

BLOG

Top 5 brand moments from last week

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A still from the DPA's Real is Rare campaign

By STAFF REPORTS

Marketers have taken to shaking up the perspective of branded campaigns to spur interest and keep their brand top of mind.

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Alternate perspectives can range, from candid conversations with models where traditionally the apparel would do the talking to the more abstract approach that gives life to fragrance droplets. Above all, understanding the perspective of various demographics can assist a brand in connecting a campaign to sentiment with the hope of turning a view into a conversion.

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



A still from the DPA's Real is Rare campaign

The Diamond Producers Association is petitioning millennials who no longer value traditional marriage conventions with a new video campaign to keep the diamond custom alive in the modern world.

Social conventions have greatly shifted in recent years with many individuals, especially those in the millennial demographic, no longer finding it necessary to marry their significant other. The new notion can be threatening to the diamond industry, which relies heavily on the sale of engagement rings, but the DPA is hoping to stay relative with these consumers through its new video.

The DPA's "Real is Rare" advertising campaign focuses on the ideology of new-age love in which a couple can plan their future together without getting married ([see story](#)).



Farfetch Effect experiment

Online retailer Farfetch is recruiting potential employees through a social video that compares working for the brand to a room full of puppies and a swimming pool filled with pink cotton candy.

Across sectors, culling talented and dedicated employees can be challenging, but Farfetch's recruitment approach aims to underscore how enjoyable working for its company can be. Consumers are increasingly aware of a brand's corporate social responsibility, ranging from its environmental impact to its treatment of employees of all levels

Wanting to understand what causes employee happiness, Farfetch invited Francisco Marques Teixeira, a neuroscientist, to its offices to monitor the brain stimulation of its workers. Volunteer employees were then fitted with headsets that measured levels of involvement, euphoria, interest, relaxation and stress while at work.

After several weeks of monitoring, a common measure was established, nicknamed the "Farfetch Effect" ([see story](#)).



Fendi's Snapchat Tour

Italian fashion label Fendi is challenging the ephemeral nature of Snapchat by giving earlier snaps new life through a content hub on its Web site.

The brand's ongoing Snapchat Tour has documented key brand moments around the globe through the eyes of influencers. Like all Snapchat Stories, these photos and videos were originally accessible for a fleeting 24 hours, but Fendi is looking to expand the audience for this content by making them a more permanent part of its online presence.

Album Fendi's Snapchat Tour has stopped off at global destinations such as Milan, London, Moscow, Paris and Miami.

In each city, the brand tapped a single influencer to be the voice of its Snapchat account for that moment in time. For instance, South Korean blogger Irene Kim documented the brand's Peekaboo Auction in Seoul, South Korea in November 2015, while Zara Martin took fans inside the Fendirumi pop-up at Harrods earlier this year ([see story](#)).



Jean Paul Gaultier's Le Male and Classique Essence de Parfum bottles

French fashion label Jean Paul Gaultier is providing a new perspective on the olfactory composition of two of its fragrances through a virtual reality experience.

For the launch of Classique and Le Male Essence de Parfum, the brand is allowing consumers to take on the point of view of a single drop of fragrance in 360-degree films. As virtual reality is becoming more prevalent, beauty marketers are finding ways to leverage the technology to better immerse consumers in a scent world.

The film for Le Male Essence de Parfum opens on a single blue droplet, which moves slightly as an operatic track underscores the film. The video's vantage points goes inside of the orb, as the camera zooms through tubes past depictions of accords including fresh wood, leather and oriental.

Eventually, the film backs away from the drop, showing a bottle of Le Male Essence de Parfum alongside its tin can box. The female version of the scent, Classique Essence de Parfum, goes on a similar journey with its accords ([see story](#)).



Look from Louis Vuitton's spring/summer 2017 collection modeled by Sora Choi

French fashion label Louis Vuitton is highlighting the global nature of its recent spring/summer 2017 runway show with help from a handful of international models.

"Six Girls Six Minutes" gives some of the catwalk strutters a voice, showing footage of the women modeling the collection underscored with their words. Showing these individual perspectives gives more depth to the participants in the runway show, allowing consumers to connect with the stories of these models.

Six Girls Six Minutes was developed in collaboration with cinematographer Darius Khondji and art directors M/M Paris. The resulting film, as the name suggests, showcases each of the women in a minute.

The women's one-sided dialogue continues the six theme, as they reflect on where they were or what they were doing 12 months, six months, six weeks, six hours and six minutes in the past. They also project what the future holds for them, whether six minutes, six weeks and six months ahead ([see story](#)).

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