

BLOG

Top 5 brand moments from last week

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Mercedes' animation

By FORREST CARDAMENIS

Some wanted to innovate, and others just wanted to have fun.

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Christmas is fast approaching, which gave an automaker a chance to be memorable and creative, while a watchmaker turned the holiday into a game. Others flexed their creative muscles, showcasing their front-line approach to technology or finding new ways to edge out competitors.

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



Image from Baume & Mercier's holiday campaign

Swiss watchmaker Baume & Mercier is testing consumers' reflexes in a holiday-themed game.

Consumers can enter to win one of the brand's timepieces by trying their skills in a contest, which asks them to click on as many baubles as they can as they appear. With only the highest score taking home the prize, consumers will likely be motivated to continue competing and increasing their results ([see story](#)).



Burberry Festive campaign 2015

British fashion label Burberry is bringing holiday cheer to London's Piccadilly Circus with an interactive 3D experience for pedestrians.

A digital billboard on the curved screen at Piccadilly will show computer generated images of Burberry's heritage scarf, which consumers will be able to personalize and interact with using their mobile phone. This large-scale display will likely be hard to miss in the heavily trafficked area of London, potentially leading to sales for Burberry ([see story](#)).



Video still from LV&Me

French apparel and accessories brand Louis Vuitton is inviting consumers to get a little closer with its new fashion jewelry collection.

The "LV & Me" video shows off the brand's newest collection of alphabetical jewelry in a quirky and interactive manner with the help of a sassy android. The personal connection provided by alphabetical products, combined with the lower price points of the items, can help build a connection between Louis Vuitton and aspirational consumers ([see story](#)).



Exterior of Mandarin Oriental, Prague

Mandarin Oriental Prague is enticing the whole family with the promise of "A Fairy Tale Getaway."

The "Tale of the Puppeteer" package will grant families with young children two marionette-filled nights in the heart of Prague. With family travel on the rise, a targeted but culture-heavy campaign such as this one could be a popular choice for travel ([see story](#)).

German automaker Mercedes-Benz is helping Santa Claus deliver gifts in style through a holiday sleigh configurator.

Configurators are popular among automotive brands, which use the digital technology to display the features and options with which each model is equipped. By creating a sleigh configurator, Mercedes is displaying its digital savviness while staying top of mind among consumers well after the fact due to the charm involved in the effort ([see story](#)).