

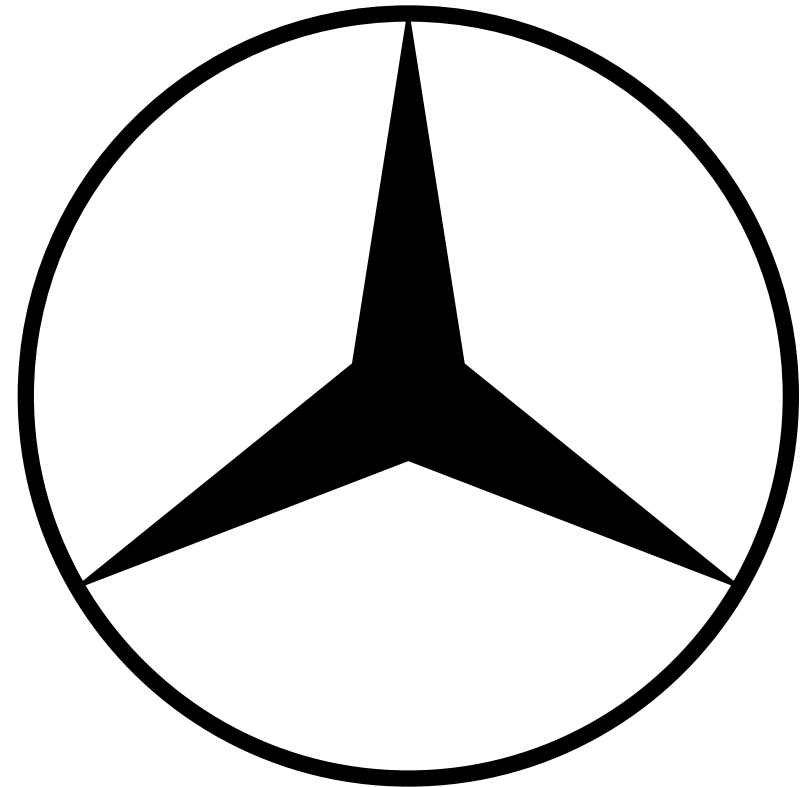


Mercedes-Benz

**A Rebranding by
Brett McDonald-Curtis**

Company Background

Mercedes-Benz as a brand started out as two separate companies: Daimler-Motoren-Gesellschaft, and Benz & Cie. Karl Benz of the latter company is widely regarded as the inventor of the automobile with his Benz Patent-Motorwagen where-as both him and Gottlieb Daimler of the former company independently innovated in creating combustible engines for automobiles. Since their merger (of which the name Mercedes comes from a model made by Daimler), the company has gone on to position itself as a manufacturer of high-quality motor vehicles, even since its early inception, providing cars to the likes of John D. Rockefeller and J. P. Morgan. Along with cementing its reputation as being a luxury car company, the vehicles themselves continue to be engineered and built to the highest quality, still ranking high across the board. Numerous changes have happened to the company over time, from various shifts in logo designs, to targeting more middle-class consumers in their price bracket, and even in recent decades becoming a big name in autosport manufacturers such as in Formula One.





TESLA

Brand Problems

The luxury status of the brand has been slowly encroached on by other high quality auto manufacturers. In terms of pure market share, it shares a close third place behind Lexus with BMW holding the first place spot not too far away^[1]. In its domestic German market, BMW remains its primary competitor along with Audi having a fair chunk, along with having to contend with international brands, such as Italian cars like Lamborghini and Bugatti. Most notable in the luxury market however is Tesla which has cemented its image around high-end EV production. Quite recently, it seems to be even overtaking Mercedes-Benz and will more than likely overtake all mentioned brands due to its capture of the generational zeitgeist^[2]. This doesn't bode well for Mercedes-Benz because of its history with the Diesel Emissions Scandal and the fact that, according to one report in 2008, it is the worst performing in emissions compared to other major brands. Other things cutting into its status is its renewed prevalence via more affordable options, which can be somewhat of a double-edge sword, and the general perception of it being a luxury item catering towards an audience from "old money". This is not helped with its current promotional material which has a fair amount of dating towards the late '90s and '00s. Point blank, the key problem is maintaining the luxury image of Mercedes-Benz above all others.

[1]—<https://www.motor1.com/news/465119/mercedes-bmw-lexus-2020-sales/>

[2]—<https://www.businessinsider.com/tesla-mercedes-benz-us-sales-popular-luxury-brand-2021-11>





Target Audience

The ideal target market should be in the 30-40 age bracket, more so towards those with upper-middle income as a baseline. As with many in their generation, they see EVs as being the most innovative avenue in the auto industry as of present, tying in broadly with contemporary fears of climate change and subsequent appeal for action. This is evident by the emerging status of Tesla as a luxury brand and the large volume of eco-centric branding of not just the auto market, but with most industries as a whole. While supporting sustainable practices primarily out of conscience, there is an element of social status that comes with having a luxury vehicle that can boast of being ecologically sound. For many in this age bracket, a tech-driven EV, much like a Tesla, is the primary image of a status symbol.

Insight

Mercedes-Benz built its brand off of the seminal innovation of motorized vehicles in the 19th century, people today see innovation from the introduction of EVs. Reconnecting a newer audience with its prestige of motor innovation with the current zeitgeist of electric vehicles and eco-conscious design will help solidify Mercedes-Benz as a leading luxury brand.



