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OVERALL LUXURY INDUSTRY INSIGHTS:

Mercedes dominates both the Luxury Car and the Luxury SUV/CUV segments during December. Both ads achieve success by focusing on key messages and themes, such as safety, performance, innovation, and quality. Vehicle demonstrations and engineering laboratory vignettes help legitimize the ad claims and make the ads very relevant and relatable to the audience. Both ads position Mercedes as a premier, high-quality manufacturer that will stop at nothing to produce the best product possible.

TOP LUXURY CAR AD:

For the second month in a row "One Way" was the top performing luxury car ad. The ad succeeds by utilizing Mercedes' familiar strategy of focusing on key messages known to resonate with luxury consumers such as quality, safety, technology, and performance. The ad also makes good use of the Mercedes tagline "The Best Or Nothing" to drive home the idea that when developing the all new C-Class, Mercedes went to excruciating lengths to make the best product possible. The ad makes good use of various camera angles to make the ad appear very stylish in the eyes of viewers. The creativity of the ad, the relatable themes, and the real-life vehicle demonstrations make this a top performing ad for Mercedes.

PERFORMANCE DRIVERS:

Unique, Relevant, Cognitive/Empathetic, Stylish, Quality, Performance, Safety, Shows A Vehicle Viewers Would Love To Buy



Brand:
Mercedes

Title:
"One Way"

Length:
30 Sec



TOP LUXURY SUV/CUV AD:

"Impressive Numbers" succeeds because it highlights the quality, safety, and performance characteristics of the all new GLA. Mercedes understands that key themes like these resonate very well with luxury consumers because they convey desirable benefits to the consumer. While Mercedes goes to great lengths to instill confidence in their product and make the product appear superior, at the end of the ad they remind viewers that the GLA is also available at a very attractive starting price. Frequently, respondents will say they love Mercedes' vehicles, but they don't think they could never afford one. With this ad, Mercedes looks to dispel that notion by positioning the vehicle as a viable, high-quality alternative.

PERFORMANCE DRIVERS:

Engaging, Relevant, Cognitive/Empathetic, Stylish, Quality, Performance, Safety, Shows A Vehicle Viewers Would Love To Buy

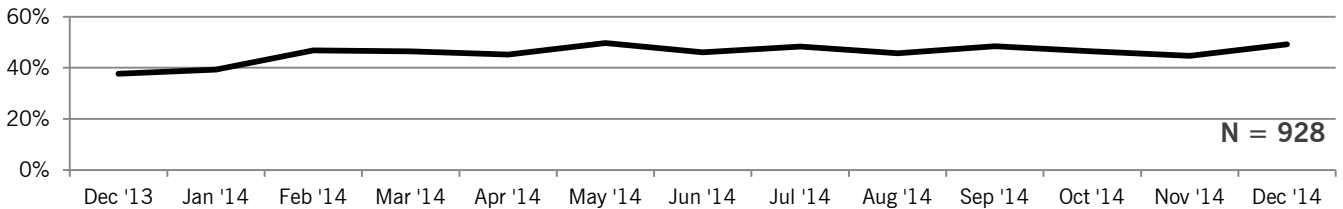
Brand:
Mercedes

Title:
"Impressive Numbers"

Length:
30 Sec

% OF INTENDERS PLANNING TO PURCHASE/LEASE WITHIN THE NEXT THREE MONTHS:

The percentage of near-term Intenders who plan to purchase in the next three months experienced an uptick in December to 49%, which is well ahead of the year-over-year results from December 2013, by 11%.



In the transition from November to December, some detailed actions/intentions declined, some improved. The top overall actions/intentions (*Planning To Visit A Dealer* and *Research Next Vehicle Online*) declined slightly month-over-month. However, there was an increase in intentions *To Test Drive* during December. *Take Advantage Of An Offer/Promotion* held steady, but *Researching By Talking To Family/Friends* improved significantly. Loyalty to the *Brand* and *Dealership* also experienced strong upticks in December. Loyalty to the *Salesperson*, however, remained consistent.

AMONG 3-MONTH INTENDERS...

