



Mercedes-Benz

Die
A-Klasse



Our proposals

- 1. Street photographic exhibition**
- 2. Show car**
- 3. Augmented reality**
- 4. Led Promo card**
- 5. Traveling screenings**
- 6. Box**
- 7. Party/3d Rendering**
- 8. Courtesy Notes**



1. Street photographic exhibition

- Ⓜ **TYPE OF ACTIVITY:** Guerrilla marketing
- Ⓜ **TOOLS:** easels and canvases/prints depicting some details and particulars of the new A-class
- Ⓜ **INSIGHT:** we will not reveal the entire car to our audience, but only a few attractive details to intrigue the targets. We will set up the city streets as real street art galleries, because the new A class is a work of art of design and elegance. The original photographic exhibition cannot fail to attract the attention of passers-by.



1. Street photographic exhibition



easels and canvases



1. Street photographic exhibition



Here are our promoters ready to explain every detail of the new Mercedes artwork!

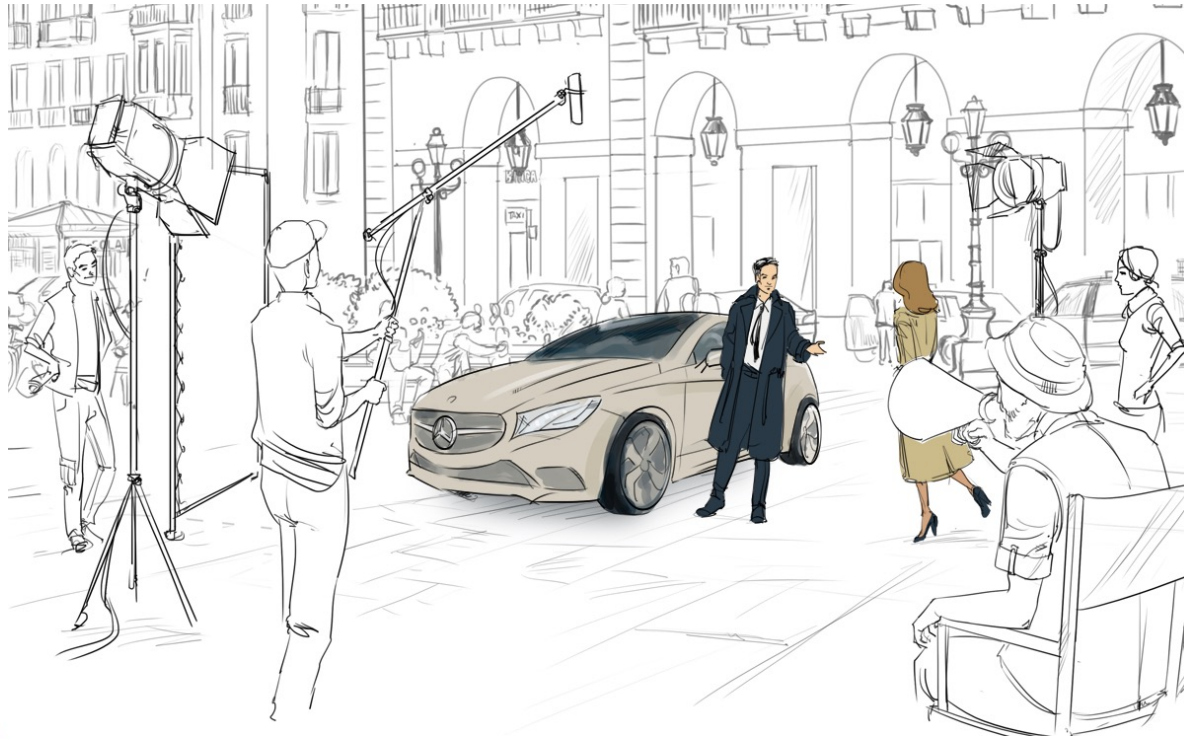


2. Show car

- ⌚ **TIPO DI ATTIVITA:** guerrilla marketing/viral
- ⌚ **TOOLS:** fake film set and... new Class A
- ⌚ **INSIGHT:** the new A-class is a show car, which is why in this activity the car becomes the protagonist of a film set on the road.
- ⌚ **DYNAMIC:** The set will consist of the car, a red carpet, lights, umbrellas and cameramen, actors. The set will attract the attention of passers-by. The sketches will have different themes, but a single common thread is the new Class A: i.e. a woman courted by a man gives in to his advances only after seeing the car or two policemen manage to catch the thief only thanks to the new Class A, etc. The only undisputed protagonist of all the clips will be the new Class A
- ⌚ **VIRAL:** the set will attract many passers-by who may be involved in the filming by participating in the film as in a candid camera (i.e. the actor disguised as a thief could take a passer-by hostage). The resulting videos could thus become an original viral tool.



2. Show car



3. Augmented Reality

- Ⓜ Augmented Reality is an interactive graphics system that allows you to intervene on a stream of live video images, modifying reality by adding virtual contents and animations in real time. The difference between virtual reality and Augmented Reality is that, in the first case, we find ourselves observing the projection of a totally fictitious world made up entirely of virtual objects on a screen. In the second case, on the other hand, first of all you are not bound to an on-screen display, but any surface can become a support for displaying the video stream in Augmented Reality; moreover, what is filmed is an integration between real images and virtual objects.



3. Augmented Reality – Proposal A

