

INTERNET

Top 10 brand social videos of Q1

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Bally's "Coming Down"

By SARAH JONES

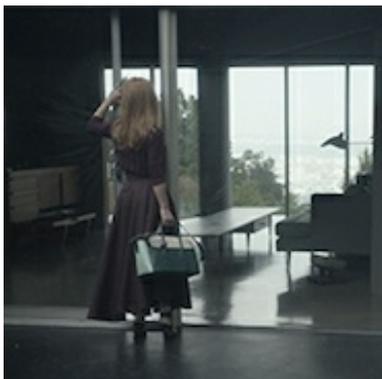
Luxury brands embraced their storytelling capabilities through social videos in the first quarter, turning out projects that spoke to a range of emotions.

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Luxury Daily

From humorous efforts that mocked advertising, to intimate explorations of the human condition, brands looked to evoke a response in consumers as they watched. Using a narrative or amusing consumers can help keep them invested until the end of a film, guaranteeing the marketing's full effect.

Here are the top 10 social videos of the first quarter, in alphabetical order:



Bally's "Coming Down"

Bally's modernist musicians

Swiss apparel and accessories label Bally expressed its values by bringing together the worlds of music and fashion in a short film featuring pop duo Singtank.

“Coming Down,” released March 3, depicts singer Josephine de le Baume’s as an actress pacing around her Los Angeles home being subjected to yet another phone interview. The film was inspired by interviews with Bridget Bardot and takes place in a house that dates from 1956, enabling Bally to pay homage to its modernist heritage as well as communicating a feeling of timelessness.

A woman dressed in a blouse, full skirt and heels is shown from behind walking into a house via glass sliders. Her rotary phone rings, and she picks up and begins to talk about her beginnings as an actress.

She crosses through the house, bringing the phone with her as she goes. She stares out the window as the speaker on the other end tells her how hard he knows it must be for her before breaking into song ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/h3JcuOdjRvQ>

Bally's Coming Down

BMW's tech-averse journalists

German automaker BMW compared its new electronic car to the creation of the Internet with a humorous commercial that aired during Super Bowl XLIX Feb. 1.

The brand released the video on YouTube along with outtake footage, a behind-the-scenes look and two short teasers. Katie Couric and Bryant Gumbel star in the ad, which recreates a clip of the two journalists discussing the Internet on NBC’s Today Show back in 1994.

The BMW commercial, titled “Newfangled Idea,” opens with the 1994 clip of Ms. Couric and Mr. Gumbel on the Today Show. They are discussing the Internet, and neither one knows what it is or how it works.

BMW's film then shows the two reporters driving in its i3 21 years later, unsure what this new technology is ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/U1jwWwJ-Mxc>

BMW's Newfangled Idea



Cartier engagement ring

Cartier's love story

French jewelry maison Cartier got in the spirit of Valentine's Day with a social video telling the story of three different engagements.

Cartier teased the video, titled "The Proposal," for a few days before posting it on Facebook to announce its release. The Proposal is composed of three stories, "At the Museum," "In the Elevator" and "At the Airport," which work together to show that engagements can happen at any time and that everyone appreciates a Cartier ring.

There are a number of successful elements to the video, including its emphasis that rings are not only for people getting engaged but can be also used to express devotion at any time in life. It gives consumers a chance to emotionally connect with the brand by sharing individual stories of love featuring Cartier jewelry ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/n9AZUAYLFKg>

Cartier's The Proposal



Scene from It's Miss, Actually by Dior

Dior's runaway bride

Christian Dior celebrated independent women through a narrative twist in its new campaign effort for the Miss Dior fragrances.

Directed by Anton Corbijn, the campaign reprises actress Natalie Portman's role as Miss Dior to tell "the story of a singularly beautiful and inspiring woman taking the boldest of steps toward a future wholly hers." With Valentine's Day a little more than a week away at the time of the release and nearly all campaigns focusing on love and romance, Dior's campaign stood out due to its refreshing approach to romantic fulfillment.

The full video tells the story of Miss Dior getting ready for her wedding day and walking down the aisle only to have a change of heart ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/ZpfOizotVSQ>

Dior's Miss Dior film



Fendi micro bags

Fendi's quirky theories

Italian fashion house Fendi is showing off its “tiny temptations” through a humorous social video musing on their origins.

“Fendi Micro Bags: 7 Theories” offers up suggestions on how the miniature versions of popular styles such as the Peekaboo and Baguette came to be, from the scientific to the romantic. This film communicates the “fun” nature of the handbags, which are designed to be a strong fashion statement for a stylishly adventurous woman.

Throughout the film, Fendi postulates options to where Micro Bags come from, such as “The Big Bang Theory,” in which two larger handbags suspended in space collide to the soundtrack of a fanfare, causing them to shatter into many tiny bags ([see story](#)).

Embedded Video: https://www.youtube.com/embed/H_WJmCFd6o

Fendi's Micro Bags: 7 Theories



Video still from Givenchy's "Petites Histoires Extraordinaires"

Givenchy's personified beauty products

French fashion house Givenchy portrayed the passion and emotion behind its makeup line with a short film that places cosmetics in the lead role.

