

WIRED
MIDDLE EAST

x



Mercedes-Benz

OBJECTIVE

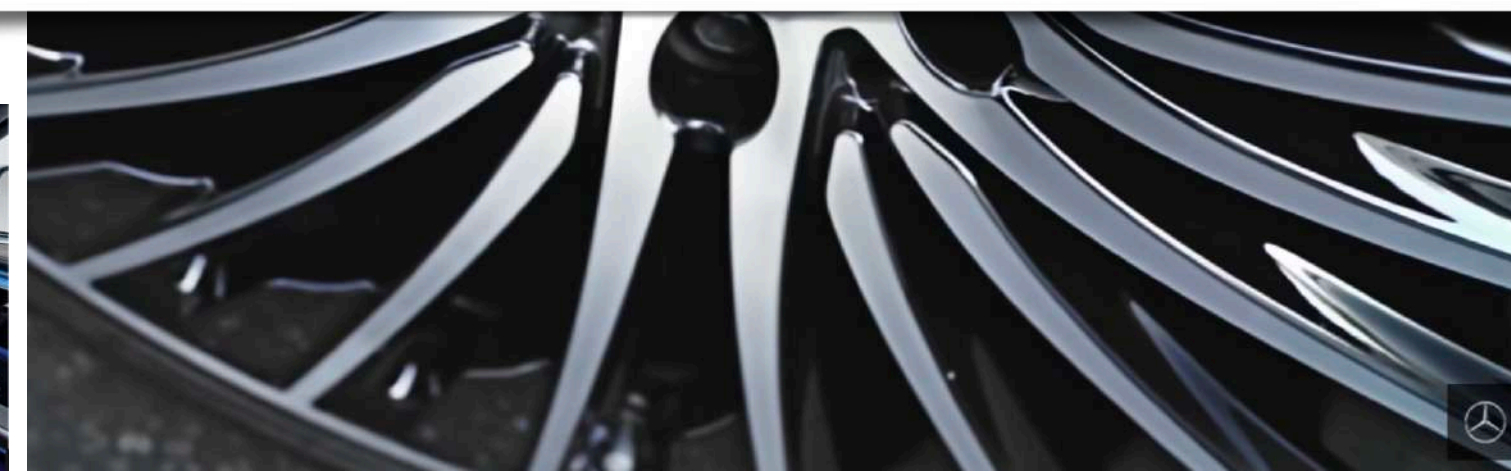
The purpose of this editorial is to highlight the specs of the new **Mercedes E-Class Saloon** that make it ***your most personal car***, while tapping into the reader's emotions of what it means to have a car that evolves with you.

CONCEPT

At first glance, the editorial shows a man in his forties and a 6 year-old kid, in what looks like a father-and-son road trip.

Inside the E-Class Saloon, they embark on a multi-sensory journey and an unforgettable ride, thanks to the state of the art **MBUX** digital experience and **Safety & Assistance** system.

The editorial introduces these features to the reader from the perspective of the kid. To him, this ride is a day of firsts.

