

The Mercedes-Benz SUV Campaign

Think Bigger.

Visual Direction 1
24 March 2026



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NIO
DESIGN

The Mercedes-Benz SUV Campaign Think Bigger

Illuminated Stage
Visual Direction 1



eDM Header

Structured lighting and architectural framing place both vehicles at the center, reinforcing a modern, performance-led presence.



Social Static

The Mercedes-Benz SUV Campaign Think Bigger

Illuminated Stage
Visual Direction 1



Social Campaign Example (with copy)



Visual Direction Option 2

24 March 2026

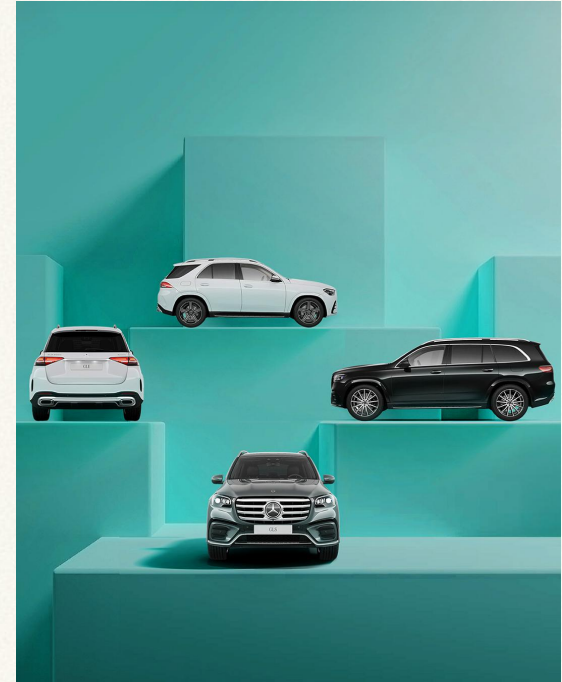
The Mercedes-Benz SUV Campaign Think Bigger

Illuminated Stage
Visual Direction 2.1



eDM Header

A clean, architectural studio setup showcasing the Mercedes-Benz SUV range with clarity and structure (GLE in white, GLS in dark grey and black). Layered platforms and controlled lighting create a modern, premium look while clearly defining each model.



Social Static

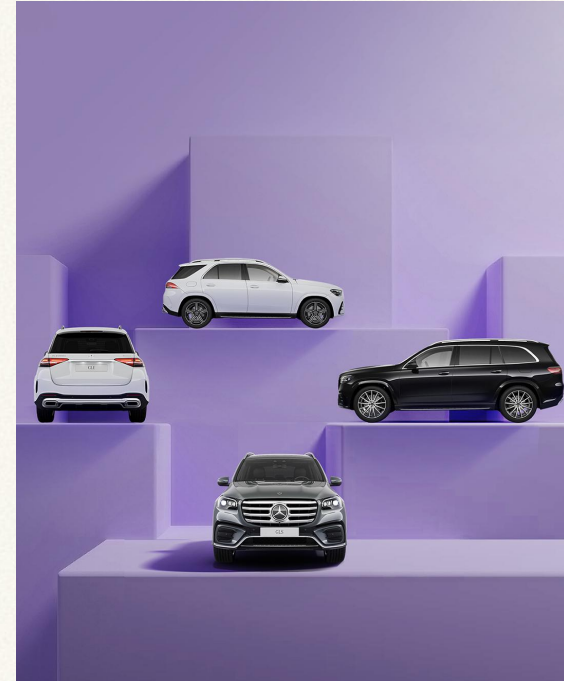
The Mercedes-Benz SUV Campaign Think Bigger

Illuminated Stage
Visual Direction 2.2



eDM Header

A clean, architectural studio setup showcasing the Mercedes-Benz SUV range with clarity and structure (GLE in white, GLS in dark grey and black). Layered platforms and controlled lighting create a modern, premium look while clearly defining each model.



Social Static

The Mercedes-Benz SUV Campaign Think Bigger

Illuminated Stage
Visual Direction 2



Social Campaign Example (with copy)

The Mercedes-Benz SUV Campaign Think Bigger

Illuminated Stage
Visual Direction 1 & 2



Opt 1 - Social Campaign Example (with copy)



Opt 2 - Social Campaign Example (with copy)

The Mercedes-Benz

Easter Holiday

Visual Direction
11 March 2026



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NIO
DESIGN

MBT Easter Holiday

Opt 1



Option 1 – eDM Header

A minimal studio environment with oversized pastel forms, designed to feel elegant, contemporary, and aligned with Toorak's premium positioning.



