

INTERNET

Top 10 brand social videos of Q3

October 1, 2015



Courtesy of Stuart Weitzman

By JEN KING

The third quarter of 2015 offered social videos that varied from comical and whimsical to sophisticated and inspirational to show brand and industry breadth.

[Sign up now](#)

Luxury Daily

Brands in the luxury sector in many ways have dropped the somber tone in marketing to embrace a more humorous and relatable nature, and this has extended to poking fun at their own consumers for buying their products. But, a number of videos took the traditional route in the third quarter to bring consumers messages of craftsmanship and heritage paired with creative narratives and visuals.

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



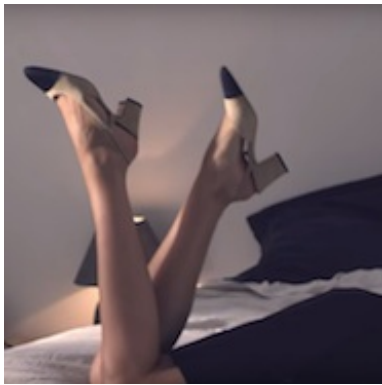
Audi R8 model

Audi promotional video for its R8 model

German automaker Audi helped aspirational consumers manage their wallets to one day afford an R8 model through a comical social video.

The price of Audi's R8 model begins at \$115,900, making the automobile unattainable for many of the automaker's enthusiasts, but with some constructive saving nothing is out of the question. Playfully skirting around the financial means necessary to own an R8 is a humorous approach that is likely to connect with aspirational consumers rather than alienate them ([see story](#)).

Audi's video is housed on its United States-facing Facebook account. The post can be found [here](#).



Video still from Chanel's Slingback Story

Chanel's "The Slingback Stories"

French fashion house Chanel imagined the multifaceted life of a woman wearing its shoes in a new social film series.

"The Slingback Stories" is a set of four short videos that show how a pair of two-tone pumps play a role in different moments of the same woman's life. This campaign makes the classic shoe relevant to younger consumers by painting a portrait of the new generation of slingback owners ([see story](#)).

Embedded Video: https://www.youtube.com/embed/oTxESP_-Zuc?list=PLzZkh7mnSyo7I03yaJnIdRNP-wMb85nJu

The Chanel slingback, story 4



Dior Joaillerie Atelier ring

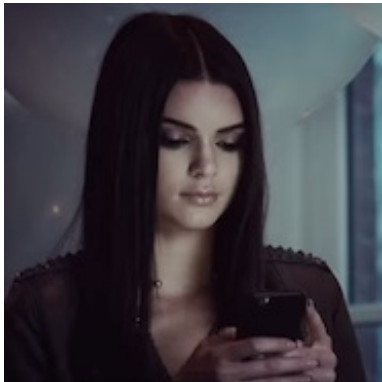
Dior Joaillerie Atelier film series

French couture house Christian Dior introduced its new Joaillerie Atelier with a series of video shorts that depict the handiwork that goes into the creation of its high-jewelry collection.

Craftsmanship videos are often used to connect with consumers, giving them a glimpse of the production of luxury products and providing a personal narrative to represent the brand. Dior's videos for the Joaillerie Atelier emphasize the details of the collection and help justify the high prices by portraying the labor that goes into each piece ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/C15fiOc-U-Y>

Joaillerie Atelier video series by Dior



Video still from Estée Lauder

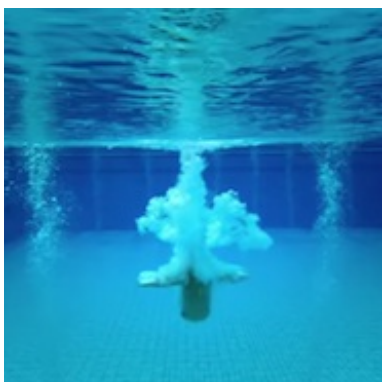
Estée Lauder's "Party Zombies"

Beauty marketer Estée Lauder showcased the lasting effects of its new Double Wear Makeup To Go Liquid Compact with a campaign that paints the product as the life of the party.

"Party Zombies" is a humorous short film that centers on model Kendall Jenner's antisocial house party that could use a boost. This effort from Estée Lauder continues the brand's outreach to the millennial generation by making a relatable statement about the dependency on and connection to mobile devices ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/Qr70-F5fonQ>

New Double Wear Makeup To Go Featuring Kendall Jenner | Estée Lauder



Jaguar

Jaguar Land Rover's "A Life Extraordinary"

Britain's Jaguar Land Rover highlighted its ability to go above and beyond with a documentary series that examines the question of what it takes to do the unexpected.

