

MARKETING

Top 10 luxury advertising campaigns of 2017

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Image from F is for Fendi Instagram. Image credit: Fendi

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Over the past year, brands have had to adjust their strategies in the face of drastic changes to the landscape of the advertising world.

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Thanks to ad-blocking, anti-targeting measures put in place by major platforms such as Google and Apple and the new advertising technology that is becoming available regularly, advertising is changing rapidly. But some luxury brands rose to the occasion and made use of innovative new technology and old-fashioned good marketing to create some of the best campaigns of the year.

Here are the top 10 advertising campaigns of 2017, in alphabetical order:



Audi's new ad casts dangerous drivers as literal clowns on the road. Image credit: Audi

German automaker Audi took a comedic approach to marketing some of its safety features with a video spot that plays on the idea of a "clown car."

In the brand's new video, an Audi is seen driving through streets plagued by clowns driving erratically while the

vehicle's safety features allow it to safely navigate the dangerous driving conditions. The video spot take a humorous approach to a serious subject, highlighting an eclectic brand strategy ([see story](#)).



Bulgari is appealing to younger consumers in its latest perfume campaign. Image credit: Bulgari

Italian jeweler Bulgari felt the pull of Roman nights as it introduces the latest addition to the Goldea fragrance range through digital interaction.

To welcome Goldea The Roman Night to the jeweler's Goldea fragrance family, Bulgari has scripted a nighttime narrative and interactive features to transport consumers to the Eternal City after dark. Since digital campaigns cannot yet incorporate scent to online experiences, fragrance marketers must rely heavily on a sense of place to communicate how a fragrance smells and how it makes the wearer feel ([see story](#)).



Cartier's nail bracelet. Image credit: Cartier

French jeweler Cartier reimaged its classic Juste un Clou collection for the modern era through a series that brings the 1970s style into the 21st century.

The collection is comprised of a series of necklaces, bracelets, rings and other assorted pieces all made in the shape of a bent nail. The accompanying video series uses a frenetic barrage of 21st century imagery to cement the collection's modernist approach ([see story](#))/



Image from F is for Fendi Instagram

LVMH-owned fashion house Fendi courted a millennial audience through a dedicated digital platform that speaks to

"freaks."

The brand's F is for Fendi microsite and accompanying social channels are presented as collectively owned vehicles for expression and exploration, with editorial content that covers everything from places to go to personalities. Fendi's outreach to this up-and-coming generation of luxury consumers taps into millennials' favor of experience over things, a message that may resonate more effectively than traditional fashion marketing ([see story](#)).



Gucci's spring/summer 2018 campaign is a collaboration with Ignasi Monreal. Image courtesy of Gucci

Italian fashion house Gucci flaunted its latest designs through fantastical art.

For spring/summer 2018, Gucci is continuing its partnership with artist Ignasi Monreal, tapping the artist to capture its products in his photorealistic style. While fashion illustration has seen a resurgence in popularity in recent years, the format is still uncommon enough to visually differentiate brands ([see story](#)).



Cara Delevingne stars as the face of the campaign. Image credit: Jimmy Choo

British footwear label Jimmy Choo kicked off the marketing campaign for its cruise 2018 collection with an in-depth interview and short film starring brand ambassador Cara Delevingne.

The short film, entitled "Shimmer in the Dark," follows Ms. Delevingne through a night in the city accompanied by a favorite pair of Jimmy Choo shoes. The short film is complemented with an interview with Ms. Delevingne where she talks about her approach to style as it relates to her work and her feelings on androgyny and gender politics ([see story](#)).



Cast of Mikimoto's Pearls of Wisdom film series. Image credit: Mikimoto

Japanese jeweler Mikimoto shared its pearls of wisdom through a film series highlighting the originality and perspective of seven influential women.

Mikimoto, who specializes in cultured pearls, scripted the "Pearls of Wisdom" campaign around the idea that quality and timeless elegance not only defines its jeweler, but also the women that shop its brand. Each woman featured in the campaign will reflect upon her own pearls of wisdom ranging from accomplishments, achievements and life experiences ([see story](#)).



Miu Miu's latest campaign is inspired by ASMR videos. Image credit: Miu Miu

Italian fashion brand Miu Miu debuted its latest holiday campaign in the form of an abstract short film with a star-studded cast.

In the short film, titled "Whispers," a group of celebrities including sisters Dakota and Elle Fanning are shown in voyeuristic, overheard whispers, highlighting the hidden moments that are laced throughout the holiday season. The cryptic short film is an effort on Prada-owned Miu Miu's part to drive traffic to its stores ahead of the lucrative holiday season ([see story](#)).



Stella McCartney's Clevercare series. Image credit: Stella McCartney

Kering-owned Stella McCartney took a comedic look at environmentally-conscious clothing care while highlighting the high-quality and long-lasting clothes the fashion label offers.

The "Clevercare" video series celebrates Earth Day April 22 with tips for how to maintain Stella McCartney clothes and ways to minimize a consumer's carbon footprint. The six-part series takes an unconventional approach for most luxury brands by making the films highly comedic in nature ([see story](#)).



Versace Manifesto campaign. Image credit: Versace

Italian fashion label Versace promoted its latest eyewear and timepiece collections through a silent statement of love and diversity.

The brand's series, filmed by Luca Finotti, finds models linking their hands or locking lips, allowing their amorous actions to speak to Versace's platform for equality and strength. With its recent advertising efforts, Versace has looked to have more than a commercial message, using the platform to speak to larger topics ([see story](#)).

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