Option 1 – Social Static

MBT Easter Holiday

Opt 2



Option 2 – eDM Header

A soft seasonal landscape with pastel Easter elements, creating a warm and inviting atmosphere while keeping the vehicle front and centre.



Option 2– Social Static

The Mercedes-Benz

SUV Campaign

Visual Direction

9 March 2026



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NIO
DESIGN

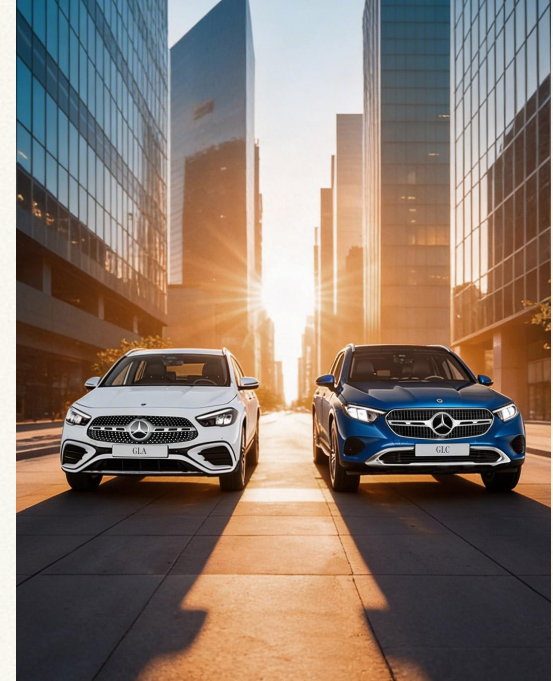
Mercedes-Benz SUV campaign

Option 1 - (Sunrise City)
Visual Direction



Opt 1 – eDM Header

A warm sunrise setting designed to highlight the scale, comfort and premium presence of the Mercedes-Benz SUV range. The golden light creates an aspirational urban atmosphere while keeping the vehicles strong and central in the composition.



