

AUTOMOTIVE

Mercedes helps everyone win in Sport for Good campaign

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In a new effort highlighting its Sport for Good program, everybody wins. Image credit: Mercedes-Benz

By KATIE TAMOLA

German automaker Mercedes-Benz is reminding consumers that overcoming adversity is at the heart of any sport in a new campaign.

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With an emotional minute-long vignette, Mercedes-Benz is highlighting its partnership with Laureus, an organization that uses sports to help children build skills and confidence. The campaign illustrates that while children across the world have a multitude of opponents and obstacles to face outside of sports, this collaborative program continues to help children in building confidence and skills to succeed in their lives.

"This campaign effectively highlights how sports can build up underprivileged communities," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "As a brand, Mercedes embodies the pursuit of excellence, and the Laureus Sport for Good initiative helps underserved youth discover their own excellence."

Sport for Good

While being cognizant of its social responsibility objectives, Mercedes parent company Daimler cofounded the "[Laureus Sport for Good](#)" program in 2000.

Currently, the initiative has sponsored 200 active projects and spanned 40 countries, assisting millions of children in harnessing power and skills through sports.

Sport for Good program is kids around the world fight for a better future

In "Everybody Wins," viewers watch the transformative and affirming power of sports in the lives of children, capturing the valuable work of Laureus programs.

It opens with children preparing for various activities, applying protective equipment, gauging their surroundings and anticipating their first moves.

"Today they will face the toughest opponents in the world," a voiceover bellows.

Children are then seen skateboarding, boxing, playing soccer and more.

The toughest opponents the narrator speaks of are the societal hardships children face around the world each day. For more than 20 years, Mercedes-Benz has supported Laureus in helping children move their lives forward. Through sports, the program helps uniquely engage young people through sport, helping them build skills that can improve their health and mental wellbeing, encourage equality and inclusivity, end violence and more.



Mercedes believes in the power of sports. Image credit: Mercedes-Benz

From start to finish, the short film carries an inspirational tone as viewers witness children all over the world play sports in disparate settings, build confidence and look towards a more equitable tomorrow.

"These children will defeat discrimination, defeat violence, defeat inequality," the narrator concludes. "Every time sport defeats disadvantage, everyone wins."

Automotive meets philanthropy

As luxury brands continue to maintain meaningful presences and wide breadths of resources, they also continue to highlight their contributions to society at large.

Earlier this month, British automaker McLaren announced it was partnering with children's charity Plan International in an effort to support STEM education.

Plan International has a strong track record of challenging gender stereotypes by supporting girls' education around the world and promoting opportunities for fulfilling careers. This is a natural fit for the supercar maker, which encourages young people to explore careers in science, technology, engineering and math ([see story](#)).

Earlier this year, British automaker Rolls-Royce selected Chestnut Tree House as its annual house charity, as voted on by its Goodwood employees in a yearly tradition.

This was the second time that Chestnut Tree House children's hospice had been named the house charity for Rolls-Royce. The organization works with children up to 19 years of age and their families at its hospice and in their own homes ([see story](#)).

As evidenced through some of the top automotive brands, many organizations recognize that the key to ensuring a better future is to helping those it belongs to: young people.

As brands like Mercedes-Benz continue to grow, they will continue their philanthropic efforts, which could inspire consumers to do the same.

"In today's world, consumers are more likely to choose brands that align with social causes they are passionate about," Ms. Blackley said. "Luxury brands are associated with wealth, and attract an audience that is likely in a position to make charitable contributions."