



The Weeknd goes electric with the new Mercedes-Benz EQC

Description



It's time to unveil the latest campaign for **Mercedes-Benz's** electric **EQC** model. **Universal Records** were able to provide **The Weeknd's** new single **"Blinding Lights"** and negotiate his appearance in the film, launching his return in the lead up to a much anticipated fourth album in 2020. We took care of the **sync licence**, dotting the Is and crossing the Ts needed for it to go on air.

The spot is a celebration of Mercedes's legacy, an appreciation of their past whilst they look to an electric future. Just because the EQC is electric doesn't make it any less of a Mercedes. It stands as part of a firm history of innovative and high quality cars, making the step to electric the logical next

chapter to their story.

The Weeknd last released new material in 2017 with his 6 track extended play **My Dear Melancholy**. His as yet untitled new album will be his first full length since 2016's **Starboy**.

Watch the **Mercedes EQC** film starring **The Weeknd** here:

<https://www.youtube.com/watch?v=FRDIZgPajdQ>