



FOR ACCESS TO ALL RECENT AUTOMOTIVE PRACTICE REPORTS, PLEASE [CLICK HERE](#)

## OVERALL LUXURY INDUSTRY INSIGHTS:

Mercedes dominates both the luxury car and luxury SUV/CUV segments in February. Both top performing ads have been top performers in previous months as well. These ads continue to resonate with luxury consumers because they are informative, focus on key themes (like safety, innovation, and performance), and use real-life vehicle demonstrations to 'put their money where their mouth is' so to speak and show the unique benefits of owning a finely crafted Mercedes. These ads position the Mercedes brand as a superior brand, but they do so without appearing pretentious

### TOP LUXURY CAR AD:

Impressively, this is the third time "One Way" has been the top performing luxury car ad in Phoenix's study. Mercedes continues to dominate the luxury car category by focusing on key themes that are known to resonate with luxury consumers such as quality, safety, innovation, and performance. Mercedes' tagline "The Best Or Nothing" successfully communicates the idea that when developing the all new C-Class, Mercedes went to excruciating lengths to make the best vehicle possible. The unique camera work that shows the vehicles from various angles makes the ad appear very stylish to viewers. The creativity of the ad, the attractive themes, and the real-life vehicle demonstrations make this a top performing ad for Mercedes.

### PERFORMANCE DRIVERS:

Quality, Performance, Fuel Efficiency, Attention Grabbing, Relevant, Cognitive & Empathetic Connection, Stylish



**Brand:**  
Mercedes

**Title:**  
"One Way"

**Length:**  
30 Sec



### TOP LUXURY SUV/CUV AD:

Having already been a top performer in the past (Dec '14), "Impressive Numbers" returns as the top performing SUV/CUV ad in Feb '15. Showcasing the quality, safety, and performance capabilities of the all new GLA continues to resonate strongly with luxury consumers. The vehicle demonstrations work well to convey desirable vehicle benefits. The unique juxtaposition of showing that Mercedes goes to great lengths to make their product superior, and showing a very attractive starting price, works really well. Frequently, respondents say they love Mercedes' vehicles, but don't think they could ever afford one. With this ad, Mercedes shatters that notion by positioning the GLA as an affordable, high-quality vehicle.

### PERFORMANCE DRIVERS:

Quality, Performance, Fuel Efficiency, Engaging, Attention Grabbing, Relevant, Cognitive & Empathetic Connection, Stylish

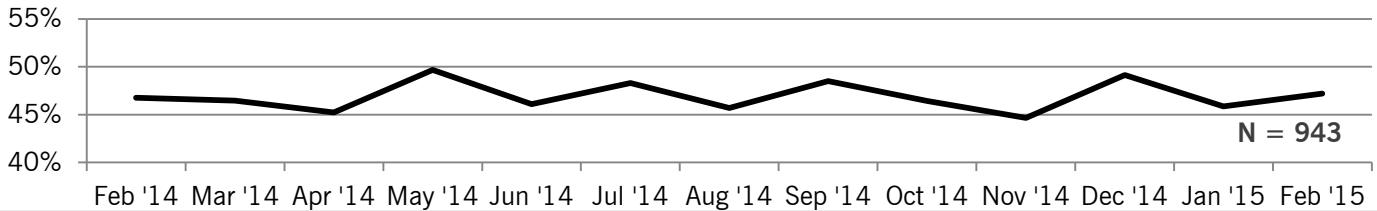
**Brand:**  
Mercedes

**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 increased slightly in February to 47%, which is the exact same percentage observed in February, 2014.



In the transition from January to February, detailed actions/intentions remained very consistent, with only a few minor shifts. The top overall actions/intentions (Planning To Visit A Dealer, Research Next Vehicle Online, and Test Drive) remained strong, though Researching Next Vehicle Online improved some. Researching By Talking To Family/Friends remained consistent, but Take Advantage Of An Offer/Promotion improved slightly. Loyalty to the Brand, Dealership, & Salesperson remained steady or declined slightly & continued to generate the fewest actions/intentions among 3-month intenders.

### AMONG 3-MONTH INTENDERS...

