

MARKETING

Top 10 branding efforts of Q3 2018

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Image courtesy of Dior

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While luxury marketers have taken to digital efforts to better connect with consumers, out-of-home efforts are still prominent and are getting more sophisticated.

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Luxury branding initiatives today have become modern, multiplatform efforts, as interactive and modern elements have breathed life into omnichannel campaigns. Marketing has also gotten a contemporary spin courtesy of pop-culture partnerships and alternative advertising formats.

Here are the top 10 brand efforts of the third quarter, in alphabetical order:

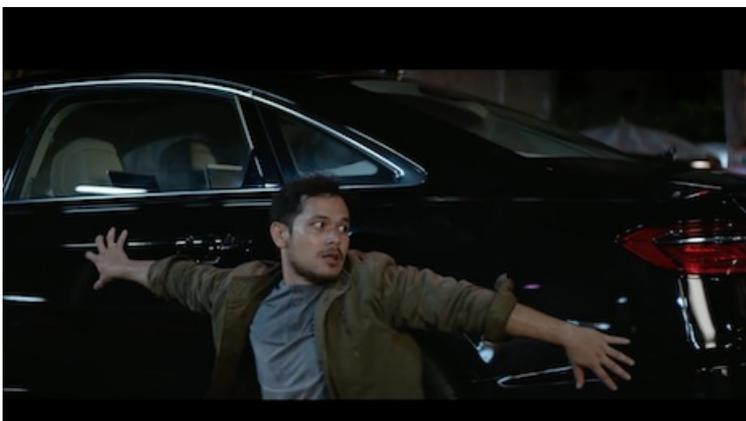


Image credit: Audi

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](#)).



Balmain's latest CGI models Margot (left) and Zhi (right), together with Shudu Gram. Image credit: Balmain

French fashion house Balmain was the latest luxury brand to cast computer-generated models in its marketing, pointing to a growing trend of virtual ambassadors.

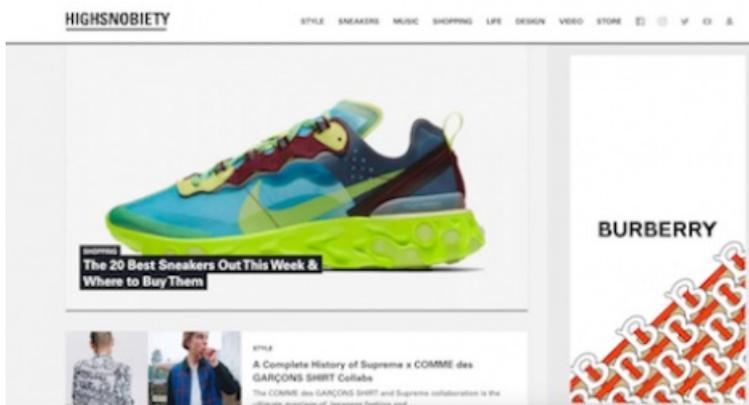
Taking inspiration from the diverse members of the "Balmain Army," the label tapped photographer Cameron-James Wilson to create a series of images featuring a trio of 3D models. While an unexpected move for traditional luxury houses, more are turning to virtual models to take advantage of their striking looks and extensive followers ([see story](#)).



Image credit: Bottega Veneta

Italian fashion house Bottega Veneta revealed its fall/winter 2018 collection with a series of short films that examines the tension within people and each other.

The "Intuition" film series blended the avant-garde with narrative techniques using a primarily muted color palette with neon contrasts. This campaign is especially important since it features the last collection by longtime Bottega Veneta creative director Tomas Maier before he abruptly announced his departure from the brand earlier this summer ([see story](#)).



Burberry hacks Highsnobiety's publication

As British fashion label Burberry underwent a number of dramatic changes since chief creative officer Riccardo Tisci has taken over, his first fashion show is debuting with an extensive approach to marketing in streetwear style. Burberry took modern, interactive approaches to marketing for its spring/summer 2019 collection, including a

takeover of high-end streetwear digital hub Highsnobiety. The day of the label's first runway show under the guidance of Mr. Tisci has seen a variety of out-of-home initiatives around the globe and Burberry branding of the media platform's digital and print publications ([see story](#)).

French fashion house Christian Dior launched its newest fragrance with the help of one of the brand's most relatable celebrity ambassadors.

Joy by Dior, the label's first fragrance launch in almost two decades, is meant to appeal to younger women who have yet to embrace luxury scents. Actress Jennifer Lawrence, who is known for her down-to-Earth personality and award-winning film career, starred in the Joy campaign ([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](#)).



Jaguar worked with Dua Lipa on a remixed song. Image credit: Jaguar

British automaker Jaguar demonstrated how its newest vehicle is pushing the boundaries of technology through a collaboration with singer-songwriter Dua Lipa.

Ms. Lipa test drove the all-electric Jaguar I-Pace, and the data captured by Jaguar's software was used to create a remix of her newest song, "Want To." To further engage fans through co-creation, Jaguar is encouraging them to create their own remixes and share them on social media ([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 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](#)).



Kenzo's fall/winter 2018 campaign. Image courtesy of Kenzo

French fashion label Kenzo mixed after-school specials and superpowers in a cinematic fall campaign.

For the first time, Kenzo's co-creative director Humberto Leon turned filmmaker, writing and directing a 30-minute short that follows a family filled with teenagers possessing quirky special abilities. Infused with personal touches, the film serves as not only a marketing effort but a look into Mr. Leon's formative years ([see story](#)).



Tiffany takes over a coffee shop. Image credit: Tiffany

U.S. jeweler Tiffany & Co. brought its out of home marketing initiative for its Paper Flowers collection to a Singapore bakery.

As part of a special event for the new collection, Tiffany has transformed Singapore's Tiong Bahru Bakery into a branded location. The iconic Tiffany blue color will cover the bakery from Aug. 27 to Sept. 3 ([see story](#)).

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