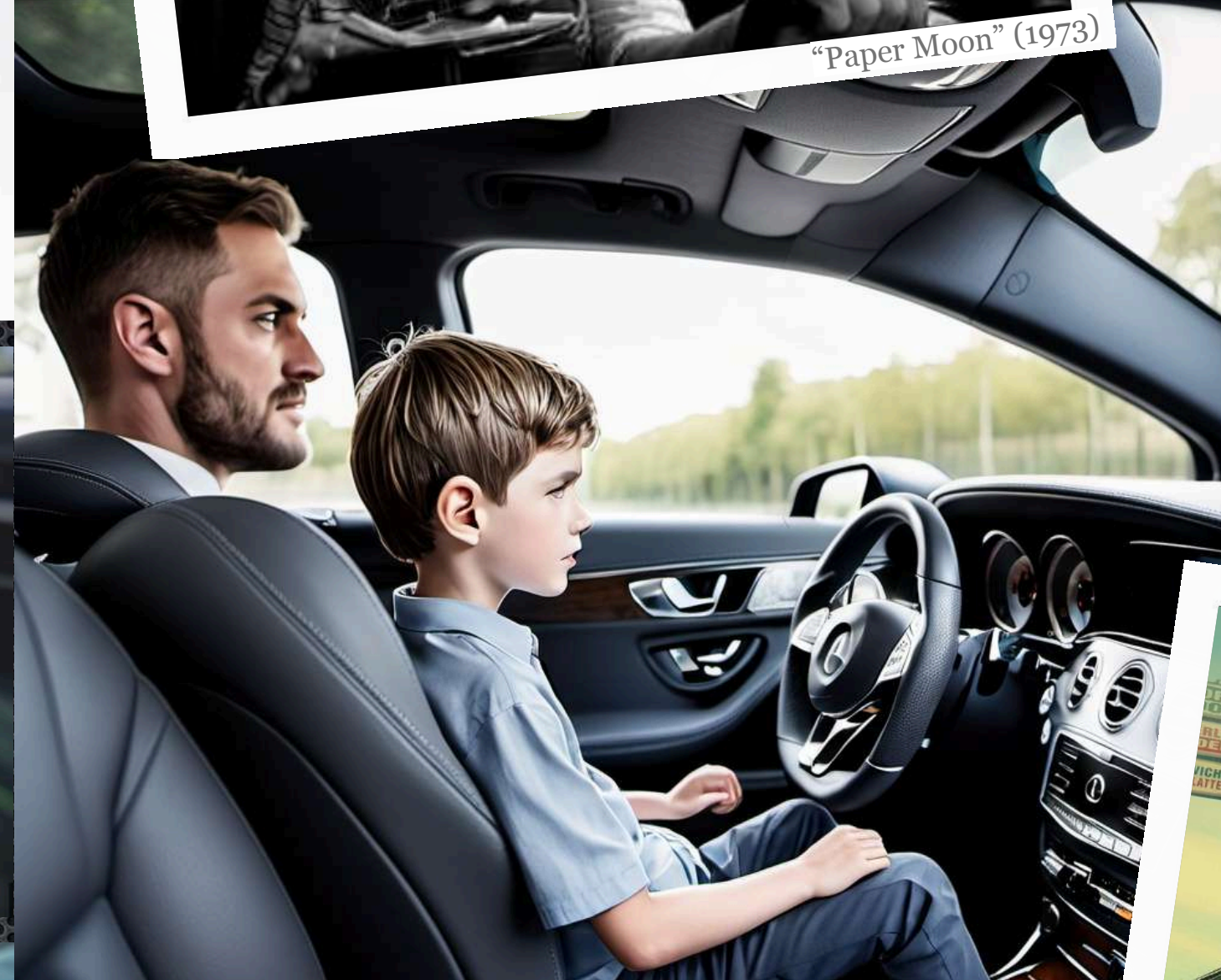


Your most personal car.

MOODBOARD



"Paper Moon" (1973)



"The Tender Bar" (2021)



01. YOUR FIRST CONFERENCE CALL



While on the road, the man and the kid make a call to “Mom” from the comfort of their E-Class Saloon seats. You see them both waving to the screen in joy, and you can see the mom vividly on the screen even from a zoomed out camera angle.

