

BLOG

Top 5 brand moments from last week

July 24, 2017



Audemars Piguet has commissioned a 3D film aired in Times Square

By STAFF REPORT'S

Luxury brands asked consumers to embrace the unexpected, whether pranking them on a city street or putting them up in a hotel in an unlikely location.

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Looking to stand out, one brand aired a commissioned film in a hard-to-miss venue, while another developed a dream soccer fan experience complete with a sideline stay. Elsewhere, a media brand extended its art past the page with a new ecommerce partnership.

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



Audemars Piguet's "Time Spy" appears in Times Square. Image credit: Audemars Piguet

Swiss watchmaker Audemars Piguet is bringing unique digital innovations and out-of-home advertising together in its latest campaign to capture the attention of the masses.

On every night in July, the electric billboards in New York's Time Square will feature a special film commissioned by Audemars Piguet. Through the 3D animated film on the streets of New York, the watch brand is hoping to make a dramatic impact ([see story](#)).



Audi looks to attract soccer fans with its latest contest. Image credit Audi

German automaker Audi is combining family values with sports, one-of-a-kind experiences and showcases of the latest automotive innovation in its latest effort with home-sharing platform Airbnb.

Bringing new meaning to sideline access, Audi's latest contest will allow soccer fans the chance to not only come to the field during a match, but actually stay overnight. One family will be selected to attend the Audi Cup 2017 Aug. 1-2, where Munich's Allianz Arena will act as their hotel ([see story](#)).



Cond Nast-owned Vogue fashion editorial print. Image courtesy of Cond Nast

The imagery and cover art of Cond Nast titles such as Vogue and Vanity Fair can now be enjoyed as wall art, home decor and in some cases fashion accessories.

Cond Nast has partnered with ecommerce marketplace Pixels to transform more than 40,000 iconic images from its stable of magazines into mementos for home. The new venture will allow art collectors and brand enthusiasts around the world to enjoy well-known Cond Nast images outside of traditional print ([see story](#)).



Gucci cruise 2017 campaign was photographed on the grounds of Chatsworth House. Image courtesy of Gucci

Kering-owned fashion brand Gucci is allowing consumers to discover locations with personal meaning for the house through the launch of Gucci Places.

For the project, the brand will travel the world and designate locations as "Gucci Places," selecting destinations that reflect the taste and values of Gucci. Information about each location, which will be a mix of public and private,

hidden and visible, and its connection to the brand will be featured within the Gucci mobile application ([see story](#)).



Valentino's film, "Expect the Unexpected". Image credit: Valentino

Italian fashion house Valentino is taking a unique approach to a film campaign with unscripted footage that surprises its participants.

"Expect the Unexpected" is Valentino's latest film that stars its Rockstud Spike handbag and uses a common trope seen on social media to grab viewers. Those featured in the video were unaware they were being filmed while it was happening and were pranked by the brand ([see story](#)).

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