

Kinderclass



Mercedes-Benz

MERCEDES-BENZ: 10 MONTHS, 3 NEW BUSINESSES

Growing a global icon

In 2007, Daimler set up a team of senior executives to develop new growth initiatives beyond the world of cars. Having identified the brand as one of the most important assets to leverage, the Business Innovation team approached Wolff Olins to help develop appropriate businesses that generated new and profitable growth without putting one of the world's most iconic brands at risk.

From ideas to reality

Wolff Olins developed a brand-led innovation framework that ensures that each venture protects the Mercedes-Benz brand, leverages what is tangibly special about it (e.g. German engineering), gives the brand new relevance in the world (for example attracting younger customers and building new sustainability credentials) and makes money (with a return on sales of 20% or more). Working with Daimler's Business Innovation team and the leaders of the business in UK, US, China and Japan, we developed 10 new businesses to pilot. In January 2009 (10 months after the start of the project), Daimler launched Kinderclass – elegant solutions for family mobility – at Mercedes-Benz World in Surrey UK.

A platform for growth

Kinderclass has already led to a significant increase in the sale of child safety accessories and continues to attract younger families to the Mercedes-Benz brand. In June 2009 the Mercedes-Benz Driving Academy was launched - the first of its kind in the UK. Later in 2009, an exclusive travel service will be launched in China. Wolff Olins continues to provide advice and creative assistance as other products and services are developed and launched around the world.

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