

INTERNET

Mercedes-Benz films surfer using E-Class to appeal to active audience

November 26, 2013



By SARAH JONES

Mercedes-Benz shadowed pro surfer and filmmaker Mikey DeTemple for its latest video to show its E-Class model in an active light and attract sporty urban consumers.

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Luxury Daily

The video, from Mercedes's mb! magazine, is titled "Surf's Up: From NYC to Montauk with the E-Class," and follows Mr. DeTemple as he travels from Manhattan to the Long Island coast, where he surfs. By showing its car in use, Mercedes is able to show potential consumers how the product would fit into their lifestyles.

"This is one of many lifestyle videos produced by our colleagues in Stuttgart," said Donna Boland, manager of corporate communications at [Mercedes-Benz USA](#), Montvale, NJ.

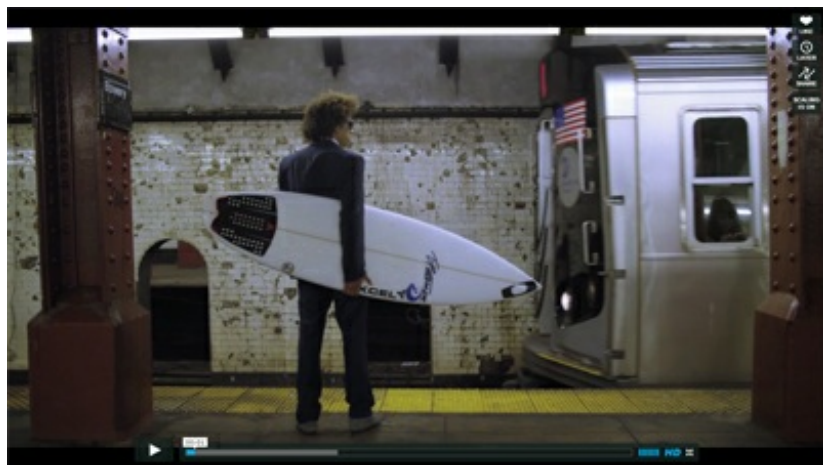
"All of these have a common denominator in terms of putting the Mercedes-Benz brand and products in lifestyle settings that our owners and aspirants can relate to," she said.

"This would be similar to what we do in the events arena with Mercedes-Benz FashionWeek, the PGA Tour and US Open."

Going surfing

In the first scene of the video, Mr. DeTemple is standing on a subway platform with his

back toward the camera, surfboard in hand. A train goes past behind him.



A still from "Surf's Up"

The film cuts to an E-Class driving around New York, surfboards strapped to the roof. We see the driver in close-up, looking for something.

Mr. DeTemple is then seen exiting the subway station, running up the stairs. He waits to cross a street.

Then the viewer sees Mr. DeTemple greet the driver with a hug. The car is parked next to them, the other two passengers standing beside it.

The next shots are of the car en route, showing various angles of the vehicle, including the grill with the Mercedes logo.



A still from "Surf's Up"

The foursome stands on the beach, finally at their destination. They stare out at the waves, as the camera pans to give the viewer a better look at the shoreline.



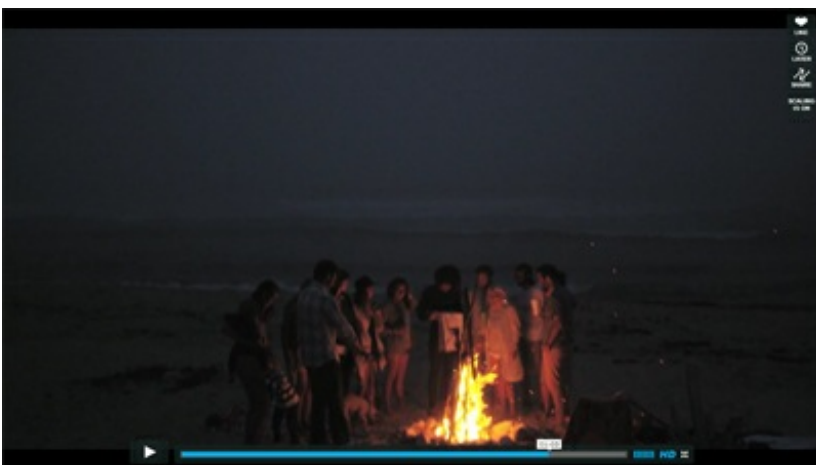
A still from "Surf's Up"

All four walk toward the water, surfboards in tow. A series of clips of DeTemple and his companions surfing follows.



A still from "Surf's Up"

Night comes, and the friends come in from the water. They build a fire.



A still from "Surf's Up"

The final shot is long distance view of the E-Class driving home.

Embedded Video: [//player.vimeo.com/video/78529743](https://player.vimeo.com/video/78529743)

"Surf's Up: From NYC to Montauk with the E-Class"

Mercedes-Benz released the video on both its Web site and Facebook page. The

Mercedes-Benz Web site has further content, including an interview with Mr. DeTemple and additional photos.

Athletic association

Sports figures make a strong figurehead for luxury car brands, since sports and equipment go hand-in-hand.

For instance, Land Rover United Kingdom honored equestrian show jumping champion Ben Maher and dressage champion Laura Tomlinson with videos that illustrate how both brand ambassadors train for and achieve success.

The “Equestrian: Pursuit of Excellence” videos are found on the brand’s Facebook page and explore what it takes to be a champion in equestrian sports. Land Rover is likely to engage consumers more by adding digital content to go along with the selection of the new brand ambassadors ([see story](#)).

Similarly, Mercedes-Benz USA extended its partnership with the Professional Golfers’ Association of America through 2017 to elevate its position as the official vehicle and patron of events that are rife with current and potential customers.

The automaker will provide players, consumers and attendants with activities and promotions while educating interested fans about model features and technologies. Enacting a multi-year partnership gives the brand many chances to reach out to consumers ([see story](#)).

The difference with this video is the tone. Surfing is a much more extreme sport than golf, so the feature was probably aimed at a more daring, not necessarily younger, audience.

“The video is lifestyle-oriented more than it is demographic-focused,” Ms. Boland said. “Lifestyles are often mindsets, psychographics, and so they cut across age groups.”

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

1. Ryan says:

November 26, 2013 at 12:54 pm

the guy in the beginning of the video is Tripoli Patterson. Mikey Detemple is the blonde guy who comes in a little later.

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