

MARKETING

Top 10 luxury brand social videos of Q2 2018

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Este Lauder looks to comedy for Google Home skill promotion. Image credit: Este Lauder.

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As mobile video consumption continues to grow, luxury brands are becoming more sophisticated with their film offerings on social media.

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The second quarter of 2018 saw a variety of unique content pushes along with interactive elements. These videos create a more personal relationship with fans and stick out among the overcrowded content space of today.

Here are the top 10 video moments of Q2 2018, in alphabetical order:



Audi Q8 drives the plot of its new action series; Image credit: Audi.

German automaker Audi took its ability to thrill drivers off the road in an episodic series that dramatized the release of a new vehicle.

The automaker took on a role as filmmaker with a five-part series online that took the form of a television show rather than advertisement, a theme seen often with automakers in recent times. Audi hoped to parallel the thrill of its new SUV with the action-packed series ([see story](#)).



The new DBS Superleggera stars in a new short film. Image credit: Aston Martin

British automaker Aston Martin took an avant-garde cinematic approach to release its latest model for more theatrical hype.

Aston Martin enlisted filmmaker and photographer Nick Knight to bring its DBS Superleggera to the screen, creating a short that was a combination of art piece and automotive marketing. This effort drew on an existing relationship, as Mr. Knight had previously photographed the Valkyrie for Aston Martin The Book ([see story](#)).



Bulgari's film following the women's motorcycle group. Image credit: Bulgari

Jeweler Bulgari looked to the film industry to help empower Italian women to break the mold in partnership with the Tribeca Film Festival.

The Italian brand was named the "official jeweler of the Tribeca Film Festival," and released two original short films to complement its partnership. The sponsorship launch is the beginning of a three-year relationship ([see story](#)).

Beauty label Este Lauder looked to create a modern image and cater to millennial women with comedy and common problems.

Touting its new skill on Google Home, Este Lauder appealed to beauty fans and voice assistant owners with a comedic look at the popular struggles many face, embracing new trends. In a digital video series, Este Lauder's virtual assistant, Liv, featured as a helpful character ([see story](#)).



IWC takes to VR for interactive journey through the desert. Image credit: IWC.

Swiss watchmaker IWC Schaffhausen aimed to position itself as a pioneer in luxury marketing by rolling out a

unique strategy in regards to virtual reality and digital film.

Actor Bradley Cooper starred in a choose-your-own-adventure storyline that brought users into IWC's setting through VR. From the point of view of a motorcycle driver, viewers could control their own narrative ([see story](#)).



Lexus leads consumers out of the dealership maze. Image credit: Lexus

Toyota Corp.'s Lexus paralleled the disconcerting experience that can be had at dealerships to a maze in a creative campaign, as the automaker looked to revolutionize the car-buying experience.

"The Maze" is Lexus' spot made in creation with agency of record Team One that touted the debut of its new dealership experience named Lexus Plus. The concept has been established in 12 different markets and promotes transparency and negotiation-free pricing ([see story](#)).



McLaren reveals its latest sports car. Image credit: McLaren

British automaker McLaren brought 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 spot worked 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](#)).



Miu Miu dreams of summer in France with collection; Image credit: Miu Miu.

Prada's Miu Miu brought summer dreams into reality with a playful campaign that targets consumers when they are

looking forward to the warmer months most of all.

"Summer Dreaming" was Miu Miu's latest cutesy spot in which young women dreamt of summer in the French Riviera while donned in the brand's spring/summer collection. The bright hues across the collection cater to the yearning for summer inside many consumers ([see story](#)).



Rolls-Royce drives into musical production. Image credit: Rolls-Royce.

British automaker Rolls-Royce created a playful music video with a surprising twist.

The marque created a special video using its own vehicle as a musical instrument. "Dawn Inspired by Music" was released at the Concorso D'Eleganza Villa d'Este on May 26, to embody the playful spirit of the Dawn model ([see story](#)).



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

Japanese beauty group Shiseido showed 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 video encouraged viewers to embrace their inner strength and celebrate their uniqueness. Touting its Ultimune Power Infusing Concentrate and various makeup looks, the film was a gleeful push to strive to stand out ([see story](#)).