

TELEVISION

## Mercedes taps star power in Super Bowl commercial

January 28, 2013



By ERIN SHEA

Mercedes-Benz USA is tapping star power for its Super Bowl XLVII commercial with singer-songwriter Usher and model Kate Upton that will debut Feb. 3 during the broadcast on CBS.

[Sign up now](#)

**Luxury Daily**

The automaker released a teaser video, a behind-the-scenes image album and a couple of other videos for its CLA vehicle on its Facebook page to entice consumers to watch its Super Bowl ad. In addition to the teaser, the only information released is that the commercial will focus on the new CLA vehicle and star singer-songwriter Usher and model Kate Upton.

“Teaser videos are a great way to pre-publicize commercials as they provide an opportunity for brands to tease and generate viral buss for commercials in anticipation of the big reveal, which in this case is Super Bowl Sunday,” said John Casey, founder and director of [FreshFluff](#), New York.

“Rather than turn away from the television during a commercial break, viewers who have seen the video might be more likely to pay attention, and be on the look-out for the mysterious diner or an alluring Kate Upton,” he said.

“It is a great way to keep the drumbeat alive for brand awareness.”

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

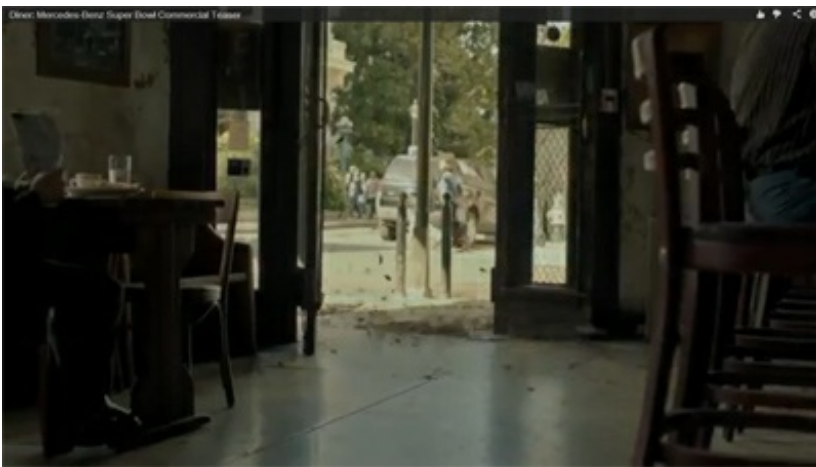
**Mercedes-Benz** was not available to comment before press deadline.

The tease

Mercedes-Benz has not released much information about its new commercial which it plans to debut during the Super Bowl Feb. 3.

In the 38-second teaser video, the scene opens on a diner as the door blows open and it seems that an apocalyptic event is about to take place.

A dog outside is barking, the diner doors swing open with a gust of wind, lights flash, and the temperature rises as diner employees and guests look around nervously.



*Commercial teaser*

Then the screen cuts to a shot of the new Mercedes CLA vehicle headlights. It goes black and the screen reads “February 3, 2013” and the 2013 is lit with an animated flame.

Embedded Video: <http://www.youtube-nocookie.com/embed/FWjycKOsI2o>

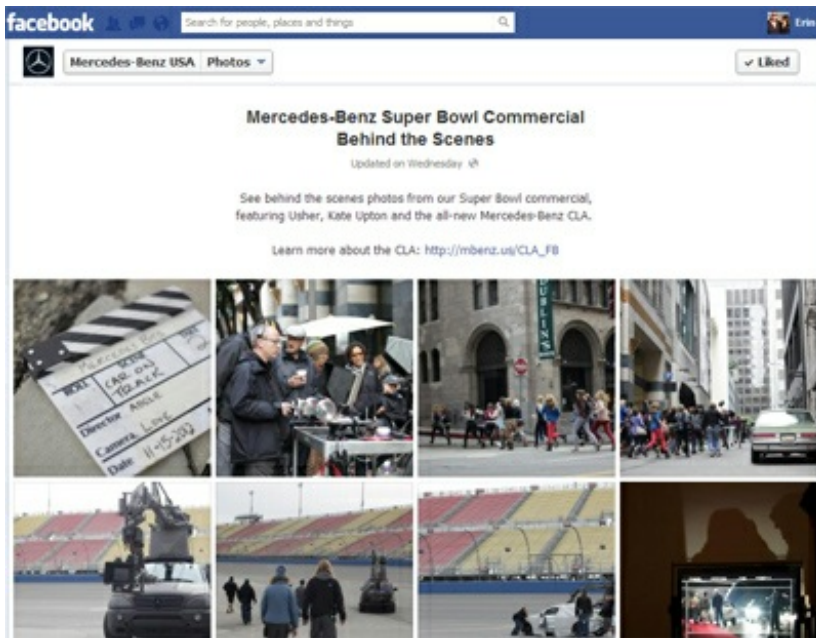
*Diner: Mercedes-Benz Super Bowl Commercial Teaser*

The automaker has released information through its Facebook page that there will be more to the commercial.

A photo album on its Facebook page shows the behind the scenes of the making of the commercial.

A description said that the spot will feature the new CLA vehicle and star singer-songwriter Usher and model Ms. Upton.

There is also a link for consumers to learn more about the CLA vehicle.



### *Facebook photo album*

In addition, Mercedes has released a couple of other videos recently.

One video showed off the CLA vehicle and one showed Ms. Upton slowly washing a Mercedes vehicle.

Also, Mercedes released another commercial teaser Jan. 25 that runs 14 seconds. It shows a man quickly sliding a Mercedes vehicle around for an elaborate entrance.

Embedded Video: [http://www.youtube-nocookie.com/embed/dqfX\\_Nqdk4k](http://www.youtube-nocookie.com/embed/dqfX_Nqdk4k)

### *All-New CLA-Class power slide*

Mercedes is likely trying to stand out from the many marketers that will be placing TV spots during the Super Bowl with its teaser videos and photo album.

“Generally, an advertiser wants to create advance interest in watching its Super Bowl commercial,” said Al Ries, chairman and co-founder of **Ries & Ries**, Roswell, GA.

“Today this is much more difficult, since many advertisers are trying the same thing,” he said.

### *The big day*

Since the Super Bowl constantly sets the record for the most-watched program on TV, marketers often try to boost their commercial efforts during that broadcast. In 2012, an average of 111.3 million viewers tuned in to watch the Super Bowl, according to **Nielsen**.

Last year, German automaker Audi looked to wipe out the long-hyped vampire fad with its Super Bowl XLVI advertisement for the S7, which promoted its powerful LED lights that can apparently destroy creatures of the night.

Audi built up excitement for the Super Bowl ad through social media marketing in which consumers could put together pieces of a puzzle and share the results with their friends. The brand also added a mobile component by introducing a **#solongvampires** hashtag

found in the commercial ([see story](#)).

When marketers are crafting a TV spot, especially for a highly-watched program such as the Super Bowl, they should remember to entertain the consumer as well as inform them on the brand.

“Television is an entertainment medium and therefore a commercial needs to be entertaining as well as informative,” Mr. Ries said.

“Most people watch television to be entertained,” he said. “Therefore, your television commercials need to be entertaining.”

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.