

BLOG

## Top 5 brand moments from last week

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*Audi reminds drivers the fun of operating a vehicles. Image credit: Audi.*

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By STAFF REPORTS

The demographics of luxury consumers are expanding rapidly beyond the traditional older white people who have made up luxury's base for so long.

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Luxury consumers today come from all over the world and are skewing younger. This change has affected the way many brands choose to market their products, such as BMW's decision to include one of its new auto models in a mobile video game.

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

German automaker Audi is taking a cinematic approach to reignite consumers' love of driving, as new technologies begin to take over the automotive field.

Craig Gillespie, the director of feature films such as "I, Tonya" and "Lars and the Real Girl," is lending his expertise to Audi for its latest campaign. "Driver" looks to the future, where feeling the power behind an Audi is longed for, as autonomy has taken over ([see story](#)).



*BMW's M2 Competition will appear in CSR Racing 2. Image credit: Zynga*

German automaker BMW is working with game developer Zynga to introduce the BMW M2 Competition model to Zynga's augmented reality mobile racing game CSR Racing 2.

As part of the partnership, players of CSR2 will be able to virtually drive the M2 Competition before it makes its debut on the streets. The partnership makes use of the large following Zynga's mobile games have drawn over the years to promote the new BMW model to potential buyers ([see story](#)).



*Creative Director Silvia Venturini Fendi's daughters appear in Peekaboo campaign. Image credit: Fendi.*

Italian fashion house Fendi is looking inside its own family to celebrate the 10-year anniversary of its Peekaboo bag, in a move that celebrates heritage and the strong relationship between brand and consumer.

Fendi's "Me and My Peekaboo" effort spotlights creative director of menswear and accessories Silvia Venturini Fendi and her daughters, capturing their individual relationships with the Peekaboo handbag. Through a series of short videos and content on social media, each discusses her personal thoughts on the bag ([see story](#)).



*Givenchy's Gentlemen films. Image credit: Givenchy.*

French fashion house Givenchy is igniting interest in a men's fragrance by proving that a true gentleman always finds the right words.

"The New Gentlemen" is Givenchy's campaign devoted to its Gentleman Givenchy fragrance, launched last fall. Reinvigorating the campaign in a unique and masculine yet poetic manner, the label is sharing a series of short films featuring men finding the right words ([see story](#)).



*The Vision Mercedes-Maybach Ultimate Luxury is intended as a chauffeured car. Image courtesy of Mercedes-Benz*

German automaker Mercedes-Benz is sharing its vision of luxury through an electric concept car designed to serve as a mobile butler.

The Vision Mercedes-Maybach Ultimate Luxury crossover vehicle melds the properties of a saloon with those of a sport utility vehicle, creating a hybrid that offers space, security and comfort. As brands seek to makeover the driving experience with technology and innovations, Mercedes' concept uses modern touches to reinforce Maybach's positioning and personalization ([see story](#)).

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