

BLOG

Top 10 brand social videos of 2015

December 28, 2015



Image from Moncler's fall/winter 2015 campaign

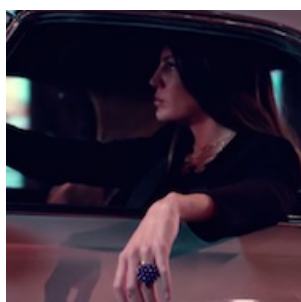
By FORREST CARDAMENIS

Social videos have become more than a supplement or a hook. They are a necessity.

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As social media users continue to grow in numbers and the platforms monetize accordingly, the potential reach of a brand is wider than ever. To fully capitalize, however, brands need great, compelling content, be it humorous, mysterious, beautiful or something else, to rise above the noise of a constant stream of posts and make a deep and lasting impression on the consumer.

Here are the top 10 social videos of 2015, in alphabetical order:



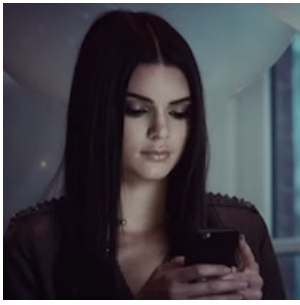
Video still from Cartier's Paris Nouvelle Vague film

Cartier's extravagant Paris nights

French jeweler Cartier celebrated the "extravagant nights" that can be had in Paris with a film for its Paris Nouvelle Vague collection.

The one-minute video centered on a series of chance encounters between a man and a bejeweled woman on the streets of the city. Throughout the film, Cartier's baubles became part of the action and narrative, using product placement in an engrossing way ([see story](#)).

Cartier "Extravagant Nights"



Video still from Estee Lauder's "Party Zombies"

Estee Lauder's "Party Zombies"

Beauty marketer Estee 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 Estee 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](#)).

New Double Wear Makeup To Go Featuring Kendall Jenner / Estee Lauder



Still from Hermès' "Slim d'Hermès" campaign

Hermès "moves toward the essential"

French leather goods house Hermès is touting essential movements through interactive films meant to support the debut of its latest watch collection, Slim d'Hermès.

For the collection of men's and women's watches, Hermès' "Slim d'Hermès, un mouvement vers l'essentiel," or "a movement toward the essential" in English, brings consumers to a digital universe where two characters interact in a refined and graphic space. Beyond the two interactive videos that show how the two characters meet, Hermès included 10 other elements to further explore the timepiece collection through a digital experience ([see story](#)).

"Slim d'Hermès"



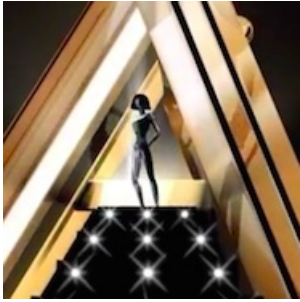
Image from Kenzo's fall/winter 2015 campaign

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](#)).

"Here Now" / Kenzo



Video still from LV&Me

"LV & Me" remake the alphabet

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](#)).

"LV & Me"



Mandarin Oriental Shanghai 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 ([see story](#)).

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

Posted by [Mandarin Oriental Hotel Group](#) on Tuesday, March 17, 2015

Big Fans, Little Fans



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 ([see story](#)).

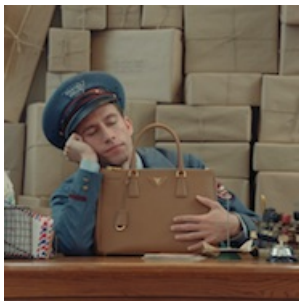
"A Fistful of Wolves"

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](#)).

A Moncler Icelandic Fairytale by Annie Leibovitz



Video still from Prada's "The Postman Dreams"

Prada Galleria handbag effort

Italian apparel and accessories house Prada furthered its relationship with film through a series of five shorts surrounding its Galleria handbag.

Filmmaker Autumn de Wilde's videos for "The Postman Dreams," which melded childhood fantasies with adult longings, a statement on fashion's innocent, youthful infatuation with beauty. The series, launched April 7, was designed so that the shorts can be explored and viewed in any order, a new concept for Prada film ([see story](#)).

The series can be viewed [here](#).



Valentino Donna bottle

Valentino strolls the streets of Rome with Donna

Italian fashion house Valentino has captured its Roman raison d'être in the form of its latest fragrance, Valentino Donna.

Valentino Donna is the feminine version of the male cologne, Valentino Uomo, which debuted in 2014 after a lengthy campaign reveal. Valentino describes the scent as being without provocation, but with "a hint of elegance, fragility and irreverence" connecting the Valentino Donna fragrance to the brand's ideal consumer ([see story](#)).

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VALENTINO DONNA "I belong to me," says the Valentino woman, whose allure is complex yet crystalline. There is no provocation here, just a hint of elegance, fragility and irreverence. To interpret the new fragrance of the Maison "Valentino Donna" Creative Directors, Maria Grazia Chiuri and Pierpaolo Piccioli, chose the young actress strid Bergs-Frisbey who was directed by Louis Garrel, in a short film while walking in the heart of the Eternal city, Rome the raison d'tre of Valentino's spirit. Discover this new chapter of our fragrance repertoire here:
m.valentino.com/go/ztcgdc

Posted by **Valentino** on Monday, October 12, 2015

Final Take

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