"A Life Extraordinary" follows four individuals with unique careers who have been able to achieve success in their fields, emphasizing Land Rover's position as an extraordinary automaker. The film explores innovation and motivation from a psychological perspective and reminds consumers of the brand's most impressive qualities ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/XEVsya7Y9i8?list=PLImORs3by7UkQs1iloljVjomYcBbOnmJd>

A Life Extraordinary By Land Rover



Image from Kenzo's fall/winter 2015 campaign

Kenzo's "Here Now"

French fashion label Kenzo looked back on 1990s teen culture for its fall/winter 2015 campaign that centers on a commissioned short film from director Gregg Araki.

"Here Now" visits a "teenage wasteland" in southern California filled with angst, romance and rebellion, using Kenzo's collection as costumes that help to differentiate the different characters. Kenzo wanted this campaign to go beyond clothing advertising, therefore incorporating apparel as a narrative device enables the commercial aspect of the film to be more subdued ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/6cLW5aMd3nQ>

Kenzo Here Now a movie by Gregg Araki



Image from Moncler's fall/winter 2015 campaign

Moncler's "An Icelandic Fairytale"

Italian apparel label Moncler communicated a message beyond clothes in its narrative fall/winter 2015-16 advertising campaign inspired by Nordic, Russian and Slavic folklore.

"An Icelandic Fairytale" weaves the story of a twin brother and sister who set out on an adventure across a snowy landscape through successive images shot by Annie Leibovitz. This narrative approach has opened up opportunities for Moncler to engage with consumers on an emotional level as it gradually releases more of the story online ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/sfdXUM7n9ZI>

A Moncler Icelandic Fairytale by Annie Leibovitz



Inspiration is everywhere, even kiwis

Rolls-Royce "Inspiration is everywhere"

Rolls-Royce Motor Cars found bespoke inspiration in unexpected places through a marketing push promoting its customization practices.

Through a social video and image gallery, Rolls-Royce is showing its consumers that inspiration can be drawn from the colors of nature to the drama of architecture to express that no concept is beyond the automaker's bespoke capabilities and dedication. Across sectors, bespoke customization allows the consumer to play the role of the designer to create a product that truly speaks to them.



The video can be viewed on Rolls-Royce's [Web site](#).

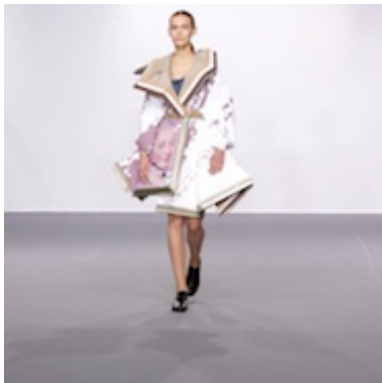
Saks Fifth Avenue x Stuart Weitzman's "Waiting for My Stud to Call"

Department store chain Saks put the spotlight on its exclusive Stuart Weitzman WhatAStud sandal by producing a short film with inspirations from the movie musical “Grease.”

“Waiting for My Stud to Call” features model Milly Simmonds on the streets of New York, at an ultimatum and trying to decide between her “sole-mate” and her real-life boyfriend Matt Trethe. This approach to a footwear-focused film will likely resonate with shoe-obsessed consumers, and may entice them to fall for the sandal ([see story](#)).

Embedded Video: <https://vine.co/v/enOHTZ2uvLT/embed/simple>

Vine from Saks



One Look: The Framework depicts the Viktor & Rolf couture show

Viktor & Rolf x Refinery29’s “One Look: The Framework”

Dutch fashion house Viktor & Rolf explored the similarities and differences between fashion and art in a new video produced by Refinery29 and Visionaire.

In “One Look: The Framework” Refinery29 delves into the Viktor & Rolf Haute Couture fall/winter 2015 runway show, examining how the carefully created pieces are essentially works of art. The relationship between fashion and art has been questioned for centuries as the two worlds are inextricably linked, but this video works to shed new light on the age-old discussion ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/qVsphwuA4MM>

Fashion Is Literally Art For Viktor & Rolf

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/tEul3I-bMcI>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.