

BLOG

Top 5 brand moments from last week

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Exterior of Claridge's

By STAFF REPORT'S

As the holidays are approaching, marketers are coming up with unique call-to-actions, installations and videos to celebrate ahead of the season.

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On-site activations are making for exciting consumer-relationships that lean on partnerships and wow factors to create a solid consumer bond, for now and for the upcoming holidays. Others are hoping the pull of video will still be a strong medium for marketing purposes.

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



Exterior of Claridge's

London hotel Claridge's tapped two of its long-time friends to decorate its Christmas tree this year.

Apple chief design officer Sir Jony Ive and his friend industrial designer Marc Newson will bring their own styles to the iconic tree, following in the footsteps of brands such as Lanvin and Dolce & Gabbana. Positioned in the lobby, the tree typically attracts an audience beyond the hotel's guests, as Londoners and visitors to the British capital come to Claridge's to kick off the holiday season.

Apple's design aesthetic is well-known throughout the world. The brand has also been ramping up its fashion affiliations through the sponsorship of this year's Metropolitan Museum of Art Costume Institute Gala and a partnership with Hermès on an Apple Watch ([see more](#)).



Courtesy of David Yurman

Jeweler David Yurman embodied a youthful spirit for its holiday 2016 campaign, but in an informal manner with films that resemble home movies.

While the brand focuses on youth, its video brings back a classic theme by taking the form of a home movie, but featuring models of today. David Yurman hoped that its still assets from the campaign will differ than the traditional ad, and capture the energy and lifestyle that represents the brand.

As smartphones and social media have almost eradicated the home movie, David Yurman brought it back for the holiday season. Paired with accompanying still imagery, the jeweler partnered with photographer Bruce Weber for the unique campaign ([see more](#)).



The Plaza Hotel Finishing School. Illustration by Meghan Hess

New York's Fairmont-managed The Plaza Hotel is planning to educate millennials on manners and proper etiquette for the modern age.

For "The Plaza Hotel Finishing Program," the hotel partnered with Beaumont Etiquette to create classes on the proper behavior for specific social circumstances. Societal norms and practices have changed vastly since traditional etiquette schools were in fashion, but rejuvenating the concept for modern consumers may bring interested individuals to The Plaza.

The Plaza Hotel Finishing Program is penned as "an international finishing program for adults in the United States," ([see more](#)).



Image courtesy of Rmy Martin

Cognac maker Rmy Martin immersed the public in its story through an experiential pop-up.

La Maison Rmy Martin New York took groups of 30 participants through a 90-minute experience complete with tastings and the opportunity to blend their own cognac. Open from Oct. 21-23, this interactive display enabled the brand to interact with consumers in a branded space.

For this pop-up, Rmy Martin partnered with French kinetic artist, composer, photographer and designer Vincent Leroy. The artist created conceptual interpretations of Rmy Martin's brand, including the commissioned piece "Red Ripples" ([see more](#)).



Selfridges offers click-and-collect purchasing, even for Santa

British department store chain Selfridges urged consumers to press pause this holiday season to reconnect with themselves and loved ones.

Selfridge's "Shine On!" holiday 2016 campaign seeks to reaffirm the reason for the season, regardless of how hectic consumers' lives can be throughout the year. The retailer's campaign commands celebration, turning the "dial to the max" by hosting a holiday-themed rainbow-colored glitter disco ball dance party at its Oxford Street flagship in London.

Selfridges summarizes its holiday messaging as "celebrate yourself (you deserve it); celebrate your loved ones (and not just your family) and turn every day during the season into a party." By visiting Selfridges on Oxford Street, the retailer intends to show consumers how to gather, give and get down ([see more](#)).

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