- ⌚ **TYPE OF ACTIVITY:** ambient marketing/augmented reality
- ⌚ **TOOLS:** big screen, actress and blue screen for augmented reality
- ⌚ **DYNAMIC:** the target must be positioned on the round carpet and will be shown on the big screen. Suddenly a Class A + will appear on the screen, a beautiful woman in an evening dress who will invite him to try it on by interacting with him. The interaction is made possible by a blue screen: the woman is actually an actress who will act in a closed location, within which the blue screen will be present (a blue screen that allows augmented reality). The actress watches the passer-by through a monitor and interacts with him.
- ⌚ **EXAMPLE:** <http://www.youtube.com/watch?v=DRRu5dKRfTU>



3. Augmented Reality – Proposal A

- ⌚ **TYPE OF ACTIVITY:** ambient marketing/augmented reality
- ⌚ **TOOLS:** big screen, actress and blue screen for augmented reality
- ⌚ **DYNAMIC:** the target must be positioned on the round carpet and will be shown on the big screen. Suddenly a Class A + will appear on the screen, a beautiful woman in an evening dress who will invite him to try it on by interacting with him. The interaction is made possible by a blue screen: the woman is actually an actress who will act in a closed location, within which the blue screen will be present (a blue screen that allows augmented reality). The actress watches the passer-by through a monitor and interacts with him.
- ⌚ **EXAMPLE:** <http://www.youtube.com/watch?v=DRRu5dKRfTU>



3. Augmented Reality – Proposal B

- ⌚ **TYPE OF ACTIVITY:** ambient marketing/augmented reality
- ⌚ **TOOLS:** 3D screen and helmet with LED lights
- ⌚ **DYNAMIC:** we will place a 3D screen and give passers-by the thrill of trying out the interior of the car. By wearing a particular helmet, the passer-by will be able to experience the sensation of being inside the car.



4. Led promo card

- Ⓜ **TYPE OF ACTIVITY:** guerrilla / one to one
- Ⓜ **TOOLS:** flyer/promo card with led light
- Ⓜ **INSIGHT:** with this proposal we want to leverage one of the characteristics of the car, the numerous LED lights present in the eye-catching light clusters
- Ⓜ **DYNAMIC:** promo cards can be distributed by hand, distributed in trendy clubs, sent by post or placed on cars in the same market segment, for example.



4. Led promo card

- Ⓜ **TYPE OF ACTIVITY:** guerrilla / one to one
- Ⓜ **TOOLS:** flyer/promo card with led light
- Ⓜ **INSIGHT:** with this proposal we want to leverage one of the characteristics of the car, the numerous LED lights present in the eye-catching light clusters
- Ⓜ **DYNAMIC:** promo cards can be distributed by hand, distributed in trendy clubs, sent by post or placed on cars in the same market segment, for example.



