

BLOG

## Top 5 brand moments from last week

June 26, 2017



*SK-II's The Expiry Date reinforces that age is just a number. Image courtesy of SK-II*

By STAFF REPORT'S

Consumer involvement was on marketers' minds as they reinvented the recruitment process and opted for user-generated content over traditional casting.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

As individuals value interactivity, brands are taking note, establishing mixed reality experiences and campaigns that ask for participation. Meanwhile, a hospitality brand embraced its shady past and a label broke the rules about the fashion calendar.

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



*Jaguar Land Rover partners with Gorillaz for its in-app game*

British automaker Jaguar Land Rover is acting on its ambassador program with the Gorillaz band to show off the performance of its vehicle while also looking for new talent.

Coders and engineers looking to join the Jaguar Land Rover team can apply through a mission-driven experience. The animated band Gorillaz is lending its application to the vehicle in an attempt to recruit the best coders through a new game ([see story](#)).



*Oliver Sonne for Loewe summer 2018. Image courtesy of Loewe*

Spanish fashion house Loewe is giving consumers a glimpse into the brand's future by promoting summer 2018 a year in advance.

Loewe has already created its summer 2018 advertising campaign, and used its men's June 22 Paris runway show as the platform for its debut. By releasing the campaign at the same time as the collection's presentation, Loewe is aligning the seasons in a more linear way instead of the typical approach with months in between runway and advertising ([see story](#)).



*Neiman Marcus asked consumers to submit their photos, in an example of personal marketing. Image credit: Neiman Marcus*

Department store chain Neiman Marcus is turning its Christmas Book into a celebration of its customer experience.

For the first time, the retailer's holiday catalog will feature user-provided photos on the cover, sharing memories made in-store. User-generated content is increasingly used by brands as a means to extend a brand's visual identity ([see story](#)).



*SK-II's campaign tackles the idea of a perceived expiration date. Image courtesy of SK-II*

Beauty marketer SK-II is exploring the internal and external pressures women face as they mature in its latest global marketing campaign.

SK-II's "The Expiry Date" follows three Asian women as they grow from young girls to women, exploring how they are self-conscious of the "proverbial expiration date" they have been assigned. SK-II's latest advert tackles the social

stigmas women face if they are not successful, married or mothers by a particular age, a narrative that plays out across cultures ([see story](#)).



*Exterior of The Watergate Hotel. Image credit: The Watergate Hotel*

In honor of the 45th anniversary of the Nixon administration's political scandal, The Watergate Hotel is giving an infamous guest room a makeover.

During the break-in at the Democratic headquarters in the Watergate complex on June 17, 1972, the leaders behind the burglary used the Washington hotel's room 214 as their command center. Now, this guest room is being given a new look that plays into its shady past with help from a costume designer used to outfitting dramas ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.