

AUTOMOTIVE

## Mercedes-Benz goes global with conscious campaign for Avatar' sequel

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Mercedes-Benz's "Vision AVTR" concept vehicle, inspired by 20<sup>th</sup> Century Studios' upcoming film release, anchors a sustainable marketing effort. Image courtesy of Mercedes-Benz

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By AMIRAH KEATON

German automaker Mercedes-Benz is doubling down on corporate ESG messaging, using a modern sponsorship to signal its sustainable values.

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The brand has partnered with an iconic film franchise on "Vision AVTR," a concept vehicle inspired by an upcoming Avatar release, with its commitment to a more sustainable future in mind. Mercedes-Benz aims to reach fully-electric fleet status by 2030.

"AVATAR is one of the most successful film franchises in the world with a message that is also central to the Mercedes ethos and the targets set out in our Ambition 2039," said Ola Kllenius, CEO of Mercedes-Benz Group AG, in a statement.

"We share the belief that we need a more respectful approach to nature and that we must conserve its resources," he said. "This co-promotion with 'Avatar: The Way of Water' is part of our journey as a company, and we salute the narrative of the AVATAR story on the need to strike a balance between environmental, economic and social interests.

"It is a source of inspiration as we pursue our sustainable business strategy."

### Sustainable solutions

An "Earth is our Pandora" principle guides campaign messaging for Mercedes-Benz's latest execution, marked by the promotion of a previously debuted and uniquely futuristic concept vehicle, exclusive film footage and more across TV, cinema, digital and social media.

At the core of the brand's commitment to the planet is the aforementioned phrase, supported by the idea that "every action counts."

These themes are further made evident through vibrant environmental imagery and locations on earth presented by

the Avatar film, created to evoke a dreamlike sense of otherworldliness, according to Mercedes-Benz.

The :40-second spot takes place amid the fictitious setting.

The automaker's protagonist explores the fantasy biome, biodiverse in appearance, to the tune of Avatar's ethereal soundtrack.

*The "Avatar: The Way of Water and Mercedes-Benz" campaign video*

"I see an amazing place," says its narrator.

"Feels like a dream."

Therein, a misty, vibrant terrain grabs viewers' attention. Rainforest hues soon follow waterfalls flourish, as underground ecosystems are on full display.

CGI-generated creatures, though imaginatively manifested, are representative of Earth's very own communities which, Mercedes-Benz argues through imagery, are worthy of protection.

Sustainability, respect and community themes that unite the film's message and Mercedes-Benz's own journey to a fully electric future, says the brand are central to the video's plot, and preface the Avatar release aptly.

An aerial shot of the EQE SUV, Mercedes' newest eco-efficient model, is paired with a compelling CTA for audience members, both of which close out the clip as the automaker makes an ask.

"Join our journey to a fully electric future."

Produced by James Cameron and Jon Landau, "Avatar: The Way of Water" occurs more than a decade after the events of the first film, providing the foundation for Mercedes-Benz's future musings.

Starring Sam Worthington, Zoe Saldana, Sigourney Weaver and more, it is set to release on Dec. 16, 2022.

### **Future fleet**

Inspired by the upcoming film debut and a commitment to sustainability, Mercedes-Benz's "Vision AVTR." Its acronymic title stands for "Advanced Vehicle Transformation."

The body of the "Vision AVTR" touts a flowing structure that combines its interior and exterior with "one-bow" lines, amounting to an emotional whole, as the brand puts it.

*Mercedes-Benz plays to the future with a car modeled after a forward-looking vision*

No waste is generated considering the use of the car's sustainable materials, including vegan "DINAMICA" leather made from recycled materials, Karuun (rattan) which grows quickly in biodiverse environments, and organic, compostable battery technology.

Its inside lacks a steering wheel, having been replaced with a multifunctional control element in the center console. Run by intelligent technology, the passenger is recognized by touch and heart rate.

These are just a select few of the model's features, ones that bring Mercedes-Benz closer to its 2030 all-electric vision ([see story](#)) and ladder up to overarching efforts on behalf of the brand of ushering in a new era for EVs ([see story](#)).

"By highlighting the fusion of bionic design and technology, the campaign messaging aims to strengthen the importance of the coming together and co-existence of humankind and nature," said Bettina Fetzer, vice president of communications and marketing at Mercedes-Benz AG, in a statement.

"The co-promotion campaign starting today is another milestone in the collaboration between Mercedes-Benz and the creators of 'Avatar: The Way of Water' and to-date the most extensive brand collaboration between Mercedes-Benz AG and a film."