

BLOG

## Top 5 brand moments of last week

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*Land Rover Legends will be held in the automaker's native Britain. Image credit: Land Rover Legends*

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By STAFF REPORT'S

As the year came to a close, luxury brands began to lay the groundwork for 2018 campaigns to start afresh.

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Last week, auto brands began looking to hit the ground running in 2018 with a number of digital campaigns aiming to retain old customers and draw in new ones. Other brands looked to multichannel and out-of-home advertising, such as the Paris metro, to start the year with fresh new ideas.

Here are the top 5 brand moments from last week, in alphabetical order:



*BMW is a driver of luxury auto sales. Image credit: BMW, pictured: BMW 3 Series*

For seven consecutive years, German automaker BMW's 3 Series has retained its title as the most-searched for model in the United Kingdom, according to Auto Trader.

Auto Trader found that the BMW 3 Series was searched for more than 40 million times on its Web site in 2017, with Volkswagen's Golf model taking the second spot for nine years running. Auto Trader's annual top 10 ranking reflects UK drivers' interest in premium models, with BMW and Mercedes-Benz featuring five times on the list ([see story](#)).

# ARRÊTEZ-VOUS AU ROUGE



*Chanel's En 2018 Osez as reads "Stop at red" and features Rouge Allure lipstick. Image credit: Chanel*

French atelier Chanel took to Paris' public transportation system to offer sage advice alongside its beauty offerings. Between Dec. 19-25, Chanel placed French-language advertisements in the Paris metro system as passersby hurry to their destinations. In the digital age where consumers most often interact with luxury brands on mobile devices, the value and effectiveness of out of home marketing is not as apparent as it once was, but the practice is still used as an awareness tactic ([see story](#)).



*In the campaign, models show off their favorite shades from the new collection. Image credit: Este Lauder*

Beauty marketer Este Lauder turned to Facebook to garner attention for its Pure Color Envy lipstick range for women seeking #LipsToEnvy.

Each video and image series from the campaign sees different members of the Este Lauder family, from models to the brand's global beauty director as they talk about their favorite colors from the collection. The campaign's status as a video series hosted on Facebook is another sign that luxury brands are embracing the platform as a hub for video content ([see story](#)).



*Land Rover Legends will be held in the automaker's native Britain. Image credit: Land Rover Legends*

Marking the 70-year milestone since the first Land Rover was introduced, a new event plans to bring the automaker's enthusiasts together to celebrate the marque's history.

Land Rover Legends will be held on May 26 to 27, 2018 at Bicester Heritage, gathering auto connoisseurs, collectors

and restorers to the Bicester, Britain campus. Events serve as a means for automotive fans to explore a favorite brand in-person, building a sense of community as those with shared interests meet up ([see story](#)).



*Still from Porsche's "Retired Racers." Image credit: Porsche*

German automaker Porsche is revealing that you never truly retire from your passion in a humorous short.

A film featuring retired Porsche racecar drivers Patrick Dempsey and Mark Webber shows the duo testing their speed and agility off the track as they navigate through more mundane scenarios. In addition to acting as a sendoff for these two racers, it also speaks to the continued relationship Porsche has with these drivers ([see story](#)).

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