

BLOG

Top 5 brand moments from last week

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Lexus' RXL campaign comes in three versions with different families and languages. Image credit: Lexus

By STAFF REPORTS

Automotive brands are among the most innovative in the luxury industry, often leading the charge on new technologies.

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From augmented reality to virtual reality to 3D printing, auto brands' technological prowess makes them uniquely suited to the swiftly-advancing modern luxury world. Last week saw a number of auto brands rolling out new projects as well as brands from other sectors of the luxury industry flexing their creative muscles.

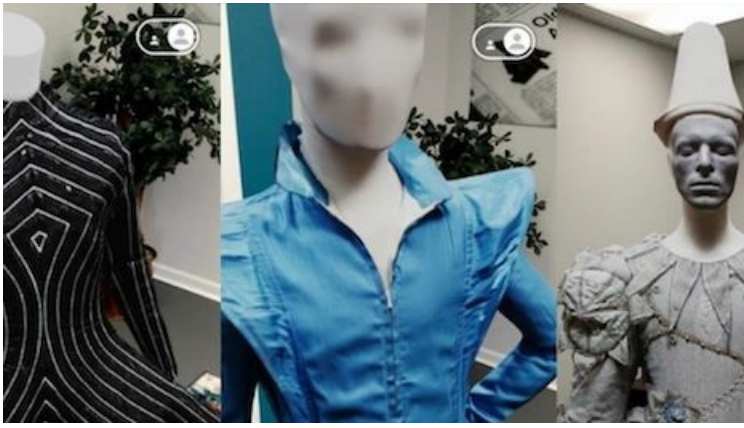
Here are the top five brand moments from last week, in alphabetical order:



Audi partners with Federica Mingolla for its latest film. Image credit: Audi.

German automaker Audi is joining the throng of luxury marketers who are engaging their fan bases with editorial content to build a community.

Audi is undertaking another film series to assimilate into today's marketing climate, in which consumers respond to editorial content rather than ads. The "Faces of Quattro" series looks to appeal to the adrenaline junkies in the brand's audience, hoping to solidify its Quattro model as a face of adventure ([see story](#)).



BMW supports NYTimes' AR take on David Bowie's costumes. Image credit: NYTimes.

German automaker BMW is facilitating *The New York Times'* progress from virtual reality to augmented reality in a new project that brings a late musician back to life.

The late David Bowie, beloved by millions of fans, is being honored in a new AR push from the newspaper. Sponsored by BMW, the innovative publishing effort includes an interactive ad integrated into the experience ([see story](#)).



Gucci and GQ's The Performers is coming back for five more episodes. Image courtesy of Gucci

Italian fashion label Gucci is teaming with Cond Nast men's magazine British GQ to highlight the stories of creative individuals.

The second installment of their collaborative series "The Performers" follows five influential men as they travel to a place that shaped them. Rather than one-off articles, today native content partnerships often revolve around ongoing campaigns or series, allowing a brand and publication to make more of an impact ([see story](#)).



Lexus' RXL campaign comes in three versions with different families and languages. Image credit: Lexus

Toyota Corp.'s Lexus is taking a multicultural approach to marketing its newest model, emphasizing the universal nature of the car and the brand's burgeoning Latin American audience.

The automaker's marketing campaign is for its Lexus RX L and focuses on how the car is suited for long peaceful drives alone or shepherding a large family and friends around town. To reinforce this message, Lexus produced

similar short films with different families and in different languages but which focus on the same shared experiences ([see story](#)).



Roger Vivier is taking its Parisian lifestyle to Saint-Tropez. Image credit: Roger Vivier

French footwear and accessories label Roger Vivier is proposing that a Parisian style of living is possible regardless of physical location.

For the second installment of the brand's "The Perfect Parisienne" films, Roger Vivier took a holiday to Saint-Tropez. Through a series of playful tips, viewers are taught how to emulate a French way of life with help from the right outfits ([see story](#)).

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