



“In Her Shoes”: Antonio Banderas and his daughter Stella star in a global campaign for the E-Class equipped with personalized experiences

Antonio and Stella Banderas [„In Her Shoes“](#)

Campaign Heroes

Antonio Banderas, actor, director and producer, stars alongside his daughter Stella in a [short film](#) at the heart of a new brand campaign. Yet, there is another protagonist in this story: the Mercedes-Benz E-Class, equipped with personalized experiences. The film follows Antonio Banderas driving Stella’s E-Class for a day, borrowing her Mercedes me PIN. This unlocks access for him to experiences some of her daily routines offering him a unique insight into his daughter’s life with unexpected moments. The E-Class is capable to adapt its owner’s habits and intuitively guides Antonio to familiar places. Along the way, he discovers a few things about his daughter he didn’t know before.

“Driving Stella’s E-Class felt like stepping into her world for a day. The extent of the possibilities for personalization and interaction of this vehicle is truly impressive. Just like Mercedes-Benz, I am very much convinced that a car today should be more than just a means of transport: it’s turning into a digital companion, a personal space in which its owners can feel completely at ease. With the innovative technologies in the E-Class, this no longer wishful thinking but already a reality.”

Antonio Banderas, actor, director and producer

“Antonio and Stella Banderas are the perfect family team for our latest campaign bringing in daily life. Their genuine father-daughter connection mirrors the essence of what the E-Class in particular stands for – connecting people through intuitive technology. Our business sedan offers a broad range of personalization that turns everyday journeys into a special experience.”

Bettina Fetzer, Vice President Communications & Marketing Mercedes-Benz AG

Campaign Concept

- The first Mercedes-Benz E-Class models arrived in US dealerships in February 2024, yet the business sedan remains as up to date as ever. This is mainly due to its advanced digital innovations, which ensure the vehicle is more intelligent and achieves a new dimension of personalization and interaction.
- The latest campaign highlights the personalized experiences resulting from these innovations. At its heart is the brand film featuring Antonio and Stella Banderas, which vividly demonstrates the benefits and level of comfort the E-Class’s digital features bring to the driver’s everyday life.
- The campaign also showcases various Mercedes-Benz technologies in an emotional way as it is rooted in a compelling narrative: the emotional bond between a father and his daughter.
- In a new interpretation, the song "Daddy Cool" accompanies the campaign film. The original was published in 1976:
 - Composer: Frank Farian
 - Text: George Reyam
 - Publishing: Sony Music
 - GEMA no: 1367746-001
 - SWC: T -801.278.766-6s

Campaign Details & Timeframe

- “In Her Shoes” is a global brand campaign showcased across the brand’s social media platforms.
- The campaign kicked off on September 16, 2024, with the launch of the TV commercial (TVC) in Germany.
- Alongside the [full-length film](#) starring Antonio and Stella Banderas, an [abridged version is featured](#) on Mercedes-Benz USA’s social media channels.

**About Mercedes-Benz USA**

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com.

Accredited journalists can visit our media site at media.mbusa.com.

Contacts:

Paul Harmon

paul.harmon@mbusa.com

Emily Rieders

Emily.rieders@mbusa.com