

# Mercedes-Benz - Dent

## BACKGROUND

Mercedes-Benz owners are passionate about their vehicles but less enthusiastic about car insurance. The Mercedes-Benz "Dent" campaign was designed to influence Mercedes-Benz owners to realise that making the right motor vehicle insurance decision should not be based solely on price, a challenge given price is the major factor in this low-involvement category.

## MARKETING OBJECTIVES

- Get Mercedes-Benz owners to switch to Mercedes-Benz Comprehensive Vehicle Insurance
- Increase Mercedes-Benz owners awareness of the importance of choosing the right motor vehicle insurance and the cost's of choosing the wrong insurance.

## STRATEGY

Mercedes-Benz identified the target audience's unwillingness to compromise on performance, aesthetic and prestige aspects of their vehicle. They used this insight to attempt to change owners view of motor vehicle insurance from a rational decision making process to an emotional decision. They aligned owner's emotional connection to Mercedes-Benz with the importance of choosing the correct comprehensive insurance.

## CREATIVE SOLUTION

The creative was designed to offer customers comprehensive reassurance as opposed to a hard-selling insurance message. They sent their target audience a dented car panel symbolising their "worst nightmare". This allowed Mercedes-Benz to appeal to vehicle owner's emotional connection to the brand and their desire to maintain the look and feel of a luxury car. This also created the opportunity for Mercedes-Benz to explain that "nobody understands a Mercedes-Benz like the people from Mercedes-Benz".



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## **RESULTS**

The message was modest and captured the truth, effectively enabling Mercedes-Benz to shift the perception of motor vehicle insurance amongst their target audience.

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