

MARKETING

Top 10 luxury brand social videos of Q3 2018

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Moncler is promoting its Genius collection through sponsored content. Image credit: Moncler

By BRIELLE JAEKEL

Social videos are some of the most frequent content formats coming from not just luxury brands but mass brands alike, which means marketers have been stepping up their creativity in the hopes of capturing consumer attention.

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While mobile video is one of the most prolific forces on the Internet today in terms of user consumption, there is an overwhelming amount of content. Luxury marketers are flexing their creative muscles as they aim to stand out using interactive tactics, unique storylines and cinematic elements.

Here are the top 10 social videos of the third quarter, in alphabetical order:

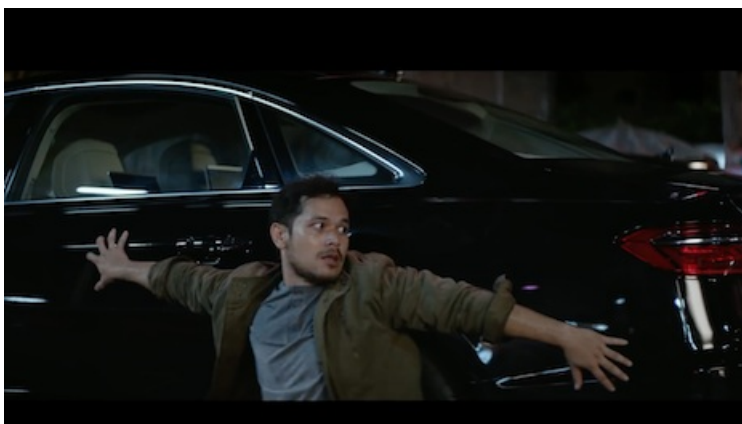


Image credit: Audi

German automaker Audi demonstrated how its vehicles can act as retreats from drivers' hectic lives in a dramatic short.

In "Escape," Audi spotlights the Audi A8's technology and innovative amenities, instead of just focusing on the driving experience. The short video continues the Audi tradition of using storytelling in its campaigns, weaving a

comedy-infused story of a chase ([see story](#)).



Dolce & Gabbana's Devotion handbag is the star of media-produced content. Image credit: Dolce & Gabbana

Italian fashion label Dolce & Gabbana promoted its Devotion handbag line with help from magazine media.

In a digital push for the collection, Dolce & Gabbana called in talent from publishing group Cond Nast and Hearst's *Elle* magazine, asking them to interpret the handbags. As consumers grow increasingly skeptical of advertising, brands are turning to native partnerships for efforts that are less overt ([see story](#)).



Gucci creates character's to spotlight the eccentricities of collecting. Image credit: Gucci

Italian fashion label Gucci created a series of eccentric characters to embody its new campaign in which it highlights the obsessiveness that comes with art collecting.

A variety of imagined characters, who are collectors of arts and artifacts, act as the subject for a series of short clips and still photography for Gucci's campaign. The content acts as a unique look at individuals who are passionate about their collections in the style of a documentary, but it is completely fabricated with an unmistakable Gucci aesthetic ([see story](#)).

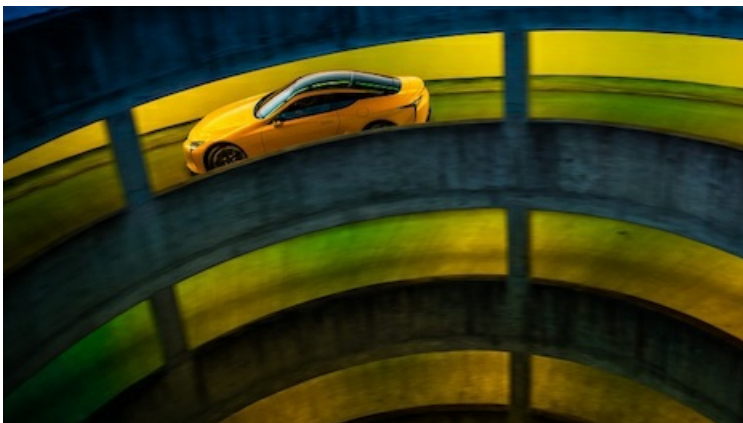


Image courtesy of Lexus

Toyota Corp.'s Lexus highlighted the powerful V8 engine of its LC 500 in a short film that keeps viewers' attention on its dramatic sound.