BACK Shot/
Panoramic view
of the 3 screens



Camera for video conferencing

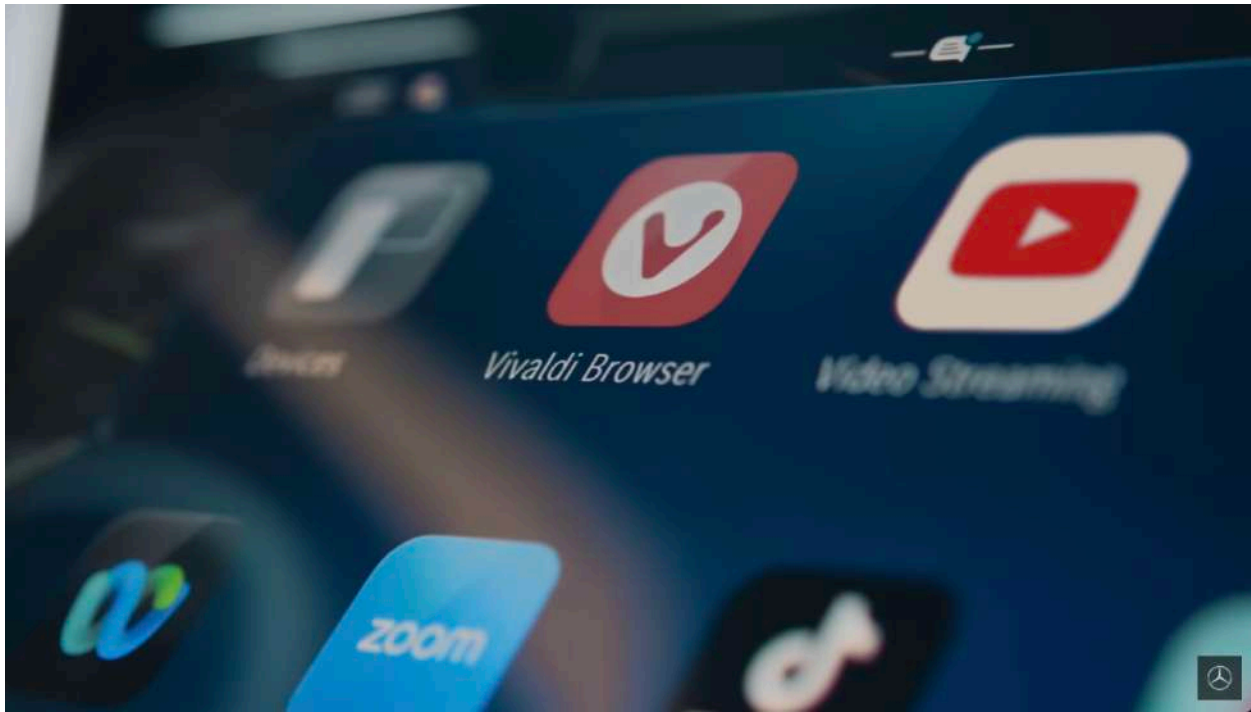
TECHNOLOGY FOCUS

This shot highlights the high resolution **MBUX** screen in the central display.

The camera screen allows for **Video Conferencing** with precise connectivity, while driving, using Apps like Zoom and Google Meet.

02. YOUR FIRST TIKTOK

Perhaps the most modern form of father-son bonding is a TikTok video. This shot shows the man and the kid looking at the screen recording a TikTok dance.

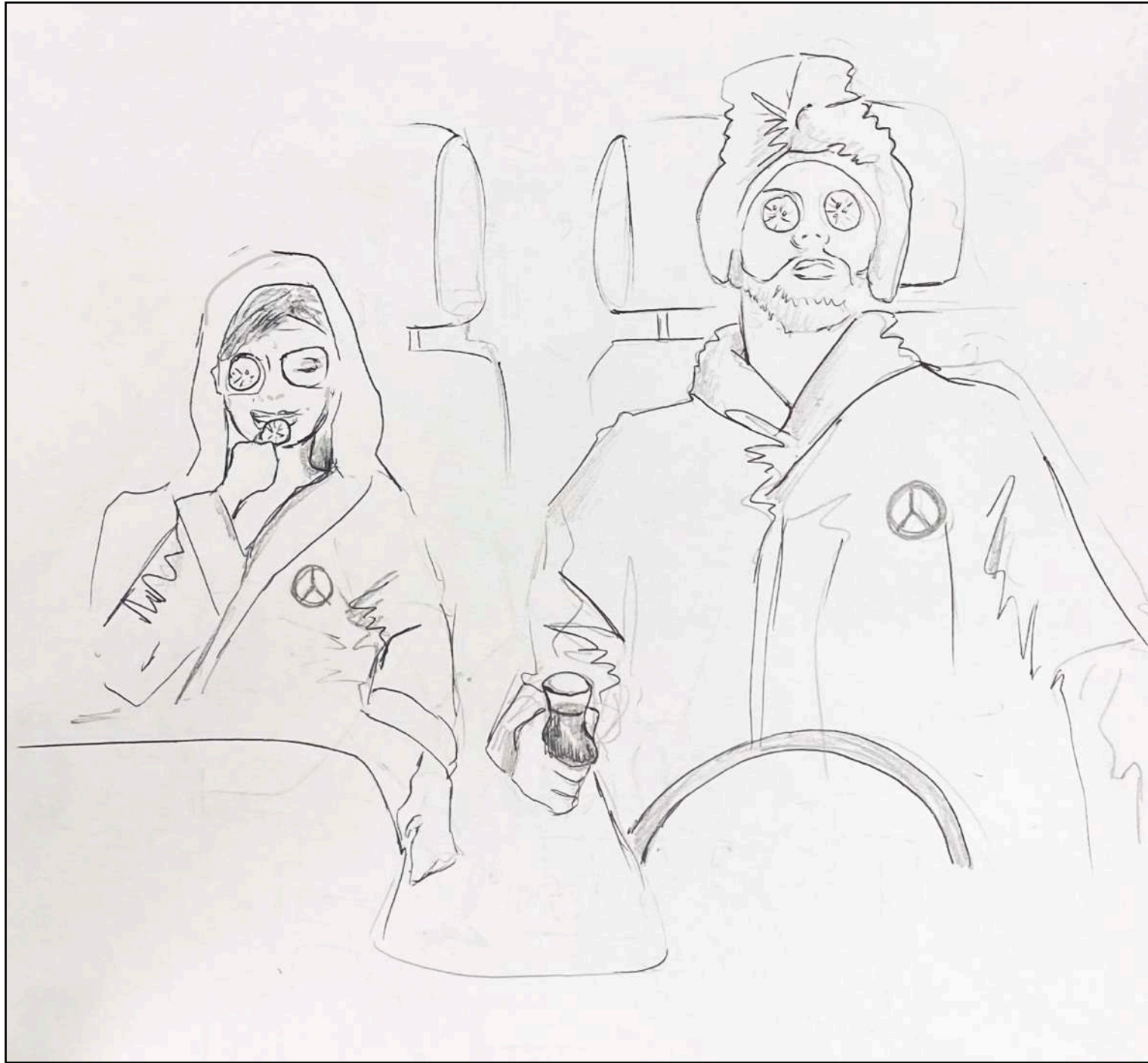


FRONT Shot/
Panoramic view
of the front body

TECHNOLOGY FOCUS

This shot highlights the **5G Technology** integrated in using the MBUX Infotainment, making it faster for the user to use Gaming, Video or Social Media Apps.

