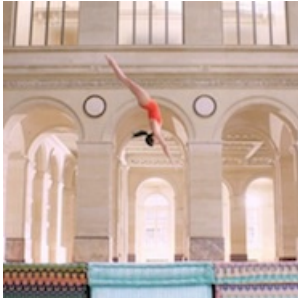


BLOG

Top 5 brand moments from last week

January 25, 2016



Roche Bobois television commercial, still

By STAFF REPORTS

As luxury loosens the reins on design, customization has become an intrinsic aspect of many brands' positioning.

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From timepiece displays to picnic hampers for lovers, luxury brands have not only embraced consumers' creativity, but also those cast as global ambassadors. Likewise, a humorous approach to branded communications, from swimming pool couches to discounts based on the temperature, has presented the next generation of luxury consumers with a different perspective than those who shopped the brands in the generations before.

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



Fortnum & Mason Exclusively Yours hamper

British department store Fortnum & Mason is helping consumers show their affection with a limited-time customization program for its hampers.

The Exclusively Yours Hamper marks the first time the store will allow customers to print their own initials in place of the F&M logo printed on the side of its wicker containers filled with indulgences. With Valentine's Day around the corner, Fortnum & Mason loyalists will likely appreciate the opportunity to leave their own mark on its iconic gifting item ([see story](#)).



Mercedes' A Class

Germany's Mercedes-Benz is reminding its fans that its brand stands for more than just automobiles in comic fashion.

The brand has released its fourth "Fashion Creatives" film to enhance its ties to the sector, this one directed by Toben Seymour and starring Michel Gaubert, one of fashion's leading sound designers, and his puppet friend. The humor of the video will likely cause the video to spread beyond Mercedes loyalists, giving the brand an opportunity to establish new clients as it ties itself to a lifestyle ([see story](#)).



Exterior of Ritz-Carlton Montreal

Ritz-Carlton Montreal is heating up bookings this winter with a seasonal room package that saves guests more money as the temperature drops lower.

For "The Colder the Better," guests automatically receive a percentage off their bill based on the degrees below 0 Celsius it is outside at check-in, including wind chill. Temperatures in Montreal average around minus 10 degrees, helping to give incentive to consumers to brave the cold ([see story](#)).

Home furnishings maker Roche Bobois is diving back into television with a "French Art de Vivre" commercial.

For its return to the small screen, Roche Bobois worked with Wendy Morgan to direct its television commercial featuring its Mah Jong modular sofas and a cast of synchronized "swimmers." To further promote the commercial before it hits television screens, Roche Bobois is relying on its social accounts ([see story](#)).



Tag Heuer Carrera Connected watch

Swiss watchmaker Tag Heuer is taking its ambassador relationship a step further through consumer-facing personalization.

Tag Heuer works with a stable of ambassadors, ranging from pop stars to star athletes, all of whom embody the watchmaker's motto of "Don't crack under pressure." Now, Tag Heuer has collaborated with its ambassadors on watch faces created for its Tag Heuer Connected smartwatch ([see story](#)).

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