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OVERALL LUXURY INDUSTRY INSIGHTS:

In August, Mercedes captures the top spot in both the Luxury SUV/CUV and the Luxury Car segments. Both ads contain a strong focus on performance, innovation, and technology, which sets the brand apart from competitors in the minds of consumers. Also, in both top ads the vehicle is the primary focus of the ad and is shown in action. Consumers can see first-hand what the vehicle is capable of doing and the benefits of having such advanced features on a vehicle. The Mercedes ad "Part of Everything" continues to excel in the Phoenix study because it addresses a concern many luxury consumers have, which is that they could not afford a vehicle with such advanced technology.



TOP LUXURY CAR AD:

Although Mercedes' ad, "Surviving Crash," has been in-market for a few months and has always been a strong performer, in August it broke through as the top performing luxury car ad. This ad succeeds by focusing on showcasing the technology, innovation, and safety features in the E-Class sedan. The ad benefits from the real-life vehicle demonstrations that clearly communicate the benefits of each feature/innovation. The ad demonstrates various driver assist systems like pedestrian alerts, cross-traffic alerts, and automatic braking. Prior Phoenix research shows that these types of advanced safety features resonate very well with luxury consumers. The combo of innovation and safety propels this ad to be a top performer.

Brand:
Mercedes

Title:
"Surviving Crash"

Length:
30 Sec

PERFORMANCE DRIVERS:

Safety, Addresses Important Issues, Empathetic, Reassuring/Meaningful, Informative, Relevant, Cognitive Connection



TOP LUXURY SUV/CUV AD:

For the second month in a row, Mercedes' GLA ad "Part of Everything" is the top luxury SUV/CUV ad. The ad succeeds with luxury consumers because it shows that the GLA has qualities that appeal to a variety of consumer needs. Furthermore, the ad focuses on themes known to resonate with luxury consumers such as performance, design, and innovation. But what really gives this ad an edge is the idea that, with the GLA, all of those things can be had at a very attractive starting price. Frequently, Phoenix receives feedback from people stating that they love Mercedes but don't think they could ever afford one. This ad reassures people that they can have an amazing vehicle at an attractive price, which is why this ad continues to be a top performer.

Brand:
Mercedes

Title:
"Part of Everything"

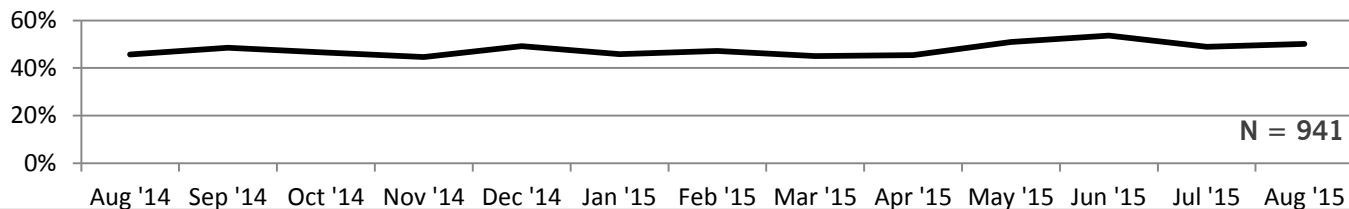
Length:
30 Sec

PERFORMANCE DRIVERS:

Makes Viewers Take Action, Performance, Inspiring/Moving, Safety, Informative, Speaks To Consumers, Cognitive/Empathetic Conn.

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

The percentage of near-term Intenders who plan to purchase in the next 3 months improved slightly to 50% during August. Although not as high as in June, the year-over-year results are stronger (50% vs. 46%).



In August, actions/intentions to Visit a Dealer To Get More Information saw a significant increase month-over-month (+5%), coinciding with the new model year launches and the summer sales events. However, each of the other actions/intentions experienced declines. Visit A Dealer, Research Vehicle Online, and Test Drive remained the top generated actions/intentions among 3-month intenders. Additionally, Loyalty To The Salesperson, Brand and Dealership, remain the actions/intentions that were least frequently generated among 3-month intenders.

AMONG 3-MONTH INTENDERS...

