

Analysis of Mercedes Benz

Analysis: 2002 Mercedes-Benz S-Class?Advertisement #1 This advertisement for the Mercedes-Benz S-Class series automobile uses several effective rhetorical devices. Initially, the lack of color gives the impression of a classical and somewhat elegant item. It is also important to note the location of the car itself, far to the right of the two-page ad. This alone is contradictory to contemporary advertising methods because of subconscious human behavior. When a person views an ad, his eyes instinctively look towards the top-left corner of the page, a mannerism due to reading. What seems peculiar then, about the placement of the car, is that it is the opposite direction of where the reader looks. This, along with a very small description that seems to fade in with the background, gives the viewer the perception that the name and persona of Mercedes-Benz speak for itself. In the advertisement, the model shown is being compared to a train, both traveling at what seems to be high speeds. The train is matching the speed of the car yet looks to be behind it at the same time, an assessment caused by the following train-cars fading into the horizon. It thus makes the car seem to be going faster. Along with that, the train seems to be engulfed in a large cloud of smoke, demonstrating that the train is struggling to persevere. The vehicle appears to be calm and clearly focused; an image that contradicts with the neighboring train. There is no sign of dust behind or around the car even though it seems to be traveling on a dirt road. The size alone of the train would seem sufficient to intimidate the vehicle, but it seems that the car is just as powerful and influential. The train in the image symbolizes strength, power, speed and vigilance. Comparing such qualities to the car shows that the vehicle contains those qualities in itself. Along with the slogan, "Performance. Unlike any other," it is implied that there is no other machine or vehicle that compares to the car, thus giving the reasoning to the use of a train. There is also the caption at the bottom of the ad. The caption is printed tones of gray and black, making its appearance less obvious. The average reader would most likely not bother to read the caption, solely on the common belief that a caption at the bottom of the page would be the terms and copyrights of the company and product. The part of the description that reads, "Born of a century of innovative engineering, even the most luxurious Mercedes-Benz offers unrivaled power and responsiveness" describes quality that cannot be found in any other product. The use of time and science in that sentence alone demonstrates that the car is timeless and well researched. The last sentence in the subtitle is "The S-Class" in bold type, found in the bottom-right corner of the ad. They only section words in the caption that seem to be obvious. Also in the bottom-right corner is the Mercedes-Benz logo. Because both are strategically placed in the bottom-right, again considering the instinctive reading patterns commonly applied, both the phrases "S-Class" and "Mercedes-Benz" are the last expressions to enter the readers mind. The first sentence in the caption is, "Why leave your car at the station?" The claim leads the audience to believe that it is not an average car but something exclusive. It demonstrates that there is no need for other methods of transportation when one owns a Mercedes-Benz. Luxury combined with power is implied to be far better than, for example, a train. Through connotations, the audience for the advertisement obviously seems to be that of adults, not gender specific. The advertisement is simple but has frequent use of connotation and symbolization. There does not need to be emphasis on the phone number

or website address for the Mercedes-Benz Corporation because any average adult would recognize the title and most likely search in a phone book or attend a dealership. The advertisement thus seems effective in presenting the audience with class, innovation, luxury, and power, predominantly without the use of words.

Wordcount = 718

Advertisement Analysis: Mercedes-Benz 2000

Steve Ray



This advertisement for the Mercedes-Benz 2000 series automobile uses several affective rhetorical devices. Initially, the visual appearance of the ad gives the impression of a classical and nostalgic item. It is also important to note the proxemics of the car itself (hidden in the bottom right corner). This gives the viewer the perception that the name and persona of Mercedes-Benz speak for itself. Other rhetorical devices are as follows:

Type of appeal used? I think that this ad is driven by ethos, or ethical appeal. Now the speaker is the car and the strength of the ad is the name quality of Mercedes-Benz.

Persuasive strategies used? This ad also subtly relies on celebrity testimonials. Not that Jackie Robinson, NASA, or Ernest Hemingway is saying drive this car, but the quality of their legacy and name is directly tied to that of Mercedes-Benz. There is an understated quality to the ad that makes us believe that the car does not need loud graphics or even a large profile picture of the automobile. The ad is built on a visual tetracolon climax, with a series of four. Further, the ad builds on the tendency to read left-to-right and top-to-bottom, which leads to the final image of the Mercedes.

