

BLOG

Top 5 brand moments from last week

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Gucci's new fragrance campaign is created by women artists. Image credit: Gucci

By STAFF REPORTS

In a time when consumers are inundated with advertising at every moment of the day, brands must learn to embrace the element of surprise to stand out from the crowd.

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This past week, brands from across the luxury world took risks on marketing campaigns that went outside the box. From Penhaligon's unique take on touring London to Tiffany's more cryptic approach, brands that embrace the element of surprise will be swiftly rewarded.

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

Italian fashion house Gucci is rolling out a new digital campaign promoting its latest fragrance Acqua di Fiori.

The campaign was created entirely by female artists, supporting Gucci's stance in hiring a more diverse set of creative talent for its campaigns. The digital campaign features 15 female artists and writers who have created content for the campaign ([see story](#)).



Johnnie Walker's new scotch is Game of Thrones themed. Image credit: Johnnie Walker

Scottish whisky distiller Johnnie Walker is teaming up with one of the most popular television series of all time for a

new "Game of Thrones"-themed scotch called White Walker.

Named for the iconic and mysterious creatures from the hit fantasy television show on HBO, the new scotch is aimed at customers who enjoy high-end scotch as well as fans of the show. An accompanying social media campaign will promote the partnership ([see story](#)).



Lexus' "Cloud with a chance of truth" spot. Image credit: Lexus

Toyota Corp.'s Lexus is leveraging clever wordplay and visualizations to "clear the air" regarding stigma surrounding its fleet of hybrids.

"Cloudy with a Chance of Truth" is Lexus' new television spot as part of its "Fast as H" campaign that hopes to shift drivers' thoughts regarding hybrid models in relation to their power and agility. The 30-second ad, created in part with Team One, shows Lexus' hybrids literally clearing the air ([see story](#)).



Penhaligon's is hoping to entice customers to explore London's hidden depths. Image credit: Penhaligon's

British perfume house Penhaligon's is taking customers on a tour of the secret side of London in a new campaign.

As part its Hidden London Touring effort, Penhaligon's is taking customers on a number of journeys through the historic city, exploring some of the secrets from its past and the hidden places that the average person would not know about. At the same time, Penhaligon's will be promoting some of its fragrances to customers as they explore London ([see story](#)).



Tiffany celebrates a first with multichannel campaign. Image credit: Tiffany.

To start off a new direction for the U.S. jewelry brand, Tiffany & Co took to the streets of New York in a series of cryptic marketing pushes that dramatize its latest launch.

Leaving fans and social media followers puzzled, Tiffany posted a series of mysterious texts throughout the week starting April 30 that allude to a comeback of its iconic blue, even including tweets written backwards. The mystery was a push for a New York takeover, where its famous blue appeared around the city in celebration of what Tiffany is calling its most significant collection launch since 2009 ([see story](#)).

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