03. YOUR FIRST SPA DAY



Another type of father-son bonding: getting massages in their super comfortable E-Class Saloon seats, thanks to the car's Massage features.

Props like facial masks, head towels and bathrobes embossed with the Mercedes-Benz logo are added to enhance this relaxing experience that transports you into an actual Spa.

TOP Shot/
view of the
Comfort Seats



TECHNOLOGY FOCUS

The key focus of this shot is the new E-Class Saloon **COMFORT SEATS** and **ENERGIZING PACKAGE PLUS**.

The 4-way lumbar and lateral support allows you to choose from types of Massage Programs tailored to your body.

It's like your own personal spa.



04. YOUR FIRST CONCERT

The new E Class Saloon provides a sensory experience like no other. A closeup on the kid wearing bluetooth headphones with multi-color ambient lighting in the background sends you off to a stage concert.

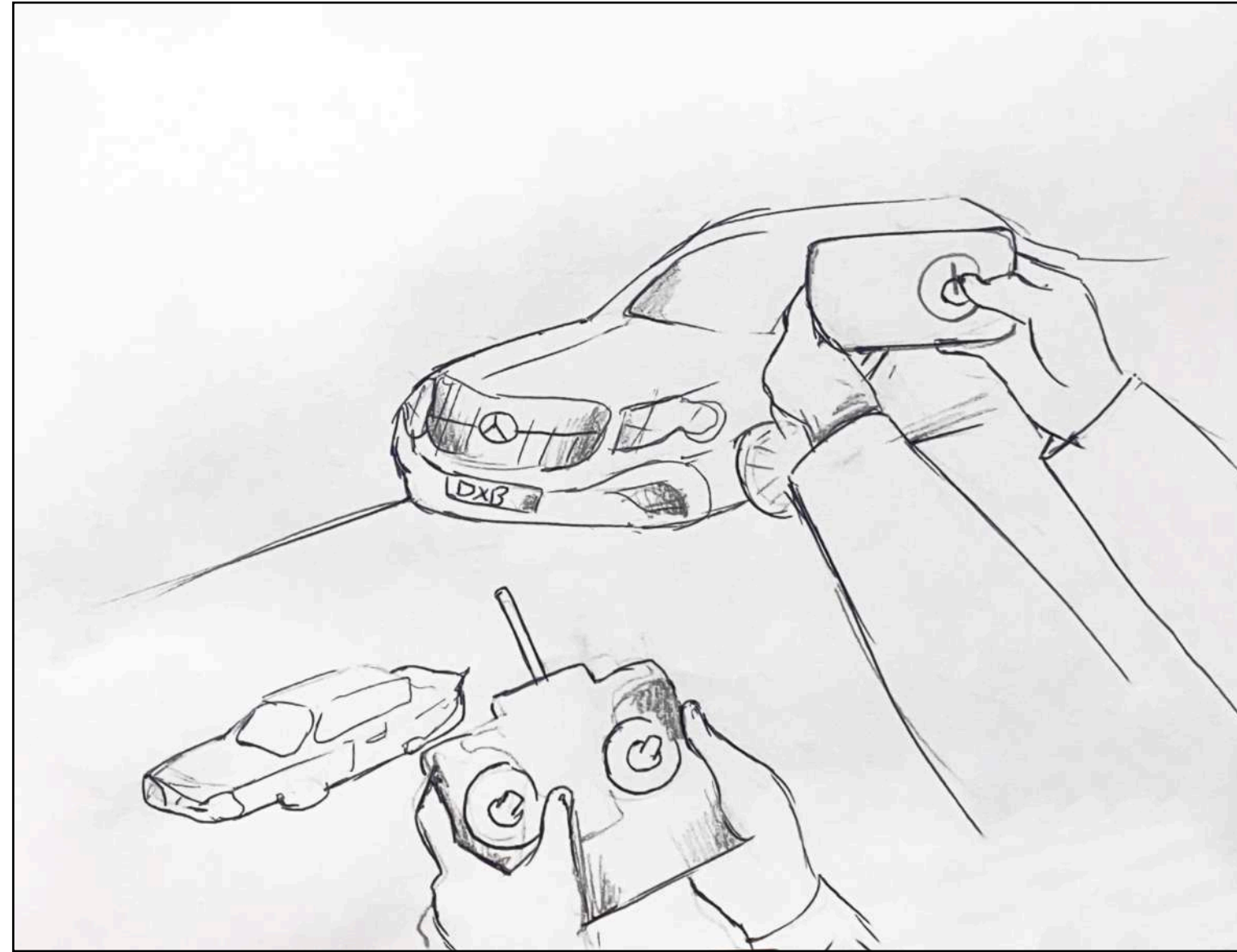


FRONT Shot/
Dimmed Ambient
Lighting

TECHNOLOGY FOCUS

This shot features the **BURMESTER 4D Surround System and Active Ambient Lighting** , providing sound visualization and spatial Dolby Atmos to elevate your senses.

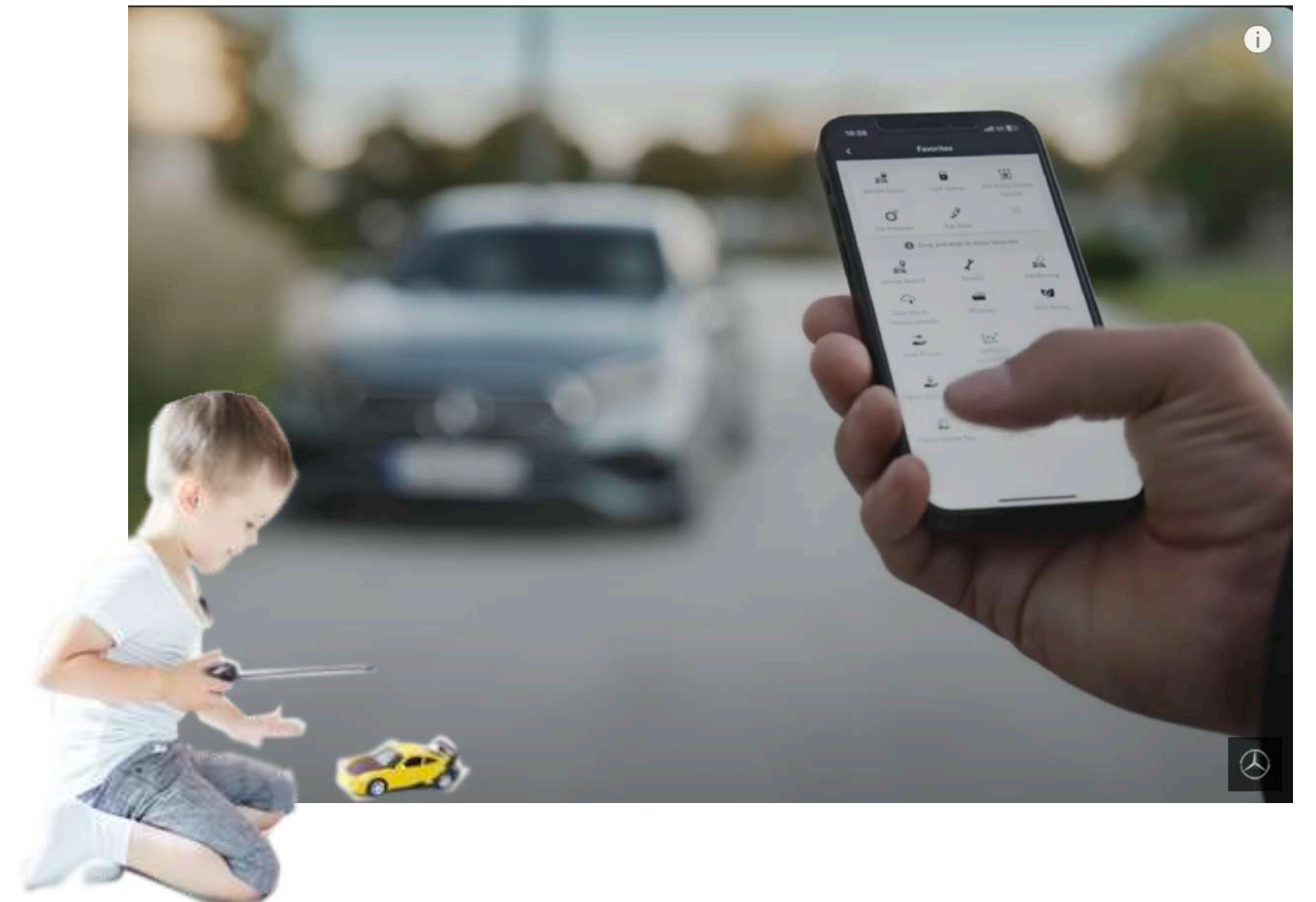
05. YOUR FIRST TOY



When I was a kid there was no other gift that excited me more than a remote control toy car. Imagine having that as an adult! Within only fingertips, you can park your new E-Class through the ME app on your phone.

