

BLOG

Top 5 brand moments from last week

December 5, 2016



Moschino Barbie & Ken dolls

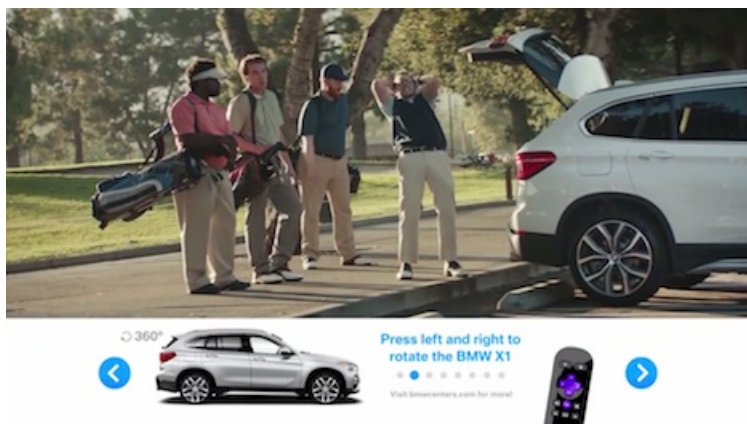
By BRIELLE JAEKEL

As the holiday season arrives, luxury brands go full throttle on seasonal video ads and gift guides, but unique videos are also making headway.

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Whether it be a gift guide to help consumers find the perfect presents for family or video to get viewers in the holiday spirit, there is no doubt that the holiday marketing frenzy has begun. However, that does not mean that all marketers are going for the holiday pull, with some launching interactive and interesting videos to appeal to consumers.

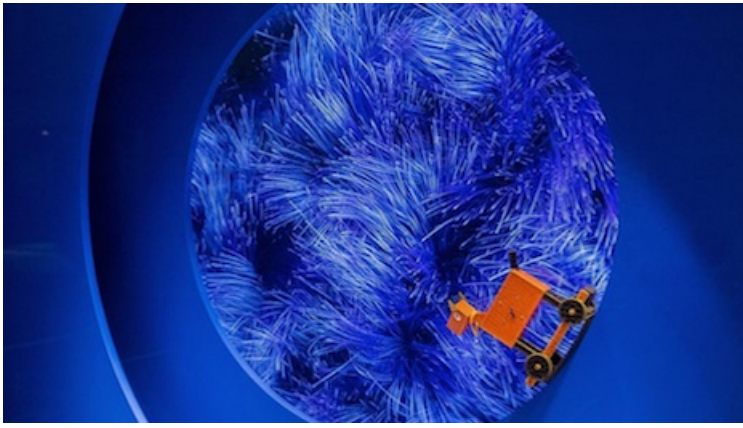
Here are the top five brand moments from last week, in alphabetical order:



BMW's interactive television ad for the X1

German automaker BMW is at the start of what could be a dramatic shift in the television advertising industry by allowing users to interact through their remote controls.

Consumers with smart television sets such as Roku are able to interact with new BMW ads for a more personalized and helpful ad experience. Interested users can grab their remotes to view a BMW X1 in various colors or different angles while the ad is playing ([see story](#)).



Hermès Petit h

French fashion house Hermès welcomed consumers in New York to the Petit h Holiday Factory, a series of pop-up stores and craft workshops.

Hermès' Petit h was created by Pascale Mussard, a 6th generation member of the Hermès family, in 2010. Petit h takes leftover fabric and pieces with slight imperfections and turns them into unique pieces that sit outside of a fashion season ([see story](#)).

Barbie got another high-fashion moment courtesy of Italian fashion label Moschino.

Marking the brand's third collaboration with Barbie maker Mattel, the dolls wear the same outfits sported by Moschino creative director Jeremy Scott and model Stella Maxwell at the 2015 MTV Video Music Awards. Due to her fashionable positioning, Barbie has made frequent appearances in luxury designers' efforts, from sporting their clothing to acting as an influencer on social media ([see more](#)).



Graldine Fasnacht

Swiss watchmaker Tag Heuer took consumers to new heights by supporting a film with elevated ambitions.

"4634 Perception" followed Tag Heuer ambassador Graldine Fasnacht's quest to conquer Monte Rosa, the tallest range in Switzerland, via both a snowboard and a wingsuit. Tag Heuer's positioning centers on feats that require jumping mental hurdles to overcome and push boundaries, making this film a natural fit ([see story](#)).



Still for Versace's holiday 2016 video

Italian fashion label Versace put a high-fashion spin on how presents are delivered for its holiday 2016 campaign.

In a teaser effort, Versace introduced consumers to a cast of men all dressed in matching black outfits and accessorized with a gold chain and pendant seated on and around a small couch. The men are all seen occupying themselves with their mobile devices before a woman's heels on marble flooring captures the attention, but the teaser film concludes as the double doors are closed ([see more](#)).

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