

MARKETING

Top 10 luxury brand social videos of Q3 2017

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Stella McCartney's fall/winter 2017 campaign tackled wastefulness. Image credit: Stella McCartney

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As luxury has become more candid, so has its marketing efforts, and as a result there has been an increase in campaigns that embrace individuality to speak to consumers.

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Art-focused themes remained an attractive medium for luxury marketers, but video campaigns are becoming more personality-driven and often speak to a larger brand mission statement. To this latter point, brand objectives in the third quarter of 2017 ranged from moon missions and sustainability to quality family time and the warmth of community.

Here are the top 10 video moments of Q3 2017, in alphabetical order:

German automaker Audi showed that its engines can be used for more than just power on the road with a campaign celebrating the 2017 Emmy Awards.

Anything can be used as a musical instrument if you use your imagination, and Audi did just that for its latest campaign. Using the engine power of the Audi R8 V10 plus, Audi TT RS and Audi SQ5, the automaker recreated the theme songs of three previous award winners ([see story](#)).

Audi's Star Trek theme song performance. Star Trek won Outstanding Drama Nominee in 1967

Danish consumer electronics maker Bang & Olufsen emphasized a television design that caters to families.

Marketed to families, Bang & Olufsen hopes to shift electronic devices away from the distraction they have become by creating a television that brings loved ones together.

The ad begins with a close up view of the new television before cutting to a family driving down a tree-covered road. Quickly, shots of the family are then shown playing in their living room, hiking and having fun with electronic devices.

Once a film begins to play on the television, everything slows down a bit with the children and parents all mesmerized by what is on the screen ([see story](#)).

Bang & Olufsen's Press Pause and Play

French fashion house Christian Dior is building on its relationship with Natalie Portman as the personification of the fragrance Miss Dior with a spot that views more as a music video combined with a film trailer rather than a perfume ad.

The actress is taking her place as Miss Dior yet again, but is flexing her film muscles a little more. The new spot asks viewers, "And you, what would you do for love?" while constructing a narrative meant to put the focus on a fiery love affair ([see story](#)).

Miss Dior - The New Eau de Parfum

Italian fashion label Dolce & Gabbana hit the streets of Naples to promote its latest scent.

To market its The One Eau de Toilette, the brand filmed newly named ambassador Emilia Clarke engaging with various personalities in a bustling scene. Leveraging the actress' starring role in the hit HBO series "Game of Thrones," the commercial debuted on Dolce & Gabbana's social channels in the days following the show's season finale.

Dolce & Gabbana also promoted The One for men with the help of "Game of Thrones" star Kit Harington in a similarly upbeat narrative.

The short films, directed by Matteo Garrone, were set in the festive streets of Naples as a testament to Dolce & Gabbana's Italian heritage ([see story](#)).

Emilia Clarke: The One Eau de Toilette: a new campaign, a new ambassador. Director's Cut

Kit Harington: The One cologne: a new campaign, a new ambassador. Director's Cut

France's Givenchy Beauty teamed up with the musical and artistic collective known as Kamar & the Bugged Mind Crew for a new music video for the group's single, "Mary."

The video, which will be hosted on Givenchy's social media channels along with others, is filmed with input from the brand's artistic director Nicolas Degennes, featuring his trademark thick black textures and materials. This collaboration also shows Givenchy Beauty branching out into more artistic and avant-garde projects that are not meant to translate immediately into commercial benefit ([see story](#)).

Mary

French leather goods maker Herms told the story of an untraditional romance for its a playful vignette.

Taking the story of a traditional Parisian romance, Herms is spinning the narrative to celebrate its leather jacket. Using tools such as dance and drama, the vignette centers on a father and son relationship to emphasize the love had for the leather jacket ([see story](#)).

Herms' A Parisian love affair

Swiss watchmaker Omega celebrated the 60th anniversary of the Speedmaster and its role in the Apollo moon mission in 1969 with a short documentary featuring Buzz Aldrin and brand ambassador George Clooney.

The documentary, titled "Starmen," brings the two men together to view footage of the Apollo space flight mission and talk about its effects on them and the world. Throughout the film, the two men discuss the Omega Speedmaster and its role, as the watch was worn by astronauts during the mission ([see story](#)).

Omega /Starmen with George Clooney and Buzz Aldrin

British leather goods maker Smythson is exploring a surreal version of its hometown from an outsider's perspective in a whimsical campaign.

The brand's "Journey to the Wild Side" film follows a tourist as she takes a roundabout route to get to Buckingham Palace, bumping into curious characters along the way. Throughout the plot, Smythson accessories make appearances in unlikely ways, creating a fun take on product placement ([see story](#)).

Journey To The Wild Side /Smythson /Full Campaign Film

British fashion label Stella McCartney juxtaposed ready-to-wear and waste in an advertising campaign centered on a sustainable message.

To promote its winter 2017 women's wear collection, the brand photographed its fashions against a backdrop of discarded items, making a point about the current culture of over consumption. An early luxury mover in sustainability, the brand often looks to inspire other labels and consumers to adopt greener habits ([see story](#)).

The Winter 2017 Stella McCartney Campaign Film / Full Edit

Indian hospitality chain Taj Hotels is promoting its worldwide destinations with a Bollywood-flavored musical video campaign.

The short film showcases some of the features and accommodations the hotel chain provides at its many locations around the world. Notably, the video is entirely presented in a theatrical song and dance number ([see story](#)).

Many Goas, One Taj

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