Opt 1 – Social Static

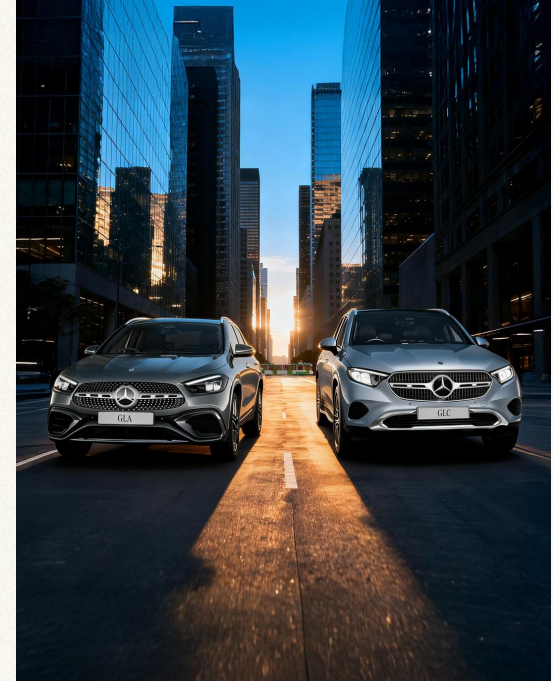
Mercedes-Benz SUV campaign

Option 2 - (Urban Evening)
Visual Direction



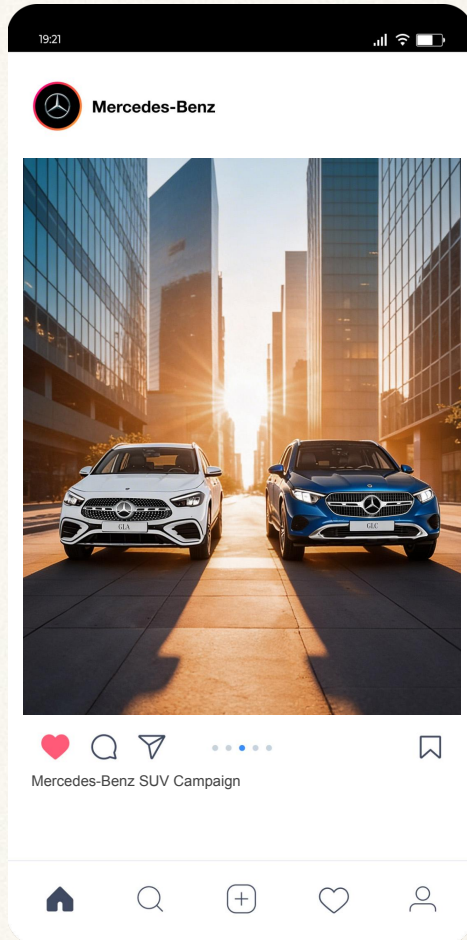
Opt 2 – eDM Header

A modern city composition with cooler evening tones, creating a sleek and contemporary premium look. The architecture and lighting reinforce the urban lifestyle positioning of the Mercedes-Benz SUV range while keeping the vehicles powerful and central within the frame.

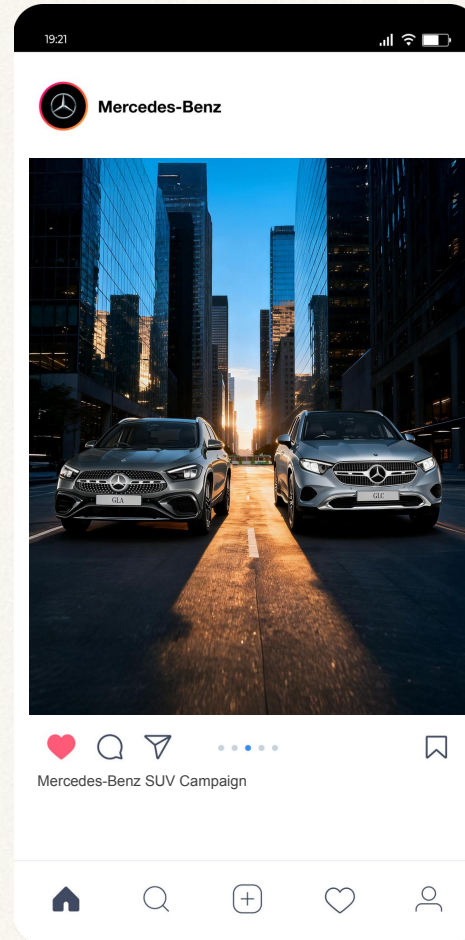


Opt 2 – Social Static

Summary



Visual option 1



Visual option 2

The Mercedes-Benz Toorak

We come to you

Visual Direction
20 Jan 2026



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NIO
DESIGN

Hero Visual Concepts

Headling:

We come to you.



Vehicles: Vito and Sprinter

Hero Visual Concepts

Concept:

Showcasing Vito and Sprinter arriving at a customer's workplace to communicate the mobile test drive offering.

Headline:

We come to you.

Subheadline:

We bring Vito and Sprinter to your workplace, on your time.



1. Trade & Construction Ideal for targeting core commercial and trade audiences.



2. Broad urban appeal suited to SME and business operators.

The Mercedes-Benz Toorak

Grand Prix Event

Visual Direction
20 Jan 2026



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NIO
DESIGN

MBT AMG Grand Prix Event Hero Images

Vehicles:

