

BLOG

## Top 5 brand moments from last week

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*Previous New York City Marathon*

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By JOE MCCARTHY

Between a Fred Armisen serenade and a user-generated contest fueled by elite runners, luxury brands initiated a range of projects last week.

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**Luxury Daily**

Tag Heuer teamed up with the New York Road Runners and Lexus breathed new life into its television marketing potential. Elsewhere on television, Audi continued its Emmy sponsorships with a series of "unscripted" spots.

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



*Audi Q3*

Audi of America is leveraging its sponsorship of the celebrity-studded 66th Emmy Awards

Aug. 25 to further its Q3 model campaign.

The theme for the Q3 campaign is the idea that an unscripted life is more interesting than a scripted life. To that end, the brand tapped Fred Armisen, known for his witty improvisation, and multiple other actors to star in a series of television and online spots leading up to, and coinciding with, the Emmys ([see story](#)).



*Promotional image for the Condé Nast Traveler redesign created by Louisa Cannell*

Lifestyle magazine Condé Nast Traveler is giving the “passion points” that influence travel prime real estate on its newly redesigned Web site, recognizing that these interests are intertwined with the journeys themselves.

The redesign, which includes new collaborations with bloggers and tastemakers, is formatted to help consumers feel “At Home in the World,” preparing them for their travels so they can fit in with the local culture. Partnering with well-known content producers who work entirely in an online medium will help further communicate the Condé Nast Traveler point of view ([see story](#)).



*Lexus LS sedan*

Toyota Corp.'s Lexus is experimenting with a new form of television advertising that enhances the channel's relevance in the digital world.

The automaker introduced skippable ads on Smart TVs and received surprisingly strong interaction rates. As the nature of TV viewership changes, brands have to find ways to ensure that their spots are actually watched ([see story](#)).



*Exterior of Selfridges' London flagship*

British department store chain Selfridges is bringing together 12 “pioneers and provocateurs” in fashion design, including Jean Paul Gaultier and Oscar de la Renta, for a multichannel campaign.

“The Masters,” which launches Aug. 21 online and in-store, will include dedicated window displays, in-store features, exclusive fashions and bespoke videos about each designer. This celebrates established design talent, while allowing Selfridges to show its connection to the fashion world ([see story](#)).

Swiss watchmaker Tag Heuer is entering a three-year stint as the official timekeeper of the TCS New York City Marathon.

To launch the collaboration, Tag Heuer and the New York Road Runners, the organization that puts on the marathon, are asking consumers to share their running stories for a chance to be featured on a billboard in Times Square. This partnership between the sporting event and Tag Heuer is a match for the brand’s heritage and values ([see story](#)).

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