

AUTOMOTIVE

Mercedes touts timeless G-Class in unique romance

February 15, 2022



The G-Class is an immortal Mercedes-Benz icon. Image credit: Mercedes-Benz

By SARAH RAMIREZ

German automaker Mercedes-Benz is highlighting the everlasting durability of the G-Class in an inventive campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The cinematic effort follows the love story of a mysterious pop star and her suitor, who is an outsider to her world. The "Immortal Love" campaign memorably positions the G-Class as a timeless icon.

"The choice of subject and its portrayal in this campaign speaks to the prowess of a Mercedes," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York. "It invites you to discover their innovation, power, performance and design all attributes desirable in a luxury car.

"Mercedes has broadened their potential audience base by delivering an unexpected subject in an artful manner."

Ms. Miller is not affiliated with [Mercedes-Benz](#), but agreed to comment as an industry expert.

Love story

The film, which runs about 8 minutes and was released on Feb. 14 to celebrate Valentine's Day, begins with a sweet scene that is common in many modern relationships.

A young couple is lying in bed together, taking a selfie video as they flirtatiously banter about whether love or anything can last forever.

"I wish we would last forever," the young woman says wistfully, before the home video shot vertically for added authenticity fades to black.

After the opening title is shown, a cheering crowd is heard and the film transitions to a concert scene.

Mercedes is offering a unique love story for its Valentine's Day campaign

"A queen, a concubine, a sculptor and a spy," the crowd chants.

The female protagonist, named YJ, from the opening scene is revealed to be the onstage performer. She is dressed in a deconstructed black gown and her braided hair mimics a royal crown.

YJ begins to rap, easily commanding the stage, and she makes eye contact with her lost love.

After the performance, the young man appears backstage. The pair longingly lock eyes, but the woman's handler sees, and the man is unceremoniously thrown out by security.

A fleet of G-Wagons departs the venue. YJ is driving her own Mercedes, and it is quickly revealed she and the man, named Nathan, had planned for him to sneak out in the backseat of her car.

In a flashback to the backstage scene, YJ and her handler are seen arguing. The handler warns the star that she knows the rules, and that the man is not a friend, but the enemy.

The pair drive through the darkness, and YJ admits that they cannot see each other that night.

"If there is no today, there is no tomorrow," Nathan says mournfully.

The couple begins to argue, as YJ tries to reassure him that it is not personal, but she is attending a closed event and he is not permitted inside. Nathan reminds her that it is her birthday and is frustrated that he is being excluded from her "pop star" lifestyle.



The G-Class has an undying spirit. Image credit: Mercedes-Benz

An eerie aerial shot shows the procession of G-Wagons. The handler's Mercedes accelerates to drive side by side to YJ, yelling at her to get the man out of the car.

Nathan reassures her and says they can stop the car, but instead YJ veers off in the forest demonstrating the G-Wagon's off-roading capabilities. A chase scene ensues through the woods, but YJ escapes by turning off the headlights of her Mercedes.

Disappointed, Nathan steps out of the car to gather his thoughts. In a flash, YJ is at his side, and he reiterates that he does not like to play games before reassuring her that she knows everything about him.

"Who are you," he asks her, and YJ passionately answers with the lyrics of her rap song.

In the next scene, YJ is leading Nathan to the entrance of the party, warning him to stay close to her. The party resembles a haunting rave, and some attendees, including YJ's handler from the concert, feel a shift in energy once Nathan arrives.

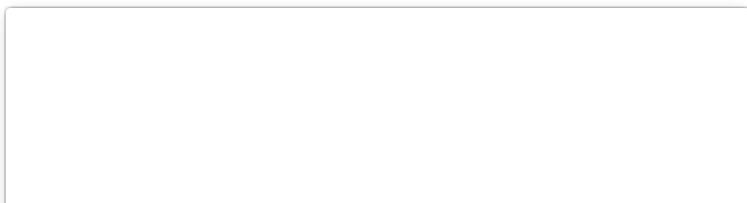
YJ approaches a decadent red-and-white cake to make her birthday wishes. The cake is decorated with "463" candles a reference to the classic G-Class W463 chassis number and the words "Stronger than Time."

The rave continues, and the antagonist approaches Nathan for a dance.

As the tempo of the electronic music quickens, quick cuts reveal a closer look at the partygoers. They appear to have unusual smiles, supernatural acrobatic abilities and a taste for blood.

Nathan finally realizes everyone's true nature once he looks at his reflection and does not see his dance partner: he is surrounded by vampires.

The antagonist flashes her fangs and takes aim for Nathan, but YJ flies to his side to defend him confirming that she is also a vampire.



[View this post on Instagram](#)

A post shared by Mercedes-Benz (@mercedesbenz)

True love and a G-Class are both timeless

The two lovers lock eyes, and Nathan reminisces on their earlier conversations about forever and their identities.

"Okay," he tells her, and responds somewhat incredulously, "Okay?"

With the gravity of their new unspoken vow hanging in the air between them, he leans in to kiss her. YJ gently bites Nathan's lips to draw blood, beginning his transformation into a vampire.

The party continues around them, and the immortal couple departs in a G-Class as the day breaks.

"What makes this an effective campaign is the juxtaposition of the female lead against the description of an iconic Mercedes," Ms. Miller said. "The supporting actors enhance her quest.

"They are for those who reveres' the durability of their quality, a queen; one who desires' to own one someday, a concubine; one who intends' to shape their lifestyle around excellence, sculptor; and one who is forever intrigued' by invention, spy."

Immortal ride

Although the G-Class is one of the most recognizable cars in the Mercedes lineup, it is not often showcased in dedicated campaigns.

In 2019, the automaker embraced the rugged nature of its G-Class with the help of photographers and filmmakers on a two-week road trip through Japan. The off-road vehicle is the ideal companion for the group of creatives who documented their journey across the Asian country's diverse landscapes ([see story](#)).

Mercedes also unveiled a unique take on its G-Class through a collaboration with the late fashion designer Virgil Abloh in 2020. Project Gelndewagen is the result of a partnership between Mr. Abloh, men's artistic director at French fashion label Louis Vuitton and founder of streetwear brand Off-White, Mercedes' chief design officer Gorden Wagener ([see story](#)).

Now with this newest effort, Mercedes does not hesitate to put the G-Class in the spotlight.

"This portrayal of the brand in the campaign is reflective of the Mercedes-Benz and G-Wagon," Ms. Miller said. "One can feel the speed, ruggedness and raw energy of the brand expressed in the verbal exchanges, costumes, music, lighting and dance."