

MARKETING

Top 10 brand social videos of 2016

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Susan Surandon for Marc Jacobs, fall/winter 2016

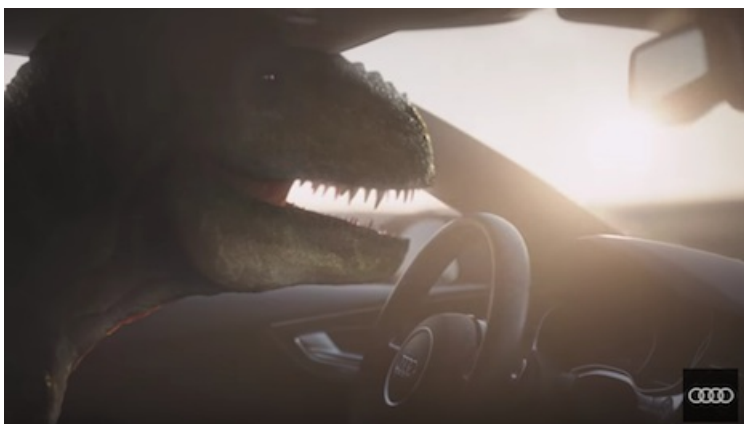
By BRIELLE JAEKEL

Digital platforms have ushered in video marketing beyond the television, and interesting tactics are now imperative for luxury brands.

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As social media and social influencers have become exceedingly pervasive, it is now necessary for brands to adopt these mediums for marketing purposes. These video campaigns from luxury brands are leveraging tactics such as humor, personalization, history and as of late, music video production to connect with consumers.

Here are the top 10 social videos of 2016, in alphabetical order:



Still from Audi's The Comeback

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

The automotive industry has been 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 shows how autonomous driving can be a revitalizing experience for those tired of their day-to-day reality.

Shared by Audi Germany on its YouTube channel, The Comeback went viral due to its use of humor to promote its latest technological innovations. As of press time, on YouTube alone, the film has had 1.7 million views and

counting ([see story](#)).



Kanye West for Balmain fall/winter 2016

French fashion label Balmain's fall/winter 2016 campaign film has gone viral thanks to the celebrity of collaborator Kanye West.

Released as a music video for the recording artist's song "Wolves," the video stars a cast that includes Mr. West's wife Kim Kardashian-West and a bevy of top models. Since its July 29 premiere on the rapper's YouTube channel, the campaign has been viewed more than 4 million times, giving the house a platform to reach an audience that extends past its own social followers.

Balmain's campaign was first teased with images of Mr. West along with model Joan Smalls shared to the brand's Instagram account ([see story](#)).



Image courtesy of BMW

Automaker BMW India hoped to increase attendance at its BMW Festival this year by making a lasting impression through personalized videos that brought individuals into its content.

Targeted Facebook users in India saw videos tailored specifically to them, incorporating consumers into the adrenaline inducing content. BMW's video addressed the viewer's name and location while getting their blood pumping with cutting edge footage of its vehicles completing intense driving feats.

Facebook users that fit within BMW India's coveted demographic, users who are likely to be interested in BMW Festival, are seeing a new wave of videos that market directly to them. The automaker's videos start out by grabbing the user through the use of their name ([see story](#)).



DiorStory NO 1: The New Look

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

Dior Stories was 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 detailed 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.

Vintage is not only popular in the fashion sense, but also in experiences and culture. Long-standing brands have a history that can be tapped for great brand experiences and sentimental value ([see story](#)).



Naomi Campbell

French fashion label Givenchy's Riccardo Tisci brought his creative touch to a different industry with the art direction of a music video.

The designer was the creative mind behind the video for Anohni's "Drone Bomb Me," which featured supermodel Naomi Campbell dressed in head-to-toe custom Givenchy. Showing the interconnected nature of brand and creative director, Givenchy shared the video on its own social channels, showcasing the work of its brand leader.

In the four-minute video, directed by Nabil, Ms. Campbell is shown in a dimly lit stark room. She sits on a chair — the only piece of furniture in the scene — and lip syncs to Anohni's track ([see story](#)).



Maserati at Dubai Polo Challenge

Italian automaker Maserati teamed up with Argentine sportswear manufacturer La Martina to showcase its ties to polo and expand its fan base.

#PoloStories is a global social storytelling project anchored by a series of videos, the first of which was released on Friday, May 13. Maserati has a history with polo, so the genuineness of the campaign could help introduce Maserati and La Martina followers to the other brand.

The #PoloStories initiative coincided with the Maserati Polo Tour 2016, with videos devoted to the origins of and information about polo. The videos also emphasized the ties that La Martina and polo have to Maserati ([see story](#)).

Fashion label Marc Jacobs continued to intertwine its brand with music, personifying an alternative and trendy image and leaning on celebrity appearances.

The brand connected with music further and further, and its campaign video for its collection that views more like a music video than an advertisement and debuted on Billboard magazine. Celebrities such as Missy Elliott, Susan Sarandon and Marilyn Manson make appearances sporting alternative, borderline gothic makeup and fashion while moving to an upbeat song.

Created by music video director Hype Williams, Marc Jacob's fall collection film debuted on Billboard's Web site. The magazine's cover of its style issue features the designer alongside indie musician St. Vincent ([see story](#)).



Michel Gaubert and his puppet assistant

Germany's Mercedes-Benz reminded its fans that its brand stands for more than just automobiles in comic fashion.

The brand released its fourth "Fashion Creatives" film to enhance its ties to the sector, this one directed by Toben Seymour and starring Michel Gaubert, one of fashion's leading sound designers, and his puppet friend. The humor of the video likely caused the video to spread beyond Mercedes loyalists, giving the brand an opportunity to establish new clients as it ties itself to a lifestyle.

In early 2014, Mercedes began its "Fashion Creatives" Web series of short videos with fashion influencers, focused on drawing connections between Mercedes and the fashion sector. The first three videos featured fashion blogger Leandra Medine, Bang & Olufsen creative director Johannes Torpe with fashion influencer Kristina Bazan and mytheresa.com buying director Justin O'Shea, respectively ([see story](#)).



Mercedes CLA

German automaker Mercedes-Benz took inspiration from the fashion world to showcase its rebel model.

The brand's spring/summer 2017 fashion campaign and accompanying film presented the brand's CLA, "the rebel of the Mercedes-Benz family." Highlighting fashion ties also allowed Mercedes to put a moodier spin on its advertisements, making them more conspicuous in the minds of consumers.

The four-door coupé showcased in "Burning Desire," a short film starring musician Eliot Sumner and model Lucie Von Alten and directed by Christian Larson. The two meet in the film due to a shared interest in fire, creating an aura of dangerous sophistication around the CLA ([see story](#)).



Karlie Kloss for Swarovski, holiday 2016

Precision-cut crystal maker Swarovski spoke to millennial consumers this holiday season with a digital experience with model and ambassador Karlie Kloss.

Swarovski announced Ms. Kloss' appointment with the brand in May as the replacement of the model's fellow Victoria's Secret Angel Miranda Kerr. Acknowledging her "signature sparkle," Swarovski was attracted to Ms. Kloss' inspiring facets including her modernity, freshness, self-confidence and elegance, qualities shared by the brand's collections.

Since her appointment as the face of Swarovski, Ms. Kloss appeared in a number of branded campaigns and digital content ([see story](#)).

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