling in the ice-filled landscape of the country and shows the GLE parked in the snow, with Mr. Jaenichen's feet walking through the harsh landscape.

In this episode of #MBvideocar, Luca Jaenichen explores the fascinating landscape of Norway with the #MercedesBenz #GLE.

More here: <https://t.co/5oNiyyZJYM> pic.twitter.com/w6H5nU8nIK

Mercedes-Benz (@MercedesBenz) August 3, 2018

Mercedes' GLE is shown at every angle before Mr. Jaenichen is seen walking up to it with a backpack.

Aerial shots of the town, water and mountain-scape appear as the photographer begins his journey.

He takes photos of the town and the mountains before embarking on a drive through them himself. Other aerial shots of the impressive ice-covered landscape are shown with whimsical music.

Footage begins to spin, and as the music gets faster so does the spinning and transitions between shots. The spinning of the footage is then overlaid with the spinning of the GLE's tires, before the car takes off on the snow-covered roads, towards the mountain, over water and bridges.

The GLE essentially acts as tour guide for the remote location and eye-catching landscapes. It ends its journey by parking in a vast area, still covered in snow, overlooking the water.

Mercedes-Benz's new film for its #MBvideocar series

Mr. Jaenichen's trip through Norway is one of many episodes in Mercedes' #MBvideocar series in which videographers and filmmakers are given liberty to carry out their own ideas, paid for by the automaker.

In addition to the sponsorship, Mercedes provides the vehicles of the photographers' choosing in which their journey will be taken in.

Mercedes shares the videos on social media platforms such as Facebook, Twitter, YouTube and Instagram. Other notable locations have been the Bavarian Alps in a S-Class Coupe, another GLE trip in Spain and a ride through Hungary in a GLA.

Mercedes marketing

In a similar marketing endeavor, Mercedes-Benz recently demonstrated that the DNA of its G-Class is stronger than time as the model enters 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 story](#)).

The German automaker also put visualizations to the words that describe and make up its brand in a recent multi-tiered campaign.

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

"This is unique because the #MBvideocar series are made by videographers and filmmakers rather than ad agencies, and anyone can apply," Ms. Blackley said. "The artists have complete control over location and the model that is featured. This gives viewers the feeling that they are watching a short movie rather than an advertisement while showcasing the performance of the vehicle."

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