



Welcome Home: Celebrating 140 Years of Mercedes-Benz with Etta James

Description



There are anniversaries, and then there are milestones that call for something more. When a brand reaches 140 years, a press release won't cut it. It calls for a film. And a film calls for exactly the right piece of music.

For Mercedes-Benz's global "140 Years of Innovation" campaign, Tracks & Fields handled music licensing and clearance, bringing "A Sunday Kind of Love" by Etta James into one of the most quietly moving automotive spots in recent memory.

140 Years, 19 Films, One Feeling

The film celebrates what Mercedes-Benz has stood for across 140 years of engineering: technology, safety, comfort, and design. Not through facts or product shots alone, but through a feeling. The central idea is simple: wherever you are in the world, a Mercedes-Benz should make you feel at home.

Directed by Tucker Bliss and developed with agency Merkley+Partners, the spot carries the weight of legacy without ever feeling heavy. It pulls together decades of innovation into a single emotional arc, asking not what the brand has built, but what that building has meant to the people who've lived alongside it.

Etta James and the Art of the Perfect Sync

"A Sunday Kind of Love" has been a standard since the 1940s, but it's Etta James's version that most people carry with them. There's a warmth in her voice that goes beyond technique. It's the sound of something enduring: not dramatic, not fleeting, but steady and deep.

That's exactly what the campaign needed. The song isn't trying to excite or energize. It's trying to comfort. To remind you of something you already know. That's the emotional register the film lives in, and Etta James holds it there from the first note to the last.

There's also something fitting about pairing a classic with a classic. Both the song and the brand have earned their place through decades of consistency and craft. Neither needs to prove anything. That confidence comes through in how well they sit together on screen.

When Legacy Finds Its Sound

The "Welcome Home" campaign works because it doesn't try to manufacture emotion. It trusts the material. A 140-year history speaks for itself. Give it the right soundtrack and something clicks into place that no amount of voiceover or visual effects can replicate.

That's what good music supervision comes down to. Not finding a track that fits the brief, but finding the one that makes the film feel inevitable.

[Get in touch](#) and let us help you find the right music for your next campaign.

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