5. Traveling screenings

- ⌚ **TYPE OF ACTIVITY:** ambient advertising
- ⌚ **TOOLS:** projections, the best practice of TCommunication
- ⌚ **DYNAMIC:** the projections can be made in the places of greatest aggregation of the target, i.e. on buildings adjacent to squares, meeting places, etc.



6. Classe A - Box

- ⌚ **TYPE OF ACTIVITY:** ambient advertising
- ⌚ **TOOLS:** real-life packaging box
- ⌚ **DYNAMIC:** positioned in places of greatest aggregation, squares, meeting places, etc. will enhance the audience feeling of a something new, a gift to all drivers! It's more fun in a Mercedes A-Class!



6. Classe A - Box



6. Classe A - Box



6. Classe A - Box



6. Classe A - Box



7. A-Class - Party

- ⌚ **TYPE OF ACTIVITY:** ambient advertising
- ⌚ **TOOLS:** stage built in clubs, events
- ⌚ **DYNAMIC:** We will build a stage as the new A-Class will be the star of the event, music and gadgets will be distributed.



7. A-Class - Party



7. A-Class - Party

Scene 01

Lights off

The outline of the cloth covering the A CLASS is barely visible As background we have a kind of construction site... grunge atmosphere...



7. A-Class – Rendering 3d

Scene 02

Blue and white sparks begin to rain from above, illuminating the silhouette of the car



7. A-Class – Rendering 3d

Scene 03

Also from above, a spark appears from above which gradually falls into the engine This scene signifies the spark of life that animates the new A-CLASS

We can use as music [ADIEMUS by ENYA](#)



7. A-Class – Rendering 3d

Scene 03

And to have hostesses
arrive and accompany the
spark with gestures...



7. A-Class – Rendering 3d

Scene 04

The spark pulses, and first
illuminates the mercedes symbol,
the car comes to life!



7. A-Class – Rendering 3d

Scene 05

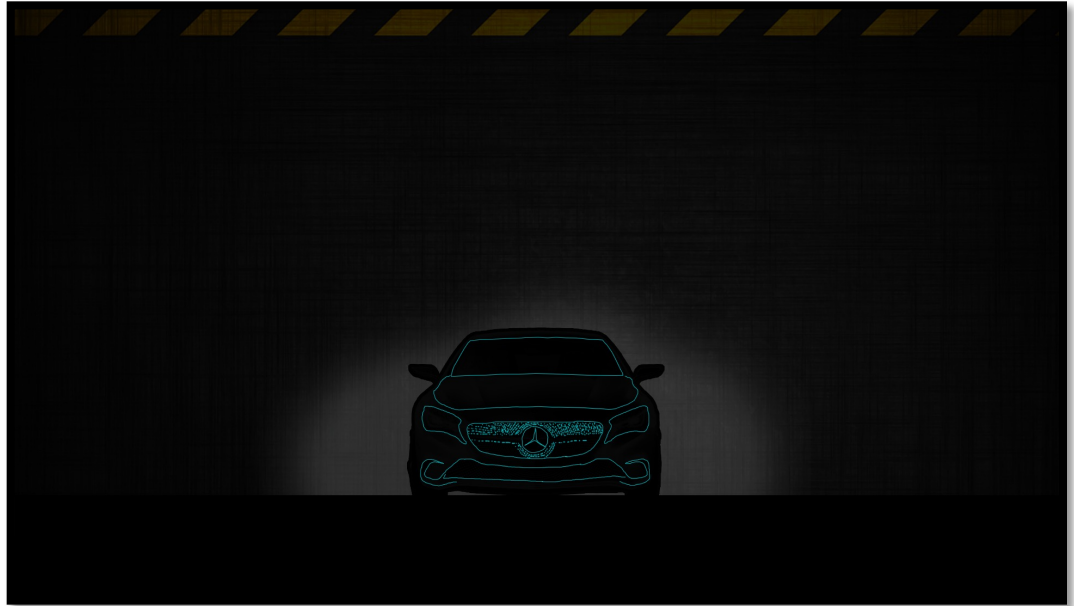
The car, in a radial manner, is crossed by blue neon along the entire structure



