

MARKETING

Top 10 luxury brand social videos of Q4 2018

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Charlize Theron for J'adore Dior. Image credit: Dior

By STAFF REPORTS

Social videos are one of the most popular content formats for luxury brands, but 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 fourth quarter, in alphabetical order:



Audi A6 test drives took place outside Amazon Go. Image credit: Audi

German automaker Audi is focusing on unique experiences in and out of the driver's seat with a new twist on test driving.

As younger affluents shift away from traditional car ownership, Audi is offering a reminder of the joy and opportunities associated with driving a luxury vehicle. Luxury marketing continues to emphasize experience over

quality, which Audi capitalized on by highlighting curated experiences that appeal to the wealthy and adventurous ([see story](#)).



Oversized hoodies and colorful sweaters dominate Balenciaga's winter collection. Image credit: Balenciaga

French fashion house Balenciaga is turning to a lo-fi technique to give its latest campaign film an aura of authenticity.

Mimicking user-generated content and social media videos, the film captures the everyday wearability of the brand's winter 2018 collection. To attract younger affluent, many luxury labels are choosing to emphasize relatability rather than exclusivity in their marketing ([see story](#)).



Charlize Theron for J'adore Dior. Image credit: Dior

French couture house Christian Dior is reuniting with a longtime ambassador for a gilded campaign promoting its newest addition to the J'adore collection.

Actress Charlize Theron stars in the introduction video for J'adore Absolu, a more floral interpretation of the house's classic J'adore fragrance. Over the years, many J'adore efforts have focused on Ms. Theron herself, but the newest film surrounds the iconic beauty with an army of powerful women ([see story](#)).

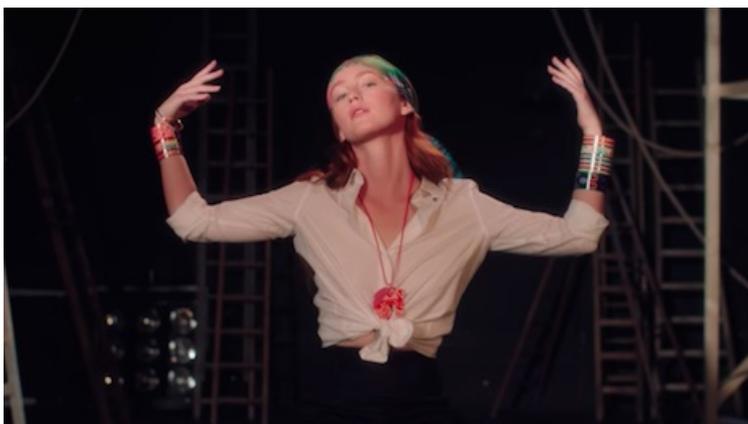


Gucci's gifting campaign for 2018. Image credit: Gucci

Italian fashion label Gucci is tapping into nostalgia in a vintage-inspired holiday film.

For Gucci's gifting campaign, photographer Petra Collins shot a short video depicting revelers ringing in the New

Year at a dance hall that dates back to the 1920s. Leading up to the holidays, Gucci is leveraging content and consistent engagement to promote its present options ([see story](#)).



Hermès releases its Hermès OnStage campaign with The Audition

French fashion house Hermès is assigning two comedians the role of a lifetime, challenging them to take on a series of seven roles by using its accessories as props and costumes.

In Hermès' new film, two actors audition for an unseen director, responding to a number of quick-paced situations thrown at them while modeling 32 of the brand's accessories. This short showcases the diversity of roles that Hermès can help consumers fill while also playfully promoting the collection ([see story](#)).



The Grizzly Torque. Image credit: Land Rover

British automaker Land Rover is revisiting its legacy for discovery and reliability with the help of two Canadians who went on a continent-spanning journey decades ago with the help of the marque.

Over the course of 14 months in the late 1950s, Robert Bateman and Bristol Foster traveled to almost 20 countries with the help of a Land Rover nicknamed "Grizzly Torque." A new short film takes the men down memory lane as they reflect on how the Grizzly Torque helped on their journey, the latest of Land Rover's 70th anniversary efforts that look at the past, present and future with equal appreciation ([see story](#)).



The Lexus ES. Image credit: Lexus

Toyota Corp.'s Lexus is demonstrating how innovation and human intuition work together to create premium cars in

a new video written entirely by artificial intelligence.

Many consumers have grown weary of how technology continues to encroach on everyday life, and in particular approach AI with suspicion. Lexus aims to relieve drivers of these concerns by emphasizing the safety of its ES ([see story](#)).



Mercedes' latest campaign centers on the GLE SUV. Image credit: Mercedes

German automaker Mercedes-Benz is showcasing the strengths of its GLE sport utility vehicle through a short film about preparation and resilience.

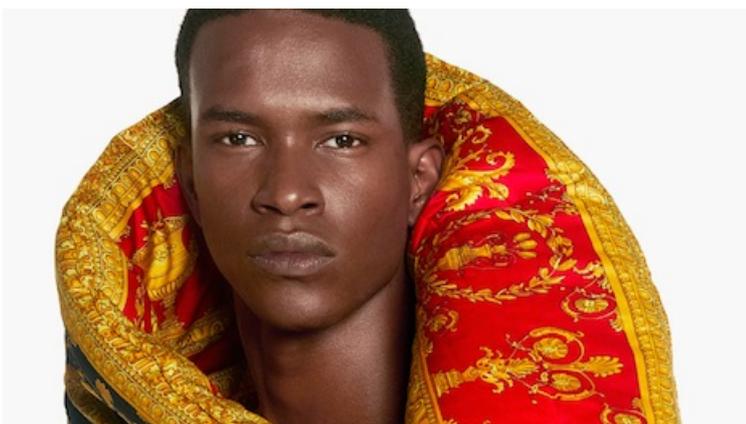
Though not the film's focal point, the midsize SUV is featured throughout the story about a woman preparing to push her body by participating in a triathlon. Luxury automakers often turn to inspirational stories fictionalized or not to create an emotional connection between consumers and their cars ([see story](#)).



JK Simmons for Prada. Image credit: Prada

Italian fashion label Prada is turning to an unexpected leading man for a cinematic campaign around its Cahier handbag.

Academy Award-winning actor J.K. Simmons stars in Prada's three-part series directed by filmmaker Ryan Hope. With Mr. Simmons as the common denominator alongside a trio of women, Prada is using the vignettes to highlight women's dynamic identities ([see story](#)).



Versace unveils Eros Flame fragrance in sensual campaign. Image credit: Versace

Italian fashion label Versace is painting a picture of a man who is in touch with his emotions in a film marketing its latest Eau de Parfum with striking cinematography.

Versace has created its latest fragrance for "strong, passionate and confident men," which it is showcasing in a unique film sequence. "A Fiery Romance" features a couple exhibiting their love in an avant-garde sequence that views almost as an interpretative dance, creating a more abstract push for the perfume ([see story](#)).

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