In the same shot, you see the man parking his car via his phone, while the kid controls his toy car with the remote.

OUTDOOR Shot/
Spatial view of the
vehicle



TECHNOLOGY FOCUS

This shot aims to focus on the **REMOTE PARKING ASSIST** accessed through the **ME App**.

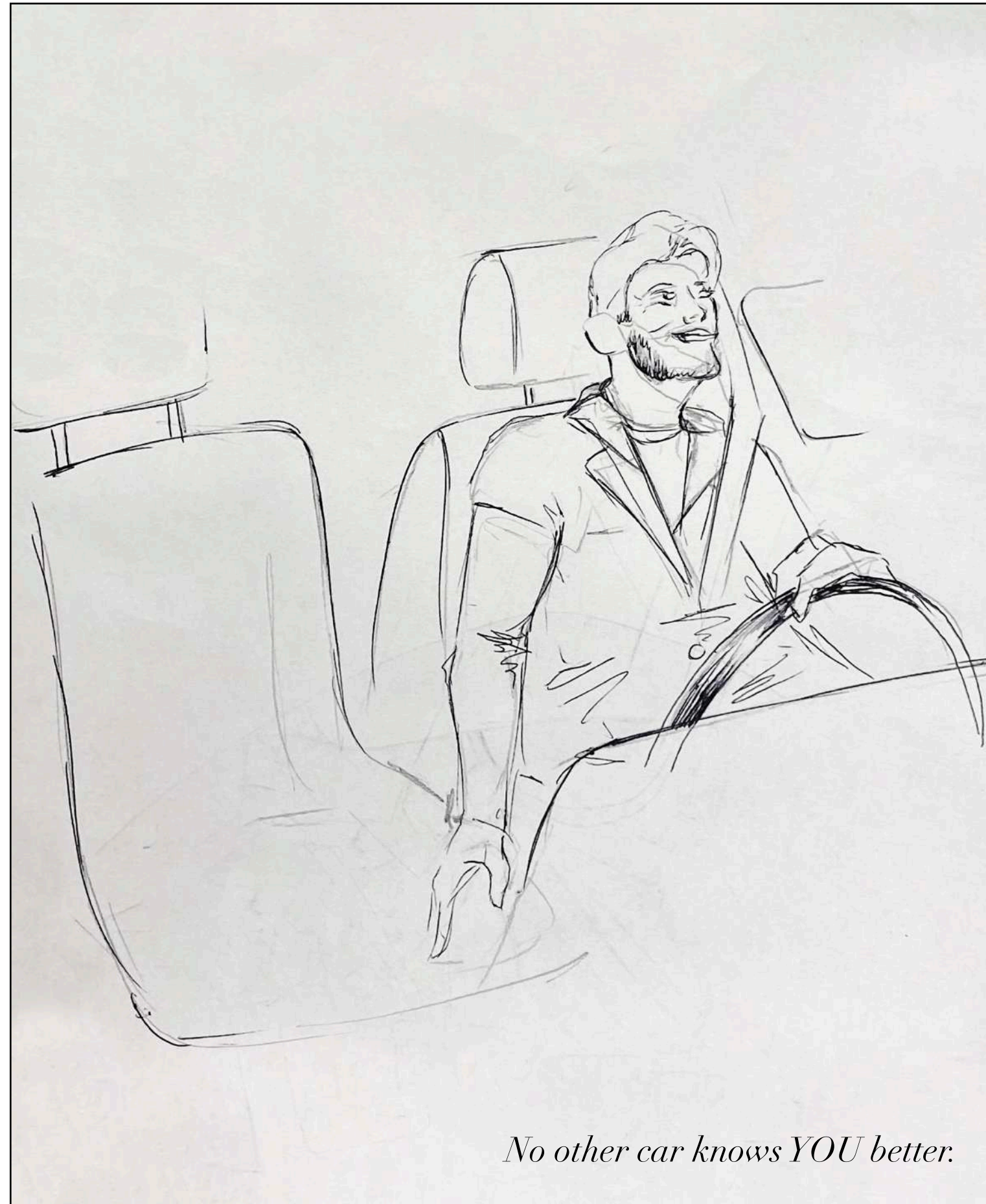
The idea that you can control your vehicle remotely harks back to your first desired toy car as a kid.

06. YOUR FIRST DAYDREAM

In this shot, you see the man alone. The front seat is empty, but he's still smiling.

