

AUTOMOTIVE

Mercedes opens up museum to influencers, photographers

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Lewin Hartmann was one of the photographers invited to spend a night at the Mercedes-Benz Museum. Image credit: Lewin Hartmann

By STAFF REPORTS

German automaker Mercedes-Benz enlisted a group of influencers to share a new perspective of its Stuttgart museum.

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The automaker invited influencers and photographers for an overnight stay for its "Night at the Mercedes-Benz Museum" effort. Luxury marketers are often experimenting with engaging ways to share their heritage as they compete with upstart brands to reach younger affluents.

Night at the museum

In a nearly hourlong video posted to the automaker's YouTube channel, consumers can watch a behind-the-scenes look at the museum tour guided by Michael Abele, social media manager at Mercedes-Benz.

The featurette was directed by Mercedes-Benz fan and filmmaker Johannes Schlr. It also includes archival footage of early Mercedes-Benz vehicles, juxtaposed with shots of museum visitors driving in them.

Mercedes-Benz shared a behind-the-scenes look at its influencer campaign

Mr. Schlr's film also follows the guests, such as photographers Lewin Hartmann and Ricci Speckels, as they create their own engaging content during the museum stay. In on-the-spot interviews, other photographers share their own creative processes.

Additionally, the automaker shared photographs from some of the event attendees on one of its Web sites, the MB Passion Blog.

Mercedes often works with celebrities, creatives and influencers to create content that appeals to a new generation of drivers.

Most recently, the automaker teamed up with recording artist The Weeknd to introduce its first all-electric vehicle to a younger audience.

Abel Tesfaye, better known by his stage name The Weeknd, served as the creative director and star of a series of

films surrounding the EQC. As Mercedes launches the first model from its EQ lineup of EVs, it is introducing a personality-fueled approach towards advertising to engage younger generations ([see story](#)).

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