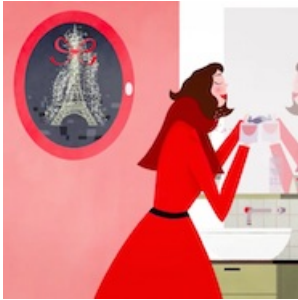


BLOG

Top 5 brand moments from last week

December 14, 2015



Still from Lancome's holiday countdown

By FORREST CARDAMENIS

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Retailers, hotels and beauty brands were all keen to remind consumers that Christmas is fast approaching through a variety of creative means. Even those who were not looking to the holiday specifically looked to charity and one-of-a-kind events, thereby showing off the same spirit.

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



Image from Harvey Nichols' Avoid #GiftFace campaign

British department store chain Harvey Nichols is using its retail expertise to protect consumers from a new holiday-induced malady.

The retailer has coined the term #GiftFace to refer to the forced smile put on when a gift recipient has to feign enthusiasm for an unexciting present and has illustrated the condition with a series of comic social posts. As the holidays are approaching, retailers are looking to find creative, amusing ways to highlight their gift guides that go beyond a simple listing ([see story](#)).

Beauty marketer Lancme is setting off on a Parisian adventure to unite consumers in shared universal holiday experiences.

Since Dec. 1, Lancme has been revealing a new video vignette daily that follows the undertakings of the same heroine as she preps for the holidays, whether it means getting a Christmas tree or building a snowman. Keeping up consistent, amusing messaging around the holiday season is a way for brands to connect and engage with consumers while staying to-of-mind ([see story](#)).



Still from Land Rover's Defender film

British automaker Land Rover is readying to bid farewell to the Defender model with a London takeover and charity auction.

Production of the Defender began in 1948 after its launch at the Amsterdam Motor Show in April of that year, and over the course of the 67 years since then, 2 million of the 44 model have been produced in Solihull, Britain. Land Rover has plans to discontinue the model's manufacture, but citing its historical and brand significance, the automaker has orchestrated an effort to capture consumer nostalgia for the Defender ([see story](#)).

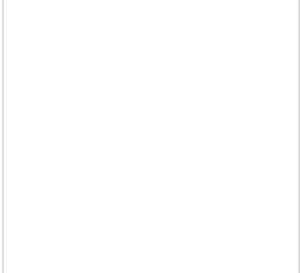


Image from day 2 of Shangri-La's Instagram advent

Shangri-La Hotels and Resorts is spreading a #WorldOfWarmth among its Instagram community through a participatory holiday tale.

The brand has unveiled an advent calendar on the social media platform offering its 32,000 followers a chance to win prizes for watching and interacting with brief Christmas videos. The continuity of the videos will encourage users to come back, which will in turn help the material go viral ([see story](#)).

1955 Mercedes-Benz 300 SL



1955 Mercedes-Benz 300 SL "Sportabteilung" Gullwing.

International auctioneer Sotheby's "disrupted" the auction industry by turning to a new channel.

On Dec. 10, the Sotheby's Apple TV app was launched with the "Driven by Disruption: New York City" automotive sale. Sotheby's year has been defined in part by initiatives that give it a larger online presence ([see story](#)).