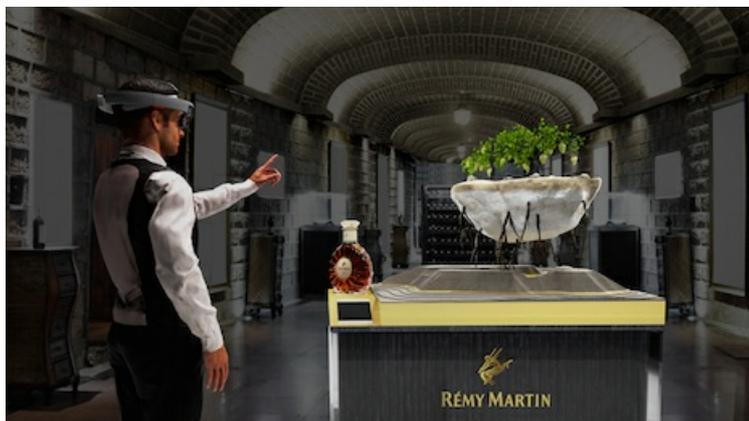


MARKETING

## Top 10 luxury digital efforts of Q2

July 28, 2017



Wine cellar with wine bottle and glasses. Image credit: Remy Martin

By SARAH JONES

Virtual reality is opening doors for luxury marketers to transport consumers and create an immersive brand story.

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From enlivening a cocktail experience to allowing consumers to tour a historic boutique from anywhere in the world, 360-degree content offers a way to learn more about products' origins firsthand. Aside from embracing technology, luxury also tapped into subcultures, appealing to gamers, YouTubers and music fans.

Here are the top 10 digital efforts of the second quarter of 2017, in alphabetical order:



Still from IWC Schaffhausen's "The Code of Beauty" film. Image credit: IWC

### IWC's campaign extension

Swiss watchmaker IWC Schaffhausen boosted the visibility of a mysterious new campaign with the help of a bevy of influencers.

As part of the launch campaign for its new Da Vinci timepieces, the first marketed specifically for women, the brand created a fantastical film featuring a hooded woman discovering corners of a Florentine palazzo. Ensuring this content reached the most eyes possible, the brand worked with almost 20 global personalities, casting the women in variations on the central effort ([see story](#)).



*Jaguar Land Rover partners with Gorillaz for its in-app game. Image credit: Jaguar*

### Jaguar Land Rover's hiring 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](#)).



*Image from Jean Paul Gaultier's #Funboxing campaign. Image credit: Jean Paul Gaultier*

### JPG's fragrance vlogging

French fashion label Jean Paul Gaultier is tapping into vlogger culture with a dash of its typical sense of humor.

A promotion for its fragrances finds friends of the brand engaged in #Funboxing, putting their own spin on the unboxing videos popular among the YouTube community. Through these films, Jean Paul Gaultier is taking an intimate look at some of its frequent faces, capturing them speaking off-the-cuff on camera ([see story](#)).



*Mark Ronson teamed with Lexus to create a custom music-making tool. Image credit: Marc Ronson*

### Lexus makes music

Japanese automaker Lexus worked with producer Mark Ronson for a music-themed video campaign promoting the brand's new Lexus LC model.

The campaign came with a short film showcasing both the Lexus vehicle and Mr. Ronson, interviewing the musician about his love of the automobile and why he agreed to the partnership. Lexus took this campaign a step further by allowing customers to create their own tracks to score their drives based on music created by Mr. Ronson ([see story](#)).



*Ligne Roset's Plumy by Annie Hironimus. Image credit: Ligne Roset*

### Ligne Roset visualizes home

French home furnishings brand Ligne Roset enhanced the browsing experience on its recently established ecommerce site through the addition of 3D product visualization.

Before making a furniture purchase, consumers engage with a retailer's store and online flagship an average of seven times. Knowing that consumers are turning to its Web site for research, Ligne Roset worked with tech firm Cylando to launch 360-degree product views, enabling shoppers to get a better sense of merchandise before purchasing ([see story](#)).



*McLaren is challenging the best gamers in the world. Image credit: McLaren*

### McLaren's gamer search

British automaker McLaren looked for a new addition to join its team and pitted the best gamers in the world against each other for the coveted position.

"World's Fastest Gamer" was the supercar brand's campaign to find the best talent to its brand as a simulation driver. Gamers around the world competed to earn the spot as finalist at McLaren's headquarters in the fall ([see story](#)).



*One Aldwych takes guests behind the scenes of The Origin. Image credit: One Aldwych*

### One Aldwych's contextual cocktails

Leading Hotels of the World's One Aldwych London combined mixology with technology in a futuristic initiative that takes guests on a journey of how a cocktail was created.

One Aldwych's Lobby Bar is surprising visitors who order The Origin whiskey cocktail with a trip to the Scottish Highlands without having to leave London. Along with a new menu that plays on a "Showtime" theme, One Aldwych has introduced a specialty whiskey cocktail that also comes with a virtual reality experience ([see story](#)).

### Rmy Martin mixes reality

French cognac maker Rmy Martin is teaming up with Microsoft for an innovative look at its production process.

Rmy Martin's experience, called "Rooted in Exception" will premiere at a private brand party before rolling out to its luxury retail spaces around the world. Rooted in Exception will give customers an in-depth look at how cognac fine Champagne is made through the use of Microsoft's new mixed reality Hololens technology.



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

### SK-II tackles stigmas

Beauty marketer SK-II explored the internal and external pressures women face as they mature in a 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 advert tackled 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](#)).



*A Turnbull & Asser boutique in the UK. Image credit: Turnbull & Asser*

### Turnbull & Asser's open house

British apparel and accessories brand Turnbull & Asser is letting customers visit its London stores from anywhere in the world courtesy of a 360-degree Google tour.

The tour allows customers to virtually view the inside of a few different Turnbull & Asser stores from their computers or mobile devices. This interactive exhibit is an effort to give online customers a boutique experience and incentivize consumers to go in-store to get what they need ([see story](#)).

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