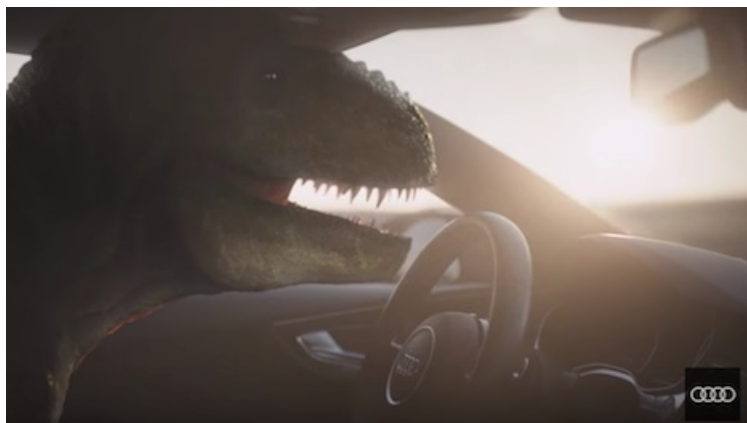


BLOG

## Top 5 brand moments from last week

September 26, 2016



*Still from Audi's The Comeback*

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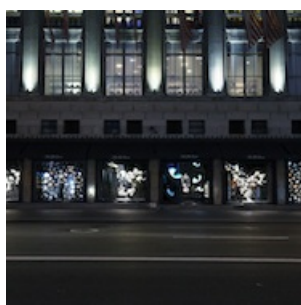
By STAFF REPORTS

Luxury branded social and online video had an interesting week, with some even going viral.

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Mobile and online video continue to be the driving force for brands connecting to consumers, especially on social media with many of the week's most interesting campaigns being video. Brands are taking a wide range of approaches to attract their individual audiences from humorous to history.

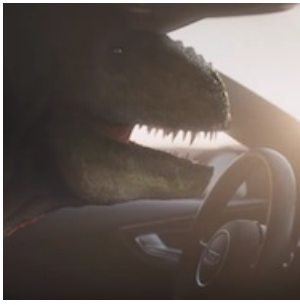
Here are the top five brand moments from last week, in alphabetical order:



*Alexander McQueen Parfum's windows at Saks Fifth Avenue*

British fashion label Alexander McQueen brought its night-blooming vision to life at Saks Fifth Avenue's New York flagship to promote its fragrances exclusive to the department store.

Alexander McQueen launched its first scent, McQueen Parfum, under a licensing agreement with Procter & Gamble Prestige Beauty and creative direction from Sarah Burton, the house's creative director. Prior to its spring debut, Alexander McQueen fragrances were produced by YSL Beauty, but had been discontinued since 2008 ([see story](#)).



*Still from Audi's The Comeback*

German automaker Audi cast the ideal advocate for pilotless driving in its latest promotional film.

The automotive industry is neck-in-neck is developing functional, real-world autonomous driving, whether consumers are ready for the advances in technology or not. In Audi's "The Comeback," the automaker showed how autonomous driving can be a revitalizing experience for those tired of their day-to-day reality ([see story](#)).



*Christoph Waltz for Dom Prignon's P2*

LVMH-owned Champagne house Dom Prignon tapped Christoph Waltz's theatricality to portray the emotions felt as its bubbles are savored.

"Touched with Plnitude" is the debut campaign for Dom Prignon P2, a Champagne first released in 2014 that was 16 years in the making. For this campaign, Dom Prignon chose to let Mr. Waltz's expressions do the talking, with each subtle movement of his eyes or lips telling the story of the Champagne's intensity ([see more](#)).



*Dior Stories*

French couture house Christian Dior is one of many classic fashion labels bringing its history to light in modern ways with online video.

Dior Stories is a new online video series that taps into the history of the fashion house to help solidify an emotional connection to consumers. The first video details the story of how its founding designer Christian Dior transformed fashion after World War II, in a time when women were looking to reclaim their femininity ([see more](#)).



*Promotional image for She's Mercedes*

German automaker Mercedes-Benz is seeking to increase its visibility in China by curating content specifically for Chinese messaging application WhatsApp.

In January, WhatsApp announced that it would begin allowing businesses to communicate directly with its approximately 1 billion users. The new development served as a reflection of how popular messaging apps are as well as how messaging platforms are reshaping traditional marketing to unlock one-to-one engagement opportunities for brands ([see story](#)).

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