

AUTOMOTIVE

Mercedes-Benz renews luxury EV appeal with avant-garde ad spot

September 15, 2022



The "Innovations by Mercedes-Benz: Magical Garage" campaign series continues to usher in a new era for EVs. Image credit: Mercedes-Benz

By AMIRAH KEATON

German automaker Mercedes-Benz is leading luxury's electric wave with the release of a new, imaginative advertising slot.

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

In the latest iteration of its "Innovations by Mercedes-Benz" campaign series, the brand continues to usher in a new era for EVs. This time around, Mercedes offers electric visuals and an interactive platform, asking viewers to meet the automaker in a "Magical Garage" where innovation and technology are in full view.

"There is definitely an avant-garde bent to this campaign but it's youthful at the same time," said David Undercoffler, editor in chief of [Autolist.com](https://www.autolist.com), New York.

"It's a nice mix."

Mr. Undercoffler is not affiliated with Mercedes-Benz, but agreed to comment as an industry expert.

Mercedes EV magic

Mercedes-Benz's latest campaign addition highlights a bright and colorful future in more ways than one, with part two of its creative "Magical Garage" campaign.

An infinite scroll site landing page prompts visitors to "image that one day your Mercedes-Benz will offer you an entirely new and unique driving experience," setting the scene for a set of daring designs to come.

In the brand's world, one must not be forced to sacrifice a sound and luxurious form for practical functionality a campaign video proves that the Mercedes-Benz EV owner can truly have it all.

"Innovations by Mercedes-Benz: The Magical Garage Part 2" spotlights the intuitive, intelligent capabilities featured across electric models

An aerial scene of the Mercedes-Benz garage kicks off the clip, as Mercedes opens its garage doors.

As the viewing audience descends upon the brand's showroom-style space, a singular leather seat centers the room.

A figure dressed in fashionable, marble-effect blue garb appears thereafter, wheel in hand as she stalks toward the floating car part.

Similarly to a driver triggering the lights aboard their vehicle's cabin upon entering, the model is seated, and the lighting lifts, readying the video's subject for a session of exciting discoveries.

"Today we are exploring technologies onboard a Mercedes-Benz," explains a friendly, omniscient narrator.

The model glances back, her sky blue eyelids fixated upon a deep blue monarch butterfly that floats by. Nature's dazzling innovation foreshadows a set of impressive upcoming features.

Next, she turns to a smartwatch fastened upon her wrist. Narration provides context: the Mercedes dashboard system picks up on the biological signs of stress at play, adjusting itself to provide the perfect ambiance with which to quell the subject's current elevated condition.

As a camera pans out, the model is seen rotating amid her seat mid-air against a serene backdrop, presumably created by the vehicle she presides in.

The luxury vehicles' energizing activations are spelled out by the narrator: a cool breeze is initiated, a change of lighting is sparked, a deep wave massage is started, a citrus scent is deployed and an on-camera oasis unfolds, all within the video's first :20 seconds.

Mercedes' model is driven to her next stop, where a musical group dressed in cobalt blue plays on, representative of the EV's 360-degree, fully immersive Dolby surround sound system. The spot moves to its next location where "DRIVE PILOT," its self-driving capability, is on display the highly-evolved technology deems cruise control a figment of the past.

[View this post on Instagram](#)

A post shared by Mercedes-Benz (@mercedesbenz)

A scene to follow breaks down key experiential features.

"Digital extras upgrade your experience," the narrator states.

"Hey Mercedes," spews the model, in an initiating call reminiscent of voice control's "Siri" and "Alexa" predecessors.

Narration confirms that the model's profile has been loaded: a playlist is turned on, her seat is adjusted, the car's temperature is set, her device's battery charging begins and a destination is entered.

"Magic, isn't it?" asks the narrator coyly. The model winks as a full vehicle interior with cream seats and glossy, jet-black exterior enters the frame.

She rolls her window up as the words "Innovations by" flash across the screen, completed only by Mercedes' iconic silver marquee logo. The model exits the garage and hits the road at the film's close.

Luxury dares to dream

Mercedes-Benz's garage concept brings its EV car's full capabilities to light, trialing them in a controlled, creative environment.

"While it does succeed to some degree in positioning Mercedes as a leader in tech and innovations, it only lightly touches on the real-world examples of them, and instead leans more towards describing a holistic message of future features arriving now," Mr. Undercoffler said.

"More electric Mercedes are due in the coming months and years and those models will likely align more with the overall ethos of this campaign."

However, despite an expert creative treatment, the editorial, forward-looking spot could confuse its target.

"This spot seems to be aimed at a younger, more diverse demographic that may not have the highest level of interest in the vehicles the spot actually shows (EQS, EQE, and EQS SUV)," Mr. Undercoffler said.

"There's a bit of a disconnect between who the visuals of the campaign appeal to and who the vehicles in the campaign appeal to."

The aforementioned features are certainly arriving sooner than later, as Mercedes executives have made their keenness toward a fully-electric future crystal clear (see story), and as demand for electric vehicles skyrockets, with digital advertising efforts like these driving high conversion rates (see story).

All-in-all, Mercedes-Benz's environmentally-friendly fleet takes on a new identity when showcased within the brand's car-holding contraption.

"This is an incredibly visually compelling campaign, particularly the main video," he said.

"It's alluring, dynamic, and holds your attention by toeing a fine line between abstract and real-world."