

BLOG

Top five brand moments from last week

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Louis Vuitton case for the FIFA World Cup trophy

By SARAH JONES

Large or small scale outdoor displays and events can bring visibility to a brand, and increase awareness among unfamiliar consumers.

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From an important position in the FIFA World Cup to an in-window display targeting passersby, luxury marketers found ways to have their brand be the center of attention, even if just for a moment. While some opted for events, other marketers allowed fans to share their own take on their brand, showing a different facet of their image in the process.

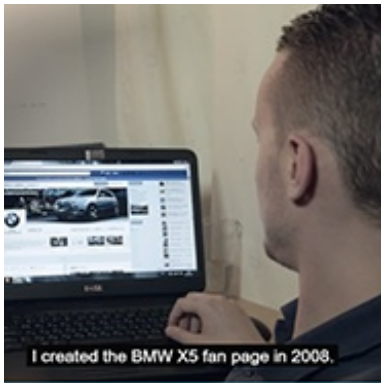
Here are our top five brand moments from last week, in alphabetical order:



Still from Sonia Sieff's "The Ex"

French glassmaker Baccarat celebrated its global appeal with a series of romantic vignettes directed by women in major cities.

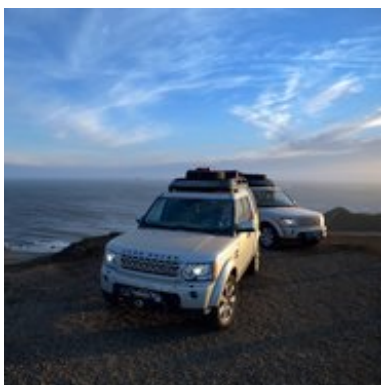
Baccarat's "Legendary Stories" feature the brand's Harcourt collection of glasses as an integral part of the short films, which are housed on a dedicated microsite. These stories elevate the brand's glasses from an everyday object to a major player in life's special moments, allowing the brand to connect with consumers on an emotional level ([see story](#)).



Todor Todorov, BMW super fan

German automaker BMW celebrated the achievements of Bulgarian brand advocate Todor Todorov with a social video.

While many brands view unofficial fan social pages as a threat to a consistent image, BMW realized that celebrating an ultra-passionate fan is an effective way to show appreciation for all consumers. As part of the #BMWStories campaign, the latest social video acts as a testament to BMW's ground-up approach to community appreciation ([see story](#)).



Land Rover's #GoSomewhereRare

British automaker Jaguar Land Rover is helping former military personnel transition into the workforce with an expanded training program.

In the first phase of the program, the brand will target around 6,500 former military personnel looking to start a career that allows them to take advantage of acquired technical skills. The latest program fits into the brand's overarching outreach mission that had earned the company Britain's "Responsible Business of the Year" award in 2013 ([see](#)

story).



Gisele Bündchen with Louis Vuitton trophy case

French apparel and leather goods house Louis Vuitton paid homage to its heritage as a maker of steamer trunks in an unexpected place.

Louis Vuitton was commissioned by FIFA to create a leather case for the World Cup trophy that will be presented to the winners of the international football matches in Brazil. As the World Cup winds down, brands are presented with a few more opportunities to be involved in the sporting event that has attracted worldwide attention for months ([see story](#)).



The Macallan Life Style Lounge at Harrods

Scottish whiskey distiller The Macallan took over the display windows of London department store Harrods to tout the lifestyle of its drinkers.

The Macallan set up a pop-up shop titled “The Macallan Lifestyle Lounge” through July 10 in window panes five and six on Hans Road. Accessed by nearby Harrods’ Door 9, the positioning of the pop-up lounge likely attracted curious passersby as they catch a glimpse of the activities inside ([see story](#)).

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