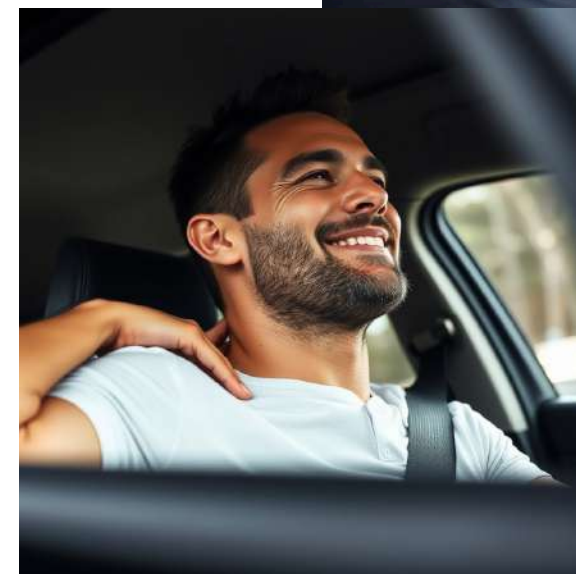
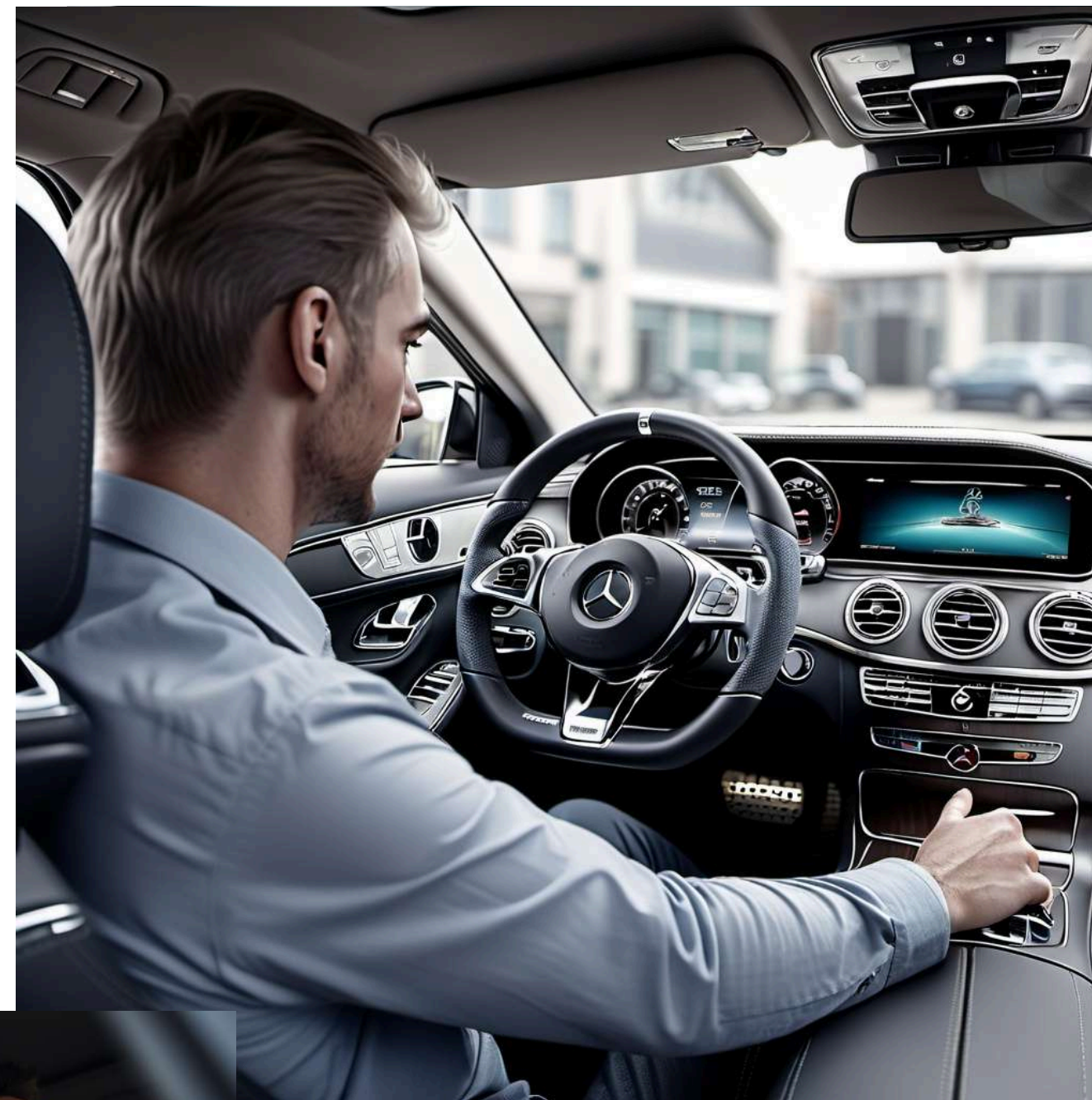
It wasn't a father-and-son roadtrip after all, it was him all along imagining himself as a 6 year-old and everything he dreamt of in a car then.