A45 Edition R

C63

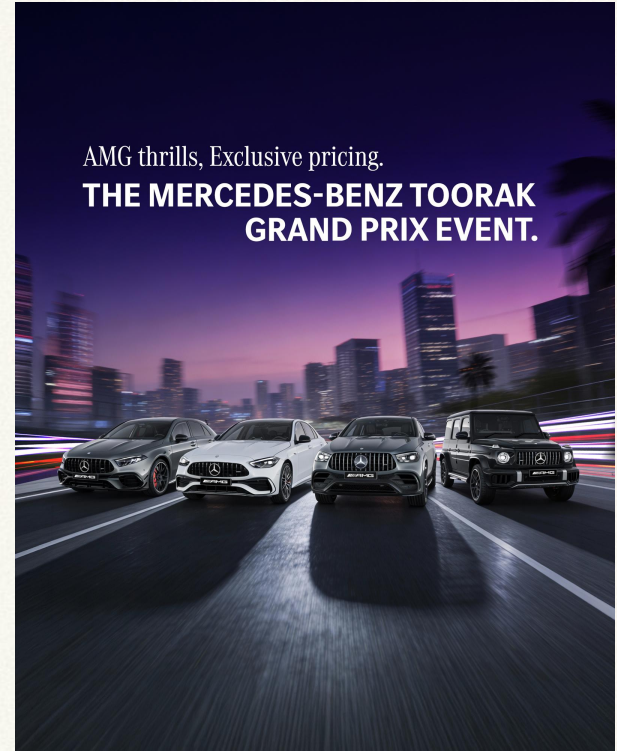
GLE 63 Coupe

G-Class

The purple dusk tones and dynamic light trails reference the Grand Prix poster style, while the **city skyline and palm trees subtly reflect Melbourne**, grounding the campaign locally for Mercedes-Benz Toorak. The AMG models remain the heroes, with speed expressed through the environment rather than the vehicles.



Hero Image opt 1



Hero Image opt 2

Mercedes-Benz SSM & MBR

Chinese New Year Creative

Visual Direction

13 Jan 2026



SSM-MBR Chinese New Year Campaign

Opt 1



Option 1 – eDM Header



Option 1 – Social Static

SSM-MBR Chinese New Year Campaign

Opt 2



Option 2 – eDM Header



Option 2 – Social Static

Mercedes-Benz SSM & MBR

Summer Campaign

Visual Direction
04 Jan 2026

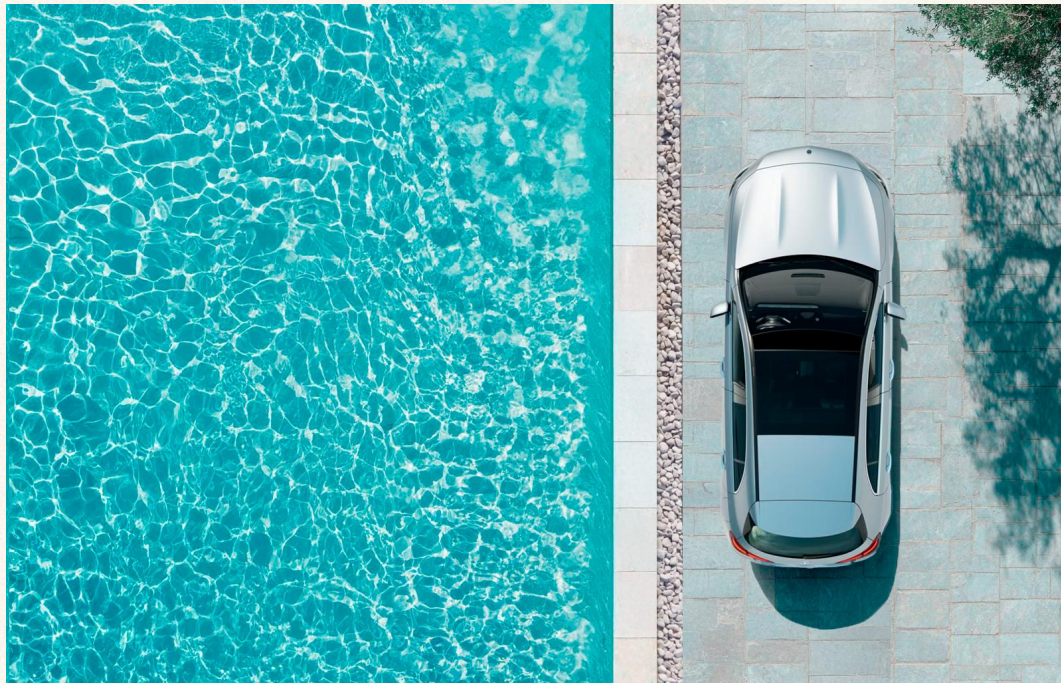


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NIO
DESIGN

SSM-MBR Summer-Campaign

A-Class



Option 1 – eDM Header



Option 1 – Social Static

SSM-MBR Summer-Campaign

A-Class



Option 2 – eDM Header



Option 2 – Social Static

Mercedes-Benz Toorak

Special Edition Campaign

Visual Direction

13 Jan 2026



MBT Special Edition Hero Image - Blue Version

A 200 Hatch Special Edition
GLB 250 Special Edition
GLA 200 Special Edition
CLA 250 Special Edition Coupé



Hero Image



Hero Image with Placeholder Text

Mercedes-Benz Ringwood and Silver Star Motors

Driven Event Campaign

Visual Direction

3 Dec 2025



Visual Territory 1 Power in Motion

A bold, cinematic lineup on an open road under dramatic skies. This direction conveys confidence, urgency, and scale — ideal for high-impact digital placements.

