

AUTOMOTIVE

Mercedes emphasizes boldness in CLS campaign

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The CLS is offering an alternative to monotony. Image credit: Mercedes-Benz

By SARAH RAMIREZ

German automaker Mercedes-Benz is championing individualism and self-expression in a colorful campaign around its CLS coupe.

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A series of vignettes follow characters who use the CLS as an escape from surreal and sterile environments. Rather than focusing on performance or technology, Mercedes-Benz chooses to center the campaign around design and comfort.

Extra escape

Two new spots for the CLS touch on how the coupe is reflective of personal taste and bold style.

The first begins with a blue CLS surrounded by silver, nondescript vending machines. A woman is perched on one vending machine, who then grabs a snack from one of the machines.

The four-door coupe is positioned as an escape from the routine

As she wanders the aisles of vending machines, a man's robotic-like voice is heard through loudspeakers.

"Hashtag: tasty, hashtag: yummy," the voice says. "Hashtag: good, hashtag: delicious."

When the woman finds the CLS, the voice adds: "Hashtag: escape."

She steps into the driver's seat and leaves the vending machine area. The woman drives to the next room, which is filled with soft, violet light and a single tree.

When she walks out of the parked Mercedes, funky music briefly gives way to nature noises. She picks an apple from the tree, a better alternative to the silver-wrapped snack, and the music begins again.

The second spot begins in a similar setting, but the rows of vending machines are swapped with rows of bland men's suits. A man dressed in a blue suit walks aimlessly around the floating suits, as a man's voiceover is heard.

"Ordinary is good. Ordinary is elegant," the voiceover says. "Ordinary is so gray."

As the receptive voiceover continues, the man finds a white Mercedes-Benz CLS. When he steps inside, the voice relentless: "Ordinary is so over."



The CLS campaign is more colorful than typical for luxury automakers. Image credit: Mercedes-Benz

Similar to the companion video, he drives from the grayscape to a more colorful setting. The man steps into the orange glow and a silk fabric panel is transformed into a chic pocket square.

Both advertisements feature the tagline: "Extra beats ordinary."

Editorial images for the CLS campaign lean on bright colors, similar those seen in the videos. Taking a cue from pop art, the coupe in traditional exterior colors such as blue, silver and white pops against backgrounds of pastel yellows, greens, blues and more.

Mercedes marketing

Beyond the CLS campaign, other recent Mercedes-Benz efforts have focused on the S-Class and extraordinary public figures.

Last fall, Mercedes-Benz featured singer-songwriter Alicia Keys in its multichannel "Care For What Matters" campaign, exploring how the S-Class is more than a vehicle and allows drivers to care for themselves and loved ones.

As part of the effort, Ms. Keys appeared in a short documentary film, "Pieces," in which she candidly reflected on her journey to career and personal fulfillment ([see story](#)).

For a more humorous campaign, Mercedes-Benz enlisted the charisma of an NBA superstar to demonstrate the capabilities of its S-Class sedan.

The automaker has released a series of short, fun films featuring American professional basketball player, Klay Thompson. In each quirky and entertaining spot, Mr. Thompson uses his magnetic personality and candor to highlight the 2021 S-Class ([see story](#)).

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