

BLOG

## Top 5 brand moments from last week

April 16, 2018



*Kenzo's campaign for its Flower fragrance. Image credit: Kenzo.*

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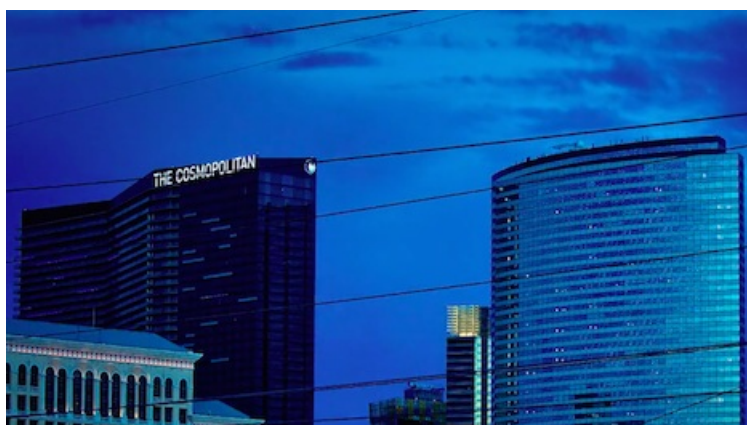
By STAFF REPORT'S

Music has always been a staple within luxury marketing, but last week high-end brands turned the volume up on musical marketing.

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Humor and music are two themes that greatly appeal to younger generations, especially when marketers take hold of their power. Brands are able to harness these themes to forge a connection with consumers on their level.

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



*The Cosmopolitan's chatbot users spent 30 percent more than non-users. Image credit: The Cosmopolitan*

When The Cosmopolitan hotel in Las Vegas was looking for ways to leverage digital tools to encourage guests to explore the property, it hit on an idea: creating a virtual guide with sass and personality.

From this decision came Rose, a chatbot with a witty and irreverent personality that has helped drive up engagement and retention among The Cosmopolitan's customers. At Forrester's annual Consumer Marketing event in New York on April 6, an executive from the hotel walked attendees through the development of Rose and how the artificially intelligent guide has helped the hotel improve customer experiences ([see story](#)).



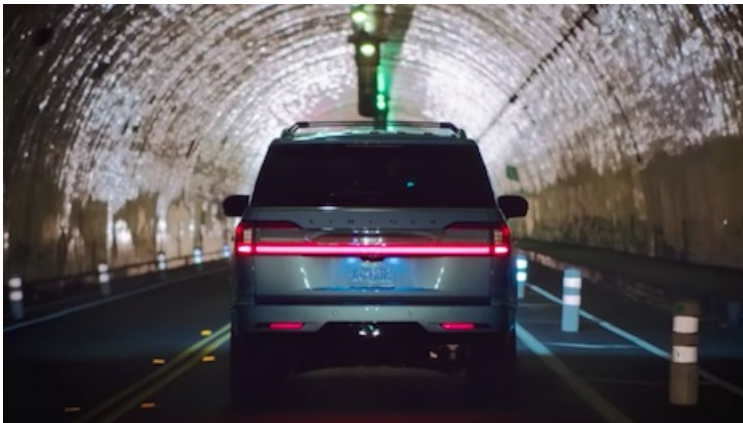
*Galleries Lafayette's "Music Machines" will be up for a month and a half. Image credit: Galleries Lafayette*

French department store chain Galleries Lafayette ushered in festival season with an immersive celebration of music in all forms.

Galleries Lafayette's "Music Machines" campaign spans pop-ups, live concerts, workshops and a contest, engaging consumers through sights, sounds and experiences. Bricks-and-mortar retail is increasingly leveraging experiences that go beyond the commercial to surprise and delight shoppers ([see story](#)).

French fashion label Kenzo pulled consumers from the doldrums of winter to manifest the essence of spring with its own scent.

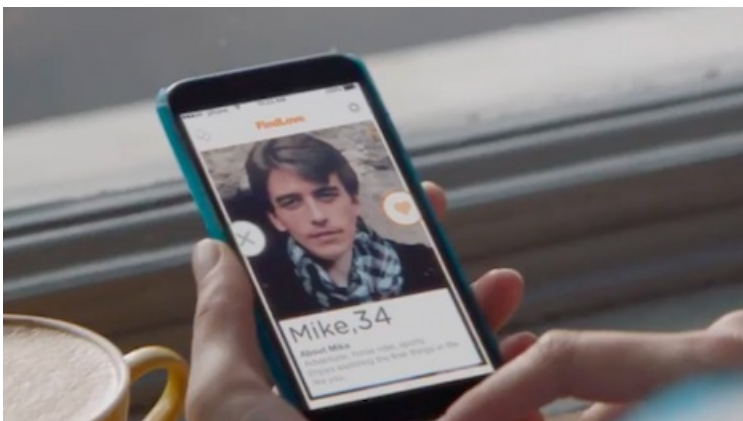
In a unique new spot from Kenzo, which views more as a musical than as a standard advertisement, a city awakens from its gloom thanks to the brand's Flower perfume. The film shows a woman walking down the street and inciting a sing along with others as poppies surround them all ([see story](#)).



*Lincoln's First Listen campaign highlights the car's entertainment system. Image credit: Lincoln*

U.S. automaker Lincoln partnered with Grammy-winning R&B singer Ne-Yo for a look at its new 2018 Lincoln Navigator.

The campaign was part of Lincoln's ongoing Lincoln First Listen series, in which the brand matches up a new track from a popular artist with a current vehicle from its collection. For this video, Ne-Yo debuted the song "Good Man" alongside the Lincoln Navigator ([see story](#)).



*Mercedes-Benz's campaign highlights its Approved Used program. Image credit: Mercedes-Benz*

Mercedes-Benz Cars UK promoted its Approved Used vehicles through a lighthearted short film that explores the difficulty of finding a perfect match.

In a short called "Perfect Match," a young woman is shown on a series of dates with matches from a dating application, each going disastrously or revealing her companion's unbearable quirk. The video aims to highlight how Mercedes-Benz Approved Used sales make finding a perfect match easier than ever ([see story](#)).

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