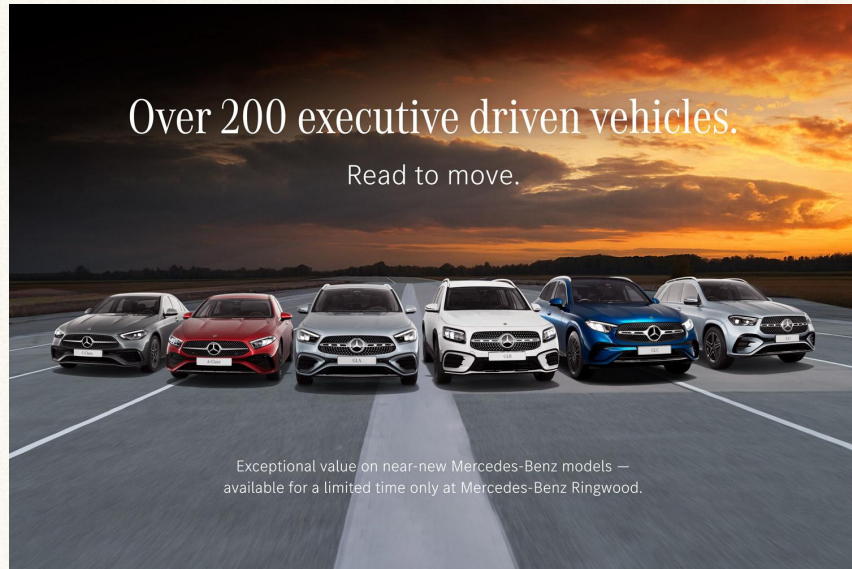


Visual Territory 2 Elevated Everyday

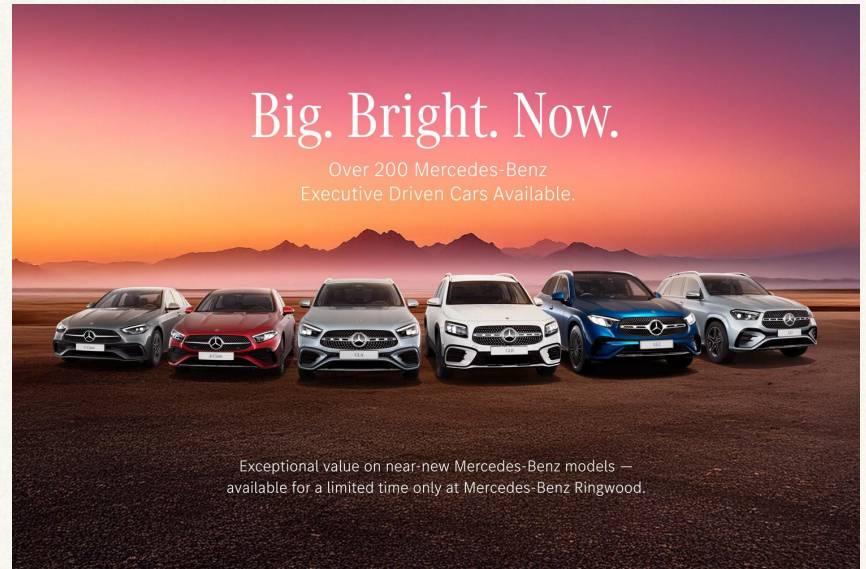
Set against a warm, aspirational sunset, this composition feels calm yet confident. It highlights lifestyle, variety, and the value of executive-driven vehicles.



Visual Territory 1 & 2 Creative mockup



Visual Direction 1:
Bold & Dynamic



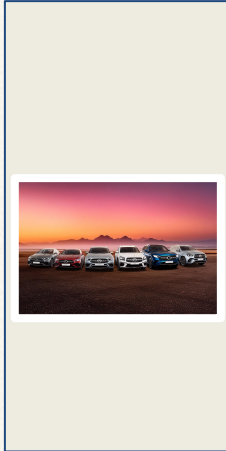
Visual Direction 2:
Lifestyle & Value

Note: The background images used in both Visual 1 and Visual 2 are licensed stock photos and will need to be purchased for final production use. High-resolution versions can be sourced upon approval.

