

AUTOMOTIVE

Mercedes shares life lessons from the driver's seat

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A professor shares life lessons from his B-Class. Image credit: Mercedes-Benz

By SARAH RAMIREZ

German automaker Mercedes-Benz is encouraging drivers to prioritize their relationships in a sentimental campaign centered around its B-Class.

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The new series promotes the idea that people do not need to justify their actions that support their loved ones. Freedom from judgment can lead to a more fulfilling life and a vehicle to match.

"Mercedes is stating that they are understanding of everyone's life situation," said Lauren Fix, automotive expert, the **Car Coach**, Lancaster, NY. "In order for them to get new buyers to consider the Mercedes brand, they are trying to relate to them in a new and different way."

Ms. Fix is not affiliated with Mercedes-Benz, but agreed to comment as an industry expert. **Mercedes-Benz** was reached for comment.

Life lessons

The full-length television spot for "Justify Nothing" follows three different threads.

It begins with a middle-aged man beginning his morning. It is revealed that he is a college professor but more importantly, he is teaching his lecture while carrying a baby in front of the class.

He carries the baby around campus and changes him in the back of his white Mercedes-Benz B-Class at the end of the day. As the professor drives home, he shares his thoughts aloud even though the baby does not understand.

Justify Nothing follows several heart-warming storylines

"Every once in a while, we all feel the need to justify ourselves," the professor says. "For making someone feel special, for being in love, for when it all gets to be too much."

During the drive, the inner lives of passing pedestrians and their motivations are revealed through flashbacks.

A group of parents and students cross the street in front of the Mercedes, including an adult man dressed up in a

costume with his daughter. The next scene shows the father dressing up in a blue gown and applying silver makeup to his face before heading to a school to surprise his daughter, who is wearing a similar fairy costume and carrying a wand.

After the car passes one couple kissing publicly and passionately, the audience sees their initial courtship that began with them meeting online. The couple falls in love and a closer look at them on the sidewalk reveals the woman is pregnant.

The professor pulls down his sun visor, and a photograph shows the baby with his happy parents neither of whom are the professor.

A final flashback shows a turbulent time between the baby's parents. Another look back explains that the baby's mother had a rocky history with her own father, the professor, and left home at a young age.

Finally, the baby's mother returns to her father and asks him for help.



The baby and the professor. Image credit: Mercedes-Benz

"This is the 21st century," the professor continues. "You don't need to justify yourself for anything to anyone."

Going to back to that morning, the professor found his daughter sleeping and decided to take his grandson for the day. As he pulls up to the driveway, his daughter is waiting for them.

The professor and his daughter embrace, before she takes the keys and drives home with her son in her Mercedes.

Mercedes marketing

In addition to the full spot with the professor, Mercedes-Benz has also released supplemental videos that focus on the individual storylines of "The Costume" and "The Kiss."

This is not the first time the automaker has built a cinematic campaign around personal responsibility and growth.

Mercedes-Benz put a new spin on cliché advice with its "Grow Up" campaign that featured five of its vehicles in five different narratives.

Each story under of the Grow Up moniker features a narrative that plays off an age-old line of advice that many consumers will recognize and related to the concept of growing up. The featurettes incorporate Mercedes vehicles into the story, keeping an underlining presence as part of the film, but without a full-blown advertisement.

For instance, "Grow Up. Be a good parent," showcases the Mercedes B-Class in a narrative that shows the conservative parent Tomas quitting his job of 35 years and reconnecting with his estranged son ([see story](#)).

The automaker has also been promoting its more accessible luxury vehicles as of late.

For its Super Bowl spot, Mercedes capitalized on the event's expansive reach by featuring its most accessible offering, the A-Class sedan.

Mercedes' "Say The Word" campaign focuses on the A-Class and its in-vehicle command center, Mercedes-Benz User Experience (MBUX). The voice-activated artificial intelligence technology allows drivers to give the vehicle demands using the words "Hey Mercedes" ([see story](#)).