

AUTOMOTIVE

## Mercedes invites next generation to new era of AMG

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*Mercedes-Benz is asking consumers: Are you AMG-ready? Image credit: Mercedes-Benz*

By KATIE TAMOLA

German automaker Mercedes-Benz is inviting consumers to the new era of its AMG sub-brand with an electric new effort.

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To mark the repositioning of AMG, the automaker has released a new campaign illustrating its effort to attract new target groups with a focus on women and younger people. The campaign, which spans social media and a series of videos, aims to represent the fast and fun AMG spirit.

"The 'Are You AMG-Ready' campaign aims to position AMG as a performance-oriented sub-brand of Mercedes-Benz," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "The main customer base of Mercedes-Benz skews older, so utilizing social media for this rebranding effort shows that the brand is looking to reinvent itself and reach a wider demographic.

"Mercedes-Benz vehicles are thought of as status symbols because of their high prices and luxury features, but other luxury brands like BMW and Audi resonate better with younger audiences because they are considered more performance-oriented and fun to drive," she said. "This rebranding effort positions AMG as a performance-oriented brand that can appeal to those looking for off-road adventures as well as those who want an eco-friendly electric vehicle."

Are you AMG-ready?

Mercedes-AMG is the high-performance subsidiary of Mercedes-Benz AG that are more expensive and faster than typical Mercedes vehicles.

The "Are you AMG-ready?" campaign marks the beginning of a new era for the Mercedes-AMG brand, which is aiming to strengthen the Mercedes-Benz product portfolio as a performance luxury brand. It is the brand's attempt at target group expansion, hoping to attract women and younger consumers to join its already established consumer base.

The campaign includes four 30-second videos and one 60-second vignette.

## *Mercedes AMG / This is Our Legacy Imagine Our Future*

"This is Our Legacy Imagine Our Future" is the longer vignette, making Mercedes-AMG's audience expansion goals clear from the very start of the film.

With a techno-laced soundtrack playing in the background, the shot opens with different shots of disparate young people. One woman enters her vehicle and tosses her phone out of the window, another young person is covered in paint, someone else blasts music and another character picks up an unsuspecting date.

Shots of different vehicles, including the Mercedes AMG GT Black Series and the Mercedes-AMG G 63, are spliced together, illustrating the vastly different journeys the drivers are taking.

"Listen up world, we reinvented power," a text overlay reads.

The remainder of the film is fast-paced and fun, showing each person driving their Mercedes AMG vehicles through different areas, smiling and embodying the power of performance in every scenario. The drivers eventually reach their destinations, from one man creating music to another driver using their Mercedes-AMG's tires to paint and swirl colors on a stretch of pavement.

The video highlights the exact groups Mercedes-AMG is aiming to entice: young people and women.

The short film and overall campaign reflect the themes inherent in Mercedes AMG speed, performance, team spirit and the will to win. This is also connected to AMG's racetrack roots.



*With this latest campaign, Mercedes hopes to continue expanding its audience. Image credit: Mercedes-Benz*

The campaign's emphasis on performance is not only related to the performance of the vehicle, but to the brand's dedication to being a prominent driving force for betterment in the larger world. Mercedes-AMG is aiming to inspire better and more exciting performance inside and outside of its vehicles.

Ultimately, the film serves as a reminder that with performance and luxury, two values inherent in Mercedes-AMG vehicles, there are endless possibilities.

The campaign is [Rankin Agency London](#)'s first as Mercedes-AMG's new lead agency, and its founder, British photographer and filmmaker Rankin, served as director.

### Continued youth push

Young people are the future, which is a fact that does not go unnoticed by luxury brands as they try to consistently produce meaningful and creative efforts that will attract the next generation of consumers.

German automaker Porsche recently highlighted urban youth culture across Europe with the help of music journalist Niko Hls in the latest installment of the "Back to Tape" editorial series, which examines the art of graffiti. This effort supported Porsche's ongoing efforts to widen its customer base to a younger audience ([see story](#)).

In March, British automaker Jaguar Land Rover exploring the world of fashion design in the latest installment of its ongoing campaign spotlighting emerging talent and the importance of creativity. In this installment, Shanghai-born London-based fashion designer Judy Wu discussed how she draws inspiration from several entities, including from her youth ([see story](#)).

In 2019, Mercedes-Benz aimed to appeal to a new generation of Middle Eastern drivers with a female-centered film set in Dubai.

The film followed a young woman and her friendships with women in a rapidly changing culture. Mercedes balanced appealing to younger drivers with a special focus on Middle Eastern women who are gaining more freedoms ([see story](#)).

With this latest campaign, Mercedes hopes to continue expanding its audience.

"The main electric vehicle adopters are generally younger than the Mercedes target audience, and this campaign aims to target this young affluent demographic," Ms. Blackley said.

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