7. A-Class – Rendering 3d

Scene 05

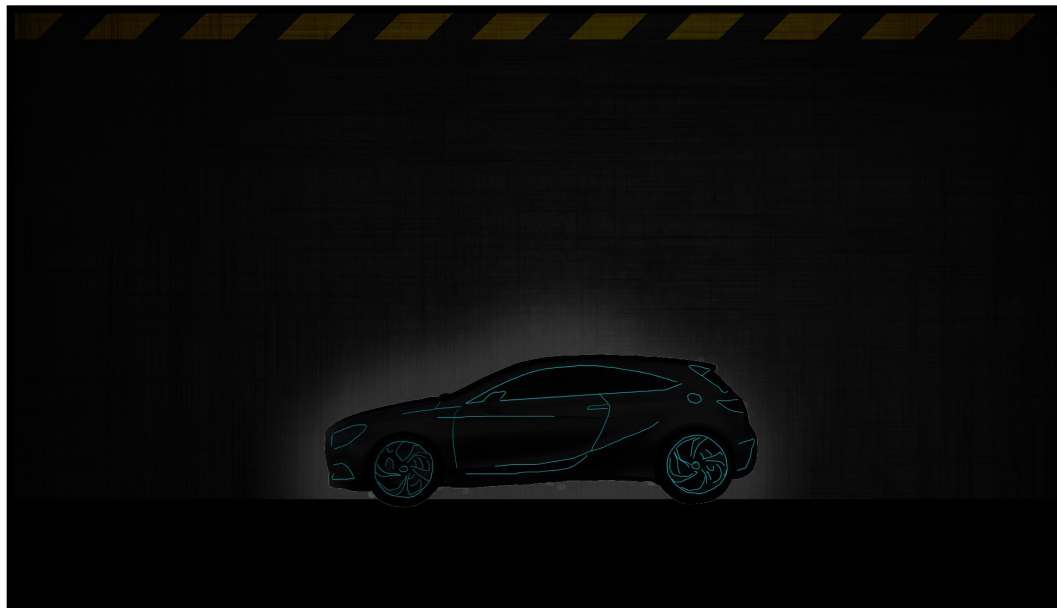
We can make plays of light with the front mask....



7. A-Class – Rendering 3d

Scene 06

The games of neon light begin (as per films on Peugeot 308 ninja marketing)



7. A-Class – Rendering 3d

Scene 07

The car begins to compose itself,
the parts of the car move and fit
together to the rhythm of the music,
from left to right and vice versa...
like a stadium wave...

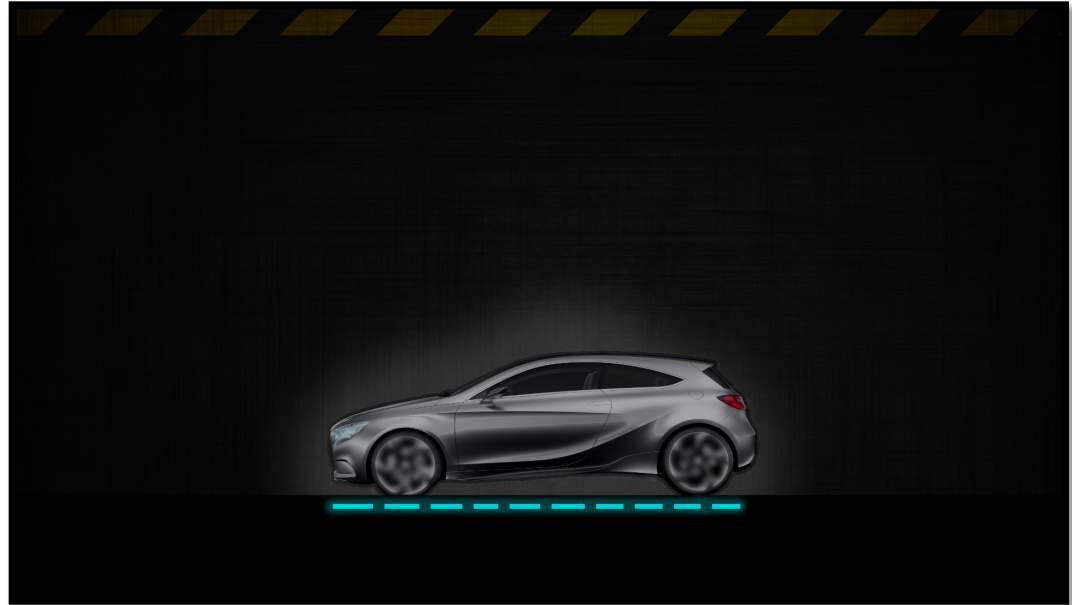
(we could also think of building the
car, also projecting all the various
parts of the engine, the wheel axle,
etc, as if we were on a real
assembly line)



