

BLOG

## Top 5 brand moments from last week

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*Marie Claire editorial*

By STAFF REPORTS

Across numerous sectors, creativity showed through in unlikely places.

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One retailer turned its store into a playground for new consumers, an automaker took mobile advertising to the next level and a magazine kept things exciting in the air. Even in the food and beverage space, one Champagne house pushed itself forward, while a jeweler took its consumers into the past.

Here are the top 5 brand moments from last week, in alphabetical order.



*Bloomingdale's New York flagship store*

Department store chain Bloomingdale's is generating excitement with an interactive shopping experience.

The retailer has partnered with Museum Hack to create #BloomiesHack scavenger hunt shopping experiences at its flagship store on 59th Street in New York. The potential for prizes will attract new and aspirational customers, allowing Bloomingdale's to initiate a positive lasting relationship with a new market segment ([see story](#)).



*Charlie Chaplin in a photograph from Yves Debraine*

Swiss watchmaker Jaeger-LeCoultre is paying homage to film star Charlie Chaplin by supporting a soon-to-open museum dedicated to the actor's final decades.

Chaplin's World, which will open in April, focuses on the last 25 years of the Hollywood icon's life, which he lived out in Switzerland. Jaeger-LeCoultre has a personal history with the star, making it a natural partner for the retrospective ([see story](#)).



*Lexus GS F*

Toyota Corp.'s Lexus is promoting its GS F in an unusually tactile manner.

The automaker, along with its advertising agency Team One, has partnered with marketing platform Opera Mediaworks and haptic technology licensor Immersion Corporation to design a mobile advertisement that causes the phone to vibrate to recreate the feeling of driving the vehicle. A novel advertisement that engages the consumer's senses in a new way will make a stronger impression, likely leading to increased conversion rates ([see story](#)).

Hearst women's magazine Marie Claire is raising its belief in female empowerment through an invite-only in-flight networking event.

The Power Trip will kick off on March 21 with a JetBlue flight from New York to San Francisco, where the women will disembark and attend a pop-up conference at the W Hotel with speakers from the tech, fashion and media worlds. Upending the traditional conference is in line with the forward-thinking magazine's voice ([see story](#)).



*Veuve Clicquot*

LVMH-owned Champagne house Veuve Clicquot is blending the old and the new to reach a millennial market.

Three films inspired by Madame Clicquot comprise the brand's first-ever digital advertising campaign, titled "Let Life Surprise You." When going after a new market, particularly a younger one, it is important both to reach the audience on its native platforms and also to tell the brand story in a quick but engaging way ([see story](#)).