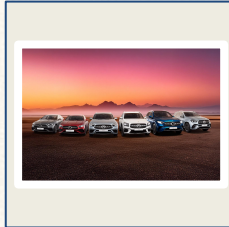
Visual Territory 2 Elevated Everyday

Set against a warm, aspirational sunset, this composition feels calm yet confident. It highlights lifestyle, variety, and the value of executive-driven vehicles.

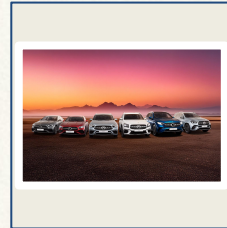
Social Story
9:16



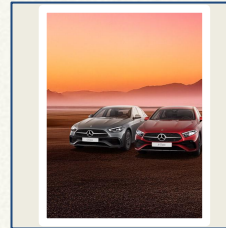
Catalogue image?
1:1



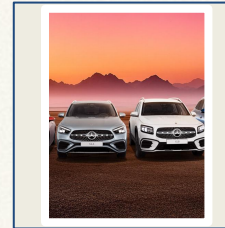
Social Carousel
1:1



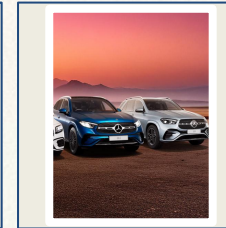
Carousel 1
Hero visual



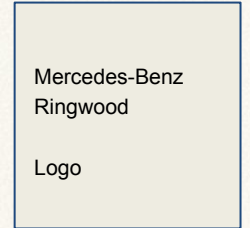
Carousel 2
2 x Sedan
(C-Class, A-Class)



Carousel 3
2 x Compact SUV
(GLA, GLB)



Carousel 4
2 x Medium SUV
(GLC, GLS)



Carousel 4
Mercedes-Benz Ringwood

Note: The background images used in Visual 2 are licensed stock photos and will need to be purchased for final production use. High-resolution versions can be sourced upon approval.

Mercedes-Benz Ringwood

10th Anniversary Event

Round 1 – Visual Direction

15 Nov 2025



Option 1 – Blue Sky Cloud “10th”

Visual Description

Soft cloud typography highlights the 10-year milestone, offered in blue-sky and sunset moods while keeping the design refined and premium.



Option 2 – Sunset Cloud “10th”

Visual Description

A warm sunset palette paired with soft cloud typography brings an elevated, celebratory mood while keeping the dealership premium and inviting.



Note: The base dealership image is taken directly from the MB Ringwood website. Minor retouching applied; no AI generation used.

Option 3 – Ground statue “10th”

Visual Description

A large, sculptural “10th” placed in the foreground creates a realistic, event-style anniversary moment that feels premium, modern, and dealership-focused.



Summary



Option 1 – Blue Sky Cloud “10th”



Option 2 – Sunset Cloud “10th”



Option 3 - Ground statue “10th”

A close-up, artistic photograph of a car's front grille. The grille features a repeating pattern of small, three-pointed star shapes. A large, circular Mercedes-Benz logo is prominently displayed on the right side of the grille. The lighting is dramatic, with a color gradient from teal to orange, creating a sense of depth and texture.

The Silver Star Motors

Demo Campaign

Round 1 – Visual Concept

03 Oct 2025

Concept 1

Option 1

THE ROAD TO EXCELLENCE

The Silver Star Motors Demonstrator Event.

Over 200 demonstrators available—across all models, colours, and specifications

13th - 18th Oct

EXPLORE OFFER

Option 2

THE ROAD TO EXCELLENCE

The Silver Star Motors Demonstrator Event.

Over 200 demonstrators available—across all models, colours, and specifications

13th - 18th Oct

EXPLORE OFFER

Option 3

THE ROAD TO EXCELLENCE

The Silver Star Motors Demonstrator Event.

Over 200 demonstrators available—across all models, colours, and specifications

13th - 18th Oct

EXPLORE OFFER

Please note: We can swap vehicles or revise the message if needed.

SUV Weekend -November 2



Mercedes-Benz Silver Star Motors



Mercedes-Benz Ringwood



Mercedes-Benz Toorak

Thanks