For instance, in one vignette, a tube of Givenchy’s Phenomen’Eyes mascara passes a row of lipcolor on opposing escalators, one of the lipsticks turns check it out.

“Petites Histoires Extraordinaires” invites consumers into an imaginary world in which beauty products go to the cinema, flirt and attend runway shows. This communicates Givenchy’s heritage of a flair for the dramatic, as well as showing off the visual appeal of

its products.

“Couture is in our genes,” said Natalia Lepasch, international product manager at [Parfums Givenchy](#), Paris. “We therefore dress our iconic Le Rouge lipsticks in leather dresses for a runway show. Cinema is part of our history, Audrey Hepburn being the muse of Hubert de Givenchy, [so] we create a Hollywood romance between the Noir Couture & Noir Couture Volume mascaras” ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/4Bqjn8d9JvQ>

Givenchy's Petites Histoires Extraordinaires



Little fans

Mandarin's miniature fans

Mandarin Oriental Hotel Group is celebrating fans of all sizes with a social video chronicling the adventures of doll-sized people through Shanghai.

Posted on the brand’s Facebook page, the video honors “big fans, little fans, Mandarin Oriental Fans.” Mandarin Oriental’s storytelling through a subtly branded short film allows the doll-sized people to be the main focus, grabbing the attention of guests looking to engage on a whimsical level.

The short film starts with a woman in her Mandarin Oriental Shanghai suite wrapping a present. She looks one last time at the gift of five miniature dolls and as she is about to close the box, her phone rings and she walks away.

Inside the box, the five people come to life and peer out of their packaging as the woman dresses and leaves.

She sits down to eat with some friends as the miniature people play on the décor in the room. They then go outside to enjoy an evening boat ride and peruse the hotel as the woman enjoys her meal ([see story](#)).



Big Fans, Little Fans, Mandarin Oriental Fans.
<http://www.mandarinoriental.com/shanghai/>

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Mandarin Oriental Facebook post



Mercedes-Benz "A Fistful of Wolves"

Mercedes' mocking advertising

German automaker Mercedes-Benz promoted its role as title sponsor of Berlin's fashion week with a new episode of its "Fashion Creatives" series that pokes fun at fashion advertising tropes.

"A Fistful of Wolves," directed by Danny Sangra, follows Justin O'Shea, buying director for ecommerce site MyTheresa, through a handful of vignettes, as he dramatically interacts with fashion editors. This shows that Mercedes does not take itself too seriously, and communicates that the brand is an insider, and therefore able to tease itself.

At the beginning of the four-minute film, shared on YouTube and via social media, Mr. O'Shea is seen in a parked Mercedes-Benz C111 vehicle at night. He is talking to himself about how life is full of adventure, with one of his analogies being a fistful of wolves, hence the title of the film.

His dramatic monologue is interrupted as he pauses to search for his car keys. He drives through the night, starting up his pondering of adventure again, ending with "I wait for her."

The car is then shown parked on a street literally waiting, until fashion editor Veronika Heilbrunner gets in the passenger seat. From there, the video continues with seemingly dramatic moments that turn out to be less climactic in real life ([see story](#)).



Video still from "De Djess"

Miu Miu's lively dress

Prada-owned Miu Miu questioned the ordinary with the latest installment of its commissioned Women's Tales series.

"De Djess," which premiered at a screening during New York Fashion Week, tells the story of a cognizant gown that decides its own fate. This ninth short film, directed by Alice Rohrwacher, helps Miu Miu turn fashion on its head, giving garments a power they have not had before.

Before the action begins, a message appears "warning" consumers that the film uses imaginary words, and any appearance of similarity to a language was unintentional.

At the beginning of the 14-minute film, two men are shown walking on a beach in dress clothes and shoes, carrying canes. A nun dressed all in white with a headscarf pulls out a pair of binoculars and exclaims when she spots something in the water.

The objects floating in the ocean are pulled ashore by the men, with help from what the viewer can now see are hooked poles, and are revealed to be dresses in translucent garment bags. The nun lays them out in a neat row.

Following scenes from inside a hotel show what becomes of one of the dresses ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/ZMEByBDPPJM>

Miu Miu's De Djess



Instagram photo from Mulberry

Mulberry's English garden dance party

British fashion label Mulberry is spotlighting its heritage with a series of digital features created by budding creative talent hailing from England.

“From England With Love” debuted with a film featuring actress and dancer Cressida Bonas, who frolics through a patch of grass growing mysteriously in the middle of a courthouse. The video is an entertaining way for Mulberry to showcase its spring collection, while potentially gaining attention from its well-known star.

The film is meant to evoke the carefree feeling of an English garden in summer.

At the start, Ms. Bonas opens the doors to an entrance hall, with the light of the space showing her only in silhouette. She enters, and proceeds to a central staircase, which is covered in grass and roped off.

The actress kicks off her shoes and touches one foot to the grass. As she does, a soundtrack begins to play, prompting her to take off dancing up the stairs and through the building ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/V6p3I-nbFqg>

Mulberry's Cressida Bonas and the Buttercup Dress

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/fCXJF6XeWEw>

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