The tagline at the bottom reads "No other car knows YOU better."



No other car knows YOU better.

SIDE Shot/
View of the
interior



KEY FOCUS

Perhaps more indirectly, there are two things you realize in this shot:

1. The man is daydreaming.
2. It is safe to do so in the new E-Class, thanks to its advanced **Safety System** with **Active Brake** and **Distance Assist** that maintains the preset desired distance between you and the car in front.

SUMMARY

The E-Class Saloon is your most personalized car. It evolves with you and, therefore, knows you better than anyone. Just in the same way a parent know you because they raised you, this car knows you because it has saved your preferences and settings.

With one facial recognition, the new E-Class knows your favorite music, your favorite seat position, your favorite ambient lighting... It's like it watched you grow up the way a child grows up before his father's eyes.

After all, was he daydreaming? Or was he remembering his memories in this car the same way a kid never forgets his time of "firsts" ?

That's for the reader to dwell on.



KEYWORDS

[multi-sensory]

[nostalgic]

[transportive]

[cheerful]

[sentimental]

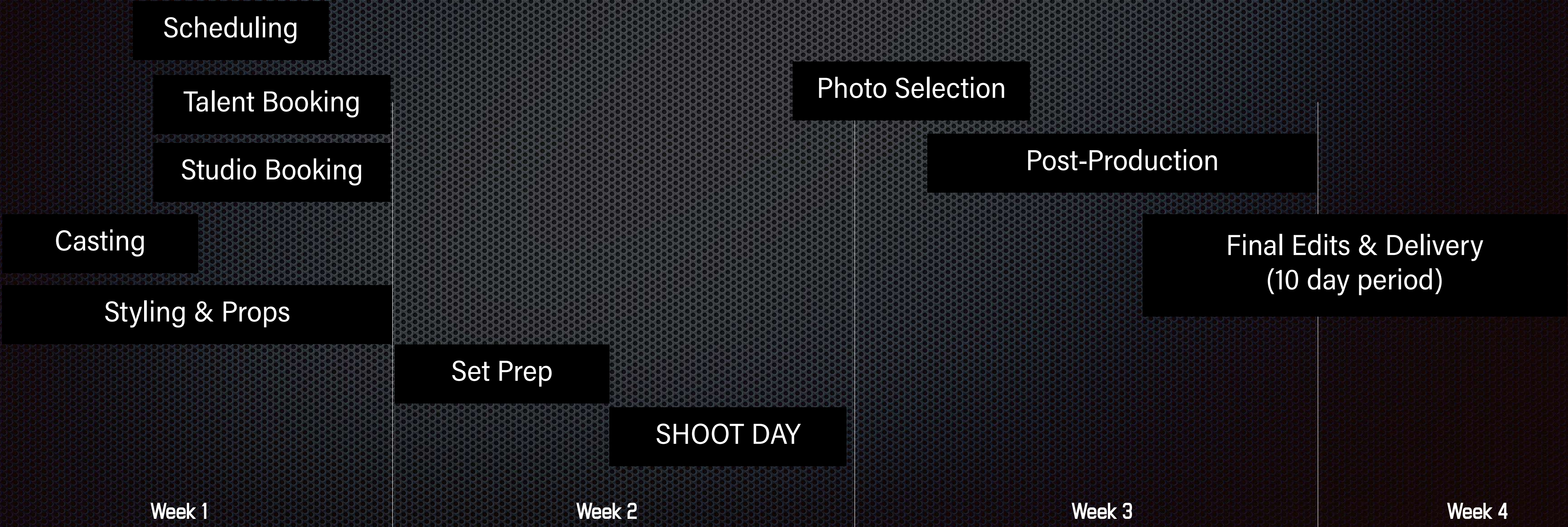
LOCATION/ SETUP

The shoot will take place inside a studio with a Green screen.

Since the editorial focuses mainly on the technology features and interior body, the green screen allows us to insert road views and cityscapes in post production.



PRODUCTION TIMELINE



BUDGET

Photographer	\$1000
Male Model	\$500
Child Model	\$300
Hair & Makeup	\$500
Styling	\$500
Studio Rental	\$800
Set Props	\$400
Miscellaneous	\$500
	TOTAL: \$4500