

Mercedes-Be  
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# The history of «Mercedes-Benz»

In 1900, a well — known Austrian businessman Emil Jellinek, who was a co-owner of the company that produced cars, offered to name the new batch of cars after his nine-year-old daughter-Mercedes.

Mercedes — a nickname which was called a girl at home. Her real name is Adriana Manuela Ramona Jellinek. In Spanish Mercedes means "mercy, grace", in Latin — "gift".



In the 1890s, Emil Jellinek met Gottlieb Daimler and Wilhelm Maybach. By that time, they already had their own company Daimler Motoren Gesellschaft (DMG) for the manufacture of engines for boats, airplanes and cars. Emil became one of the Directors of the company and began selling cars in Austria-Hungary, where he was then Consul.

The first car brand "Mercedes" was designed specifically for racing. Mr. Jellinek, under the name "Monsieur Mercedes", he has repeatedly participated in the race and even received prizes. He did this anonymously, as the work of a diplomat did not quite match the passion of racing.





In 1926 there was a trademark "Mercedes-Benz.

The new company needs a new logo. DMG used a star with three beams—a symbol of what their engines use on water, on land and in the air. The Benz & Cie logo was first the steering wheel, which later changed to a Laurel wreath — a symbol of victory. It was decided to combine two logos! Today "Mercedes" use a star with three beams, framed by a ring.



## Target audience

- Business class
- Government
- Age 30+

## Brand value

- Security
- Style
- High quality
- Comfortableness
- Speed
- Authority

# Advertising

Emergency braking system  
Mercedes-Benz Brake Assist Plus  
advertisers decided to do in a somewhat unexpected form. The implication is that the new product works as fast as if your brain was connected directly to the pedal. Ambiguous advertising has caused a lot of controversy, but in General the essence of the product is transferred.



A series of advertising prints, developed in the Berlin Agency «Shanghai», tell taxi drivers about the advantages of Mercedes-Benz B-Class, because passengers can get the most non-standard configuration, growth and have a large luggage. With all these surprises cope roomy Mercedes.



THANK YOU FOR YOUR  
ATTENTION!