What claims are actually made? The slogan, "Sometimes words can be hopelessly inadequate," seems to portray that this car, much like the people and event in the ad, were more-special than words can describe. This claim leads the audience to believe that this is not an average car but something exclusive.

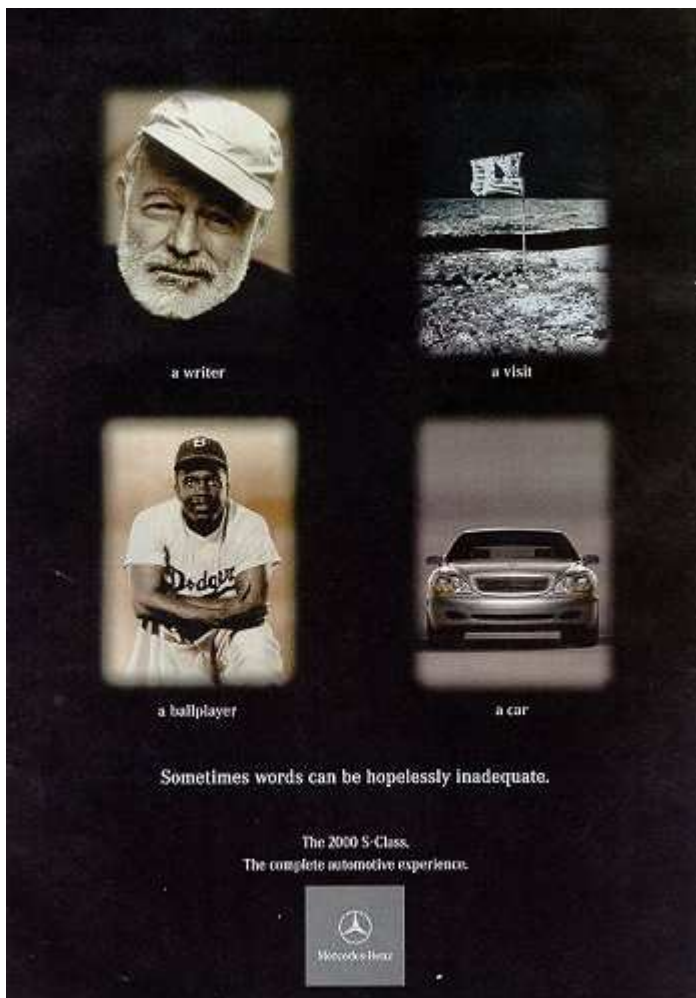
What claims are suggested or implied? The implication of this ad is that as a driver of this car we are experiencing something special and nearly monumental.

What are the underlying assumptions? The assumption that I get from the advertisement is that you have to have a certain quality to drive this car. You have to be able to appreciate Hemingway, Robinson, and the moon walk and their significance to be able to understand and

appreciate the Mercedes. This is an elitist appeal that makes you feel a part of a special group.

How much truth is conveyed by the advertisement? There is some truth in the ad. It is true that sometimes words do not properly address the person or event (as evident by the 3 captions). But that truth is then stretched to include Mercedes as a monumental experience.

Rate the advertisement? I give the ad about a 7 because the ad is subtle. You will probably not be won over the first time you see the ad but as you see it more you will pick up on the underlying meaning of the image. It becomes a credible ad because of the elitist persona that is presented by expensive and quality cars. Obviously, the ad contains a great deal of understated style and class. That would naturally find an audience of people who want to identify themselves in their car.





Here's a bright idea.

An Active Light System that moves in conjunction with your steering wheel to improve night visibility by up to 90%.

With the Active Light System, the bi-xenon headlamps follow the driver's steering movements. With ALS, safety is significantly enhanced when driving on twisting roads at night.

As the vehicle enters a bend, the headlamps swivel by up to 12 degrees. The system is controlled by a microcomputer which forms part of the vehicle's data network and receives instant information from the steering angle and speed sensors. The pivoting movement automatically follows the vehicle speed, adjusting rapidly at high speeds and more slowly at low speed. This prevents hectic pivoting of the headlamps from side to side on twisting roads.

This improves illumination of the road by up to 90% and helps you to recognise the course of a bend significantly earlier. The Active Light System is available as an option in the E-Class.