

MARKETING

## Top 5 holiday marketing efforts of 2018

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*Santa gets a new look in Audi's film. Image credit: Audi*

By STAFF REPORTS

Luxury marketers mixed reality and fantasy in holiday efforts that modernized the season's traditional themes.

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While some campaigns leaned on more expected emotions of wonder and togetherness, others took a different route, pointing out the less jubilant experiences of this time of year. From a Santa Claus plot modeled after sports movie montages to a humorous story of survival trapped in a store, brands flexed their storytelling muscles to stand out.

Here are the top five holiday efforts of 2018, in alphabetical order:



*A new Audi inspires Santa to get in shape. Image credit: Audi*

German automaker Audi is giving its latest holiday campaign a new twist, since even Santa can wish for a special gift underneath a Christmas tree.

A new short film follows as Santa Claus finds inspiration from an Audi coupe to accomplish new personal goals. Audi campaigns often blend together humorous narratives with storylines about self-growth, but putting Santa in a new light adds a holiday touch ([see story](#)).



*Matt Smith and M.I.A. in Burberry's 2018 holiday campaign. Image credit: Burberry*

British fashion house Burberry is ringing in the holiday season with a diverse cast of characters in a vignette examining the expectations and realities of family festivities.

“Close Your Eyes and Think of Christmas” is a moody glimpse at the busiest time of year, with gloomy British weather and crowded trains standing in the way of a family feast. The campaign film blends iconic Burberry pieces with its more updated aesthetic ([see story](#)).



*Jaguar unwraps the holidays. Image credit: Jaguar*

British automaker Jaguar teamed up with HGTV in an innovative way to get in on the holiday retail tradition of elaborately decorated window displays.

Showing off the Jaguar E-Pace SUV, a traveling window display journeyed throughout New York and its most populated shopping areas for the holiday. Jonathan Scott from HGTV's “Property Brothers” television series designed the display, featuring the vehicle in a winter scape ([see story](#)).

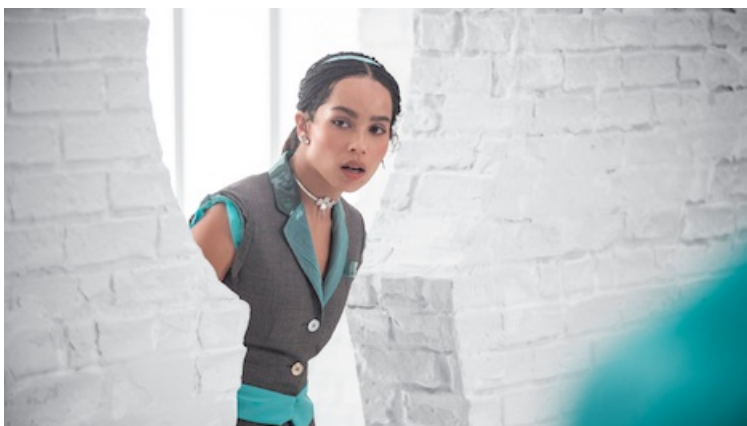


*A reality television star explores Neiman Marcus. Image credit: Neiman Marcus*

Department store chain Neiman Marcus turned to a reality television starlet for its playful holiday campaign that takes in-store experiences to a new level.

A creative collaboration with *Vogue*, the film follows Erika Jayne, a fixture on the reality series “The Real Housewives of Beverly Hills,” as she spends a night trapped inside a Neiman Marcus. Not only is the narrative

tongue-in-cheek, but it also serves as way for the department store to reach new audiences who follow Ms. Jayne and the popular Real Housewives franchise ([see story](#)).



*Zoë Kravitz finds herself in a holiday workshop in a new campaign. Image courtesy of Tiffany & Co.*

U.S. jeweler Tiffany & Co. reimagined a well-known fable and turned to a new cast of characters in popular faces, as luxury brands continue to create their own worlds for the holiday season.

Actress Zoë Kravitz stars as a sales associate in “A Tiffany Holiday,” the newest chapter of the jeweler’s “Believe in Dreams” campaign. Ms. Kravitz’s journey down a Tiffany Blue rabbit hole showcases the brand’s commitment to both creativity and craftsmanship ([see story](#)).

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