In "Exit Music" a stunt driver speeds through a parking garage, adding a layer of accessibility and authenticity to the

campaign. Instead of focusing on speed as many advertisements featuring sports cars do, the short film relies on something almost everyone can appreciate: music ([see story](#)).



McLaren brings consumers into its films. Image credit: McLaren

British automaker McLaren used online video to bring consumers deeper into its brand by creating a call to action that could lead to a reward.

As an extension of its "The Edge is Calling" campaign, McLaren hoped to make a larger impact with its advertising, allowing viewers who can crack a code to apply for a contest. Six winners were selected to get a one-of-a-kind experience to drive the automaker's new 600LT model ([see story](#)).



Image credit: Highsnobiety

German automaker Mercedes-Benz appealed to the next generation of luxury car buyers through a video campaign that touched on the positive impact of its new class of electric vehicles.

The short film, "Moving Forward," is the result of a partnership between Mercedes and online publication Highsnobiety and features a diverse cast of young people. Instead of emphasizing the innovative features of the Concept EQ, the video emphasizes the power younger people hold ([see story](#)).

French-Italian label Moncler promoted its latest Genius collection through a sponsored story that explores the potential bonds between man and machine.

A paid content campaign by *The New York Times*' marketing division T Brand Studio showcased Kei Ninomiya's Moncler designs on humanoid robot Sophia and actress and musician Ryan Destiny. Reflecting the conceptual nature of the Genius series, the marketing initiative aimed to make the audience contemplate ([see story](#)).



Image credit: Piaget Altiplano

Swiss jeweler Piaget appealed to luxury consumers from China with an elegant, action-packed film starring one of the country's most famous actors.

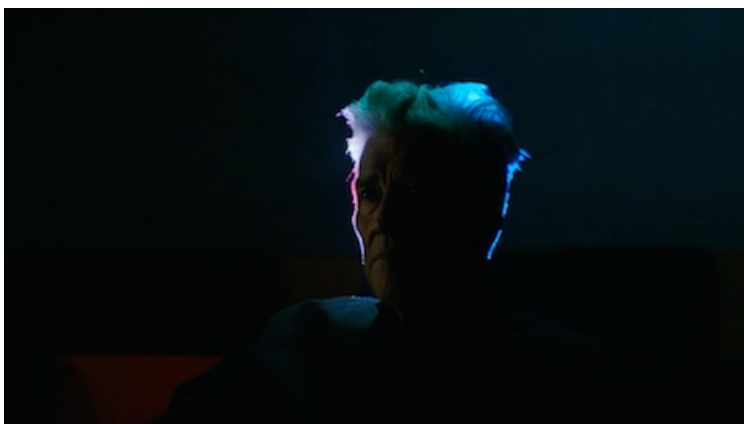
In a bid for broader appeal, the campaign for Piaget's Altiplano timepiece collection is a dialogue-free narrative starring actor Hu Ge. The Chinese market is becoming of increasing importance to luxury brands, particularly to Swiss jewelers and watchmakers ([see story](#)).



Roger Vivier shoes off new ambassador. Image credit: Roger Vivier

French footwear and accessories label Roger Vivier hoped to embody a true Parisian essence for its fall campaign with a new ambassador and a 24-hour challenge to see the city.

Model and actress Poppy Delevingne took viewers on a tour of the French capital, led by her Roger Vivier footwear. For the fall/winter 2018-2019 collection, the ambassador is starring in a variety of campaign content, including a film formatted for IGTV ([see story](#)).



The profile touches on elements of film style and its effects on the human psyche. Image credit: Nowness

British fashion label Stella McCartney and LVMH-owned digital video channel Nowness have teamed up for an evocative video profile of reclusive director David Lynch, spotlighting the similarities between his films and the mindset that goes into designing luxury apparel.

Mr. Lynch, the acclaimed director of opaque and surreal films such as "Blue Velvet" and "Mulholland Drive" and

creator of television show "Twin Peaks," is the subject of the short documentary presented by Stella McCartney and made by the creative duo of Case Simmons and Mr. Lynch's son Austin Lynch. The short profile taps into the allure of Mr. Lynch's mercurial personality and the unique visual language of film to tell an expressive story with non-intrusive brand placement ([see story](#)).

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