

AUTOMOTIVE

Mercedes shows EQ as way forward in impactful campaign

August 7, 2018



Mercedes is hoping the EQ will appeal to a younger class of buyers. Image credit: Highsnobiety

By SARAH RAMIREZ

German automaker Mercedes-Benz is appealing to the next generation of luxury car buyers through a video campaign that touches on the positive impact of its new class of electric vehicles.

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The short film, "Moving Forward," is the result of a partnership between Mercedes and online publication Highsnobiety and features a diverse cast of young people. Instead of emphasizing the innovative features of the Concept EQ, the video emphasizes the power younger people hold.

"This is the latest example of how Mercedes is trying to capture the next generation of luxury auto buyers," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "Highsnobiety has a core demographic of readers between the ages of 18-35 who are generally very engaged on social media and identify as 'trendsetters.'"

Ms. Blackley is not affiliated with Mercedes-Benz, but agreed to comment as an industry expert. [Mercedes-Benz](#) was reached for comment.

Forward progress

Moving Forward has a dreamlike, nonlinear structure that is more reminiscent of a campaign for a fashion label than a luxury automaker.

It begins with a tracking shot of a highway overpass, before it is revealed to be the perspective of a young woman who is a passenger in an EQ as she gazes up from a skylight.

The Mercedes EQ is featured in a new film alongside naturalistic landscapes

A group of young people are seen standing by a structure on a beach and under overpasses before a voiceover begins.

"The future, our generation will set the future," the woman says. "How we move on this earth, together getting closer, together moving forward."

The urban environments and structures are juxtaposed with images of the ocean and forest as the EQ is driven

along the coast. Ambient noises are incorporated in the vignette's minimalist soundtrack.



The Mercedes EQ as seen in Moving Forward. Image credit: Highsnobiety

"With open minds, we will follow what will come," the voiceover continues. "With open hearts, we will connect for the better."

Those who are not already familiar with the EQ would not know it is an electric vehicle until the closing title sequence. Instead, the film speaks to social responsibility as different landscapes are shown.

Millennials, who are set to become 50 percent of the luxury business in approximately five years, are more value-oriented than other generations so it is important for luxury automakers to emphasize progressive ideals that may appeal to them.

"In addition to making an appeal for environmental sustainability, it also evokes messages of social change and speaks to the importance of unity and social activism," iSeeCars' Ms. Blackley said.

Sustainable drives

The Mercedes EQ was first introduced at the Paris Motor Show in 2016 and has been the subject of several campaigns before it hits the streets.

The futuristic characteristics of its EQ concept were contrasted with traditions in a special holiday campaign last year.

In a vignette that celebrated the holidays and its electric-powered concept vehicle, Mercedes encouraged consumers to look for something different. As the world around us changes, consumers' family traditions will likely stay the same ([see story](#)).

The automaker is also hyping up the release of the new Concept EQA, featuring digital at the core of its build and beyond. To introduce the new vehicle, Mercedes released a trailer in addition to a digital film as part of its 60-second video series.

Mercedes is hoping the all-electric hatchback will be on the market, as well as another at least nine models, by 2022 in a new initiative to usher in sustainability. The EQA is likely to be released following the availability of its EQ ([see story](#)).

By advertising the EQ now, Mercedes can capture the imagination of younger drivers as their purchasing power grows.

"This campaign is unique because it is for Mercedes' concept EQ family of vehicles, the first of which will not be available until 2020," Ms. Blackley said. "It's also unique because the video was a partnership with a lifestyle publication known for covering trends in fashion, arts and culture."