

## Marketing Strategies

My goal is to encourage more women to drive Mercedes Benz cars. Mercedes is known to be expensive and fast cars, therefore its mostly driven by males. I chose to create a short video advertisement showing a car from the Mercedes Benz showroom. I also chose to do this for my final project because Mercedes advertisement is shown as dark and muscular and the words that are being used in the posters include racing and fast car. The posters also include more male than female, this caught my attention because advertising should be more inspiring and appealing for both female and male. This is a huge disadvantage to Mercedes could be losing out on customers.



My final project will be an advertisement video on YouTube. I'm planning to film a car at the Mercedes Benz showroom. I'm going to edit using lots of transitions and adding music to make it more eye catching and interesting. I am also going to make the advertisement comfortable for females to watch, the main idea is to encourage lots of females so I need to make them feel more confident so they can get inspired to buy. I'm going to focus a lot on details interior and exterior and make it look cool. I will be trying different filters to make the video look high quality.

## Audience demographic

Age: 23- 45

Gender: Female

Location: UK, Bradford