Solutions

As previously mentioned, the promotional material of Mercedes-Benz feels dated and not up to current trends in graphic design. The current logo is a skeuomorphic interpretation of the original tri-star roundel, a style that has steadily gone out of fashion throughout the 2010's into the new decade. The first step is applying current tastes to the brand image. To start, flattening its logo from a photographic emblem to a simple geometric icon, alongside reverting the wordmark back to slab-serif, albeit still with use of lowercase to keep it identifiable with its as-of-current image. It also happens to be that this is analogous with the old logo and wordmark used in the past and plays into using an older image. To note: this subtle rebranding would be not dissimilar to how its main competitor, BMW, rebranded itself in 2020, whilst clearly being on Mercedes-Benz's own terms.

1933 – 1989



1989 – Present



New Proposal

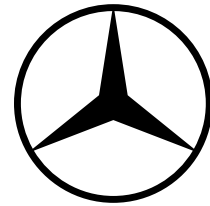




The logo itself has 3 similar but distinct variants: the normal variant that is often paired with the wordmark, the slim variant that is used for sharp contrast via negatives with artwork, and another slim variant with an added element reminiscent of shading for more involved designs.



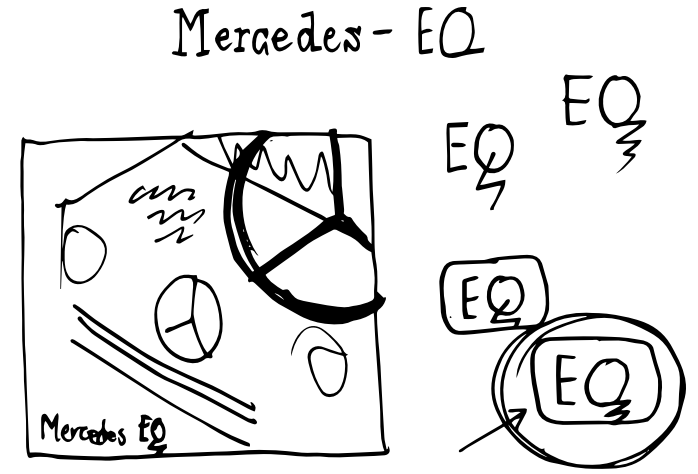
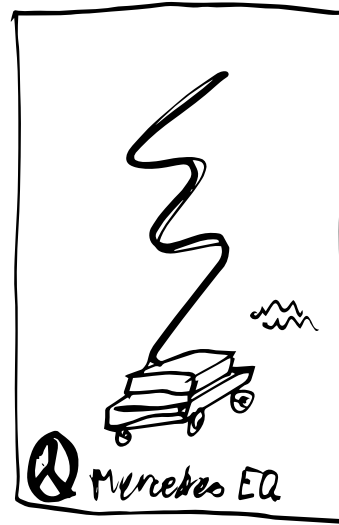
Speaking in terms of a campaign, the focus will be primarily on the Mercedes-EQ line of EVs, which can help serve as prime competition against the likes of Tesla and other auto manufacturers. The logo for the EQ brand is a modified form of the reworked wordmark, with use of an “EQ” suffix, typeset in Futura (a geosans associated with German industry), with an embellishment playing on the motif of electricity.



Mercedes EQ



The electricity motif of the EQ suffix should be supported by the composition. For that, the use of a heavily textured brush-stroke following natural rhythm of the frame in bold primary colour, emphasizing a dynamic, energetic quality, like that of a lightning bolt.



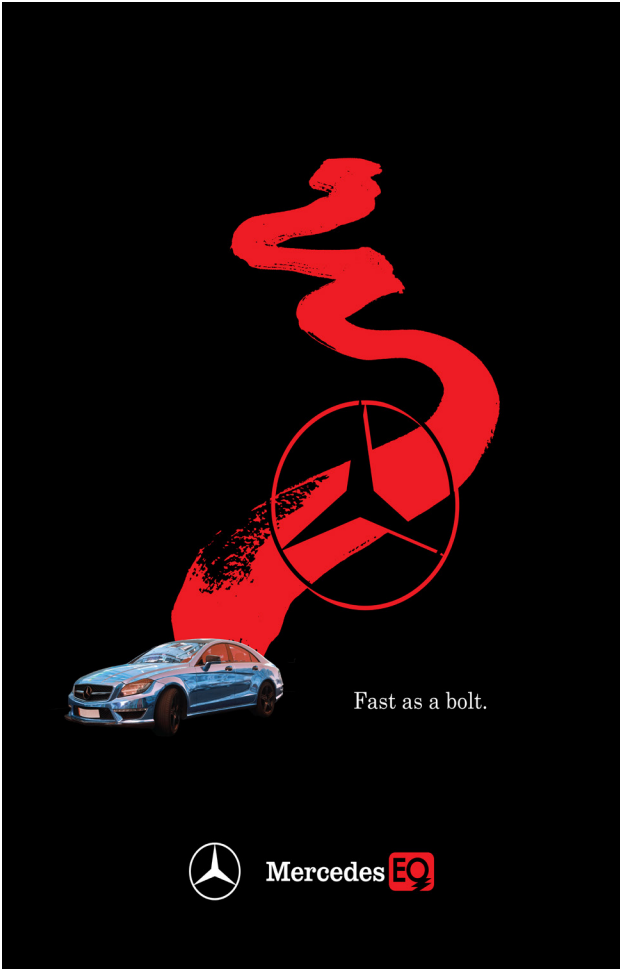
Social Execution



1080px x 1080px



Transit Execution



20" x 28"



Billboard Execution



10' x 40'





fin.