

BLOG

Top 5 brand moments from last week

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Rolls-Royce's auto homage to The Who's album "Tommy"

By STAFF REPORTS

Luxury auto manufacturers have been making waves with a more content-oriented approach to their marketing campaigns.

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Brands such as Rolls Royce, Porsche and Land Rover have debuted video and music content aimed at capturing the attention of their most loyal buyers. This approach, normally reserved for smaller-purchasing sectors, has been gaining steam in the auto world as more manufacturers create supplementary content to promote their brands.

Here are the top 5 brand moments in alphabetical order:



Audi's redesigned Q5

German automaker Audi is manifesting a one-of-a-kind persona with its latest spot that is more action film than advertisement.

To show off the newly reimagined Q5, Audi has released a film that shows values not blending in over a safety net. The video follows a man who is being encouraged to go into a witness protection program after testifying in a dangerous case ([see story](#)).



Chaumet students studying tiara designs

LMVH-owned jeweler Chaumet is spotlighting the brand's history as well as nurturing a new generation of design talent by highlighting the work of design students.

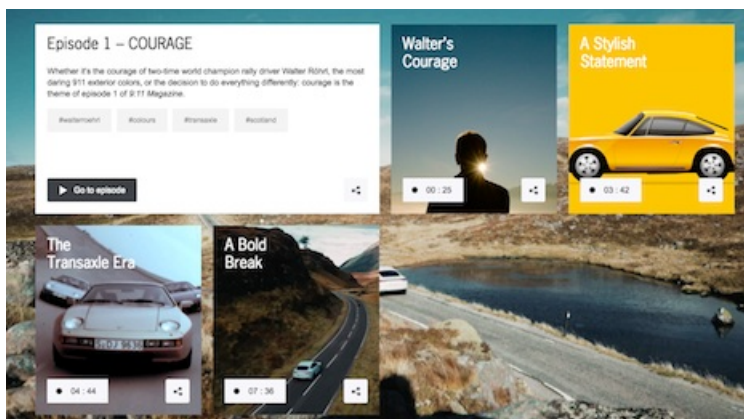
The video series follows students from Central Saint Martins at the University of the Arts London as they compete to design a "21st century tiara" for the brand. The designs are narrowed down to the top eight, from which the winner is chosen ([see story](#)).



Range Rover Velar

British automaker Land Rover is spotlighting the design and creativity that went into its new Range Rover Velar model with a series of videos detailing the talent behind the vehicle and their thoughts on what it means to be "creative."

Titled "BORN Creative," Range Rover's series is in partnership with content creation company BORN. Each video sees a different designer speaking about their philosophy of creation and design while a Range Rover Velar is featured in the background ([see story](#)).



Porsche 9:11's Magazine

German automaker Porsche is building a stronger community around its brand and love for its vehicles with a new twist on the automotive magazine.

The 9:11 Magazine by Porsche is the automaker's video version of a magazine. The online hub created by Porsche

acts a digital magazine with various docu-style videos for all things related to the automaker ([see story](#)).

British automaker Rolls-Royce is inviting music legends to take advantage of its bespoke capabilities for a good cause.

The brand commissioned collaborators such as The Who's Roger Daltrey and The Kink's Sir Ray Davies to put their own spin on Wraiths, with the resulting vehicles being sold to fundraise for charities. The first four cars in a series of nine Wraith "Inspired by British Music" vehicles were unveiled on March 29 at the Sanderson Hotel in London ([see story](#)).

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