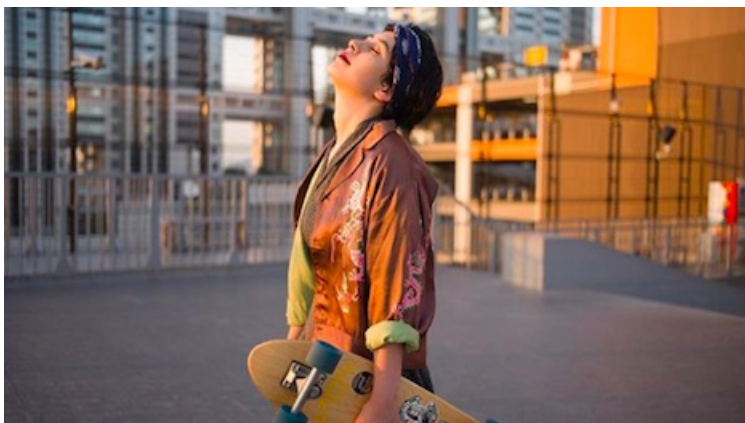


BLOG

## Top 5 brand moments from last week

July 2, 2018



*Shiseido shows off strong souls in new vignette. Image credit: Shiseido*

By STAFF REPORTS

Luxury marketers are taking inspiration from Hollywood with campaigns that are reminiscent of television or feature films.

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This past week saw a number of brands embrace Instagram's long-form video content platform IGTV, producing series and campaigns specifically for a mobile audience. Film has become an increasingly important tactic for luxury brands, allowing them to tell stories in a visual format.

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



*Audemars Piguet's new Cart Talk series. Image credit: Audemars Piguet*

Swiss watchmaker Audemars Piguet is wasting little time jumping to leverage Instagram's new long-form video feature, as it hopes to establish a hub for golf fans.

With social media tools making content creation so accessible, brands such as Audemars Piguet are using this to their advantage to hold consumers' attention in ways unlike traditional advertising. As Instagram debuts its long-form video feature, allowing users to share hour-long content, Audemars Piguet is creating a new series centered around golf for its golf-specific account ([see story](#)).



*Jean Paul Gaultier's JeanPod campaign centers on its perfumes. Image credit: Jean Paul Gaultier*

French fashion label Jean Paul Gaultier is echoing the rise in voice assistants with the debut of an imagined artificially intelligent helper.

The house's "JeanPod" video series sees actress Rossy de Palma asking an artificially intelligent speaker questions about everything from what to wear to how to take a better selfie. With the brand's typical humorous tone, the content combines entertainment with promotion of its Classique and Le Male perfumes ([see story](#)).



*McLaren reveals its latest sports car. Image credit: McLaren*

British automaker McLaren is bringing drama to its latest model reveal through a cinematic drop with an edge, as it reserves its "Longtail" moniker for very few designs.

McLaren's new spot works to live up to the importance of its model reveal, as the new McLaren 600 LT is only the fourth to be designated a "Longtail." The short could be confused for a trailer of a thriller feature film, with teases and dramatics ([see story](#)).



*The Ritz-Carlton's contest will select five filmmakers. Image credit: Ritz-Carlton*

The Ritz-Carlton is working with Hearst Magazines to find the next big filmmaking talents to develop promotional short videos for the hospitality brand.

Over the next few months, a panel of judges made up of film experts from Ritz-Carlton, Hearst, YouTube and Hollywood will judge submissions from up-and-coming filmmakers who will have the chance to make short films

for Ritz-Carlton. The contest is a way for the brand to support the arts while also developing its own messaging ([see story](#)).

Japanese beauty group Shiseido is showing off its skincare through a music video as part of its continual trend of incorporating a strong musical presence within its marketing.

Sustaining its theme of celebrating the soul, Shiseido's latest video encourages viewers to embrace their inner strength and celebrate their uniqueness. Touting its Ultimune Power Infusing Concentrate and various makeup looks, the film is a gleeful push to strive to stand out ([see story](#)).

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