7. A-Class – Rendering 3d

Scene 08

The car begins to take shape....
Once completed, start running on a
lighted road



7. A-Class – Rendering 3d

Scene 09

During its run, the car is hit by "buckets" of color.... So we can show the various colors of the bodywork...



7. A-Class – Rendering 3d

Scene 09

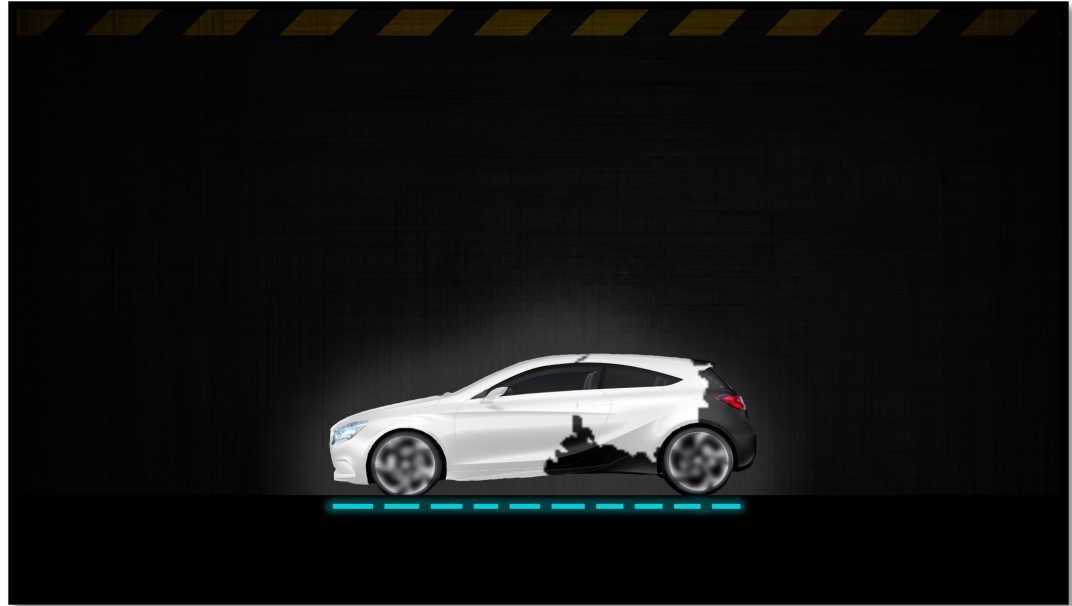
During its run, the car is hit by "buckets" of color.... So we can show the various colors of the bodywork...



7. A-Class – Rendering 3d

Scene 09

During its run, the car is hit by "buckets" of color.... So we can show the various colors of the bodywork...



8. A-Class – Courtesy notes

Using lenticular printing, a technology in which lenticular lenses are used to produce printed images with an illusion of depth, or the ability to change or move as they are viewed from different angles, to create a high-hand feeling.

