

MARKETING

Top 10 social videos of Q1

April 2, 2019



Director Ridley Scott is the mastmind behind Hennessy's new campaign. Image credit: Hennessy

By STAFF REPORTS

Brands are upping the entertainment value on their social videos by tapping into Hollywood directors, reality show formats and comedic concepts.

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From an action-packed short starring an A-list actor to a music video collaboration, luxury brands are leaning on celebrity to drive views and engagement. While some videos veered more towards lighthearted topics, brands also chose to delve into more serious subjects in films, such as diversity and gender roles.

Here are the top 10 social videos from the first quarter of 2019, in alphabetical order:



Audi's GT e-tron concept. Image credit: Audi

German automaker Audi used one of the biggest advertising platforms to bring awareness to its new electronic endeavor, as the EV category grows.

Taking advantage of the biggest commercial day of the year, Audi showcased its new e-tron concepts during the second quarter of Super Bowl LIII. In true Super Bowl fashion, the spot, titled "Cashew," focuses on comedy to make an announcement to consumers ([see story](#)).

Audi's Super Bowl commercial



Chanel takes a chance on fragrances. Image credit: Chanel

French fashion label Chanel took a new chance on fragrance marketing by promoting four of its fragrances at once with a mockumentary-style film.

Chanel's latest film "Take a New Chance," directed by graphic designer Jean-Paul Goude, offers an energetic look at an audition process. The label has built its own cast of characters for a cheeky dance number that represents the audition process for its Chance fragrances ([see story](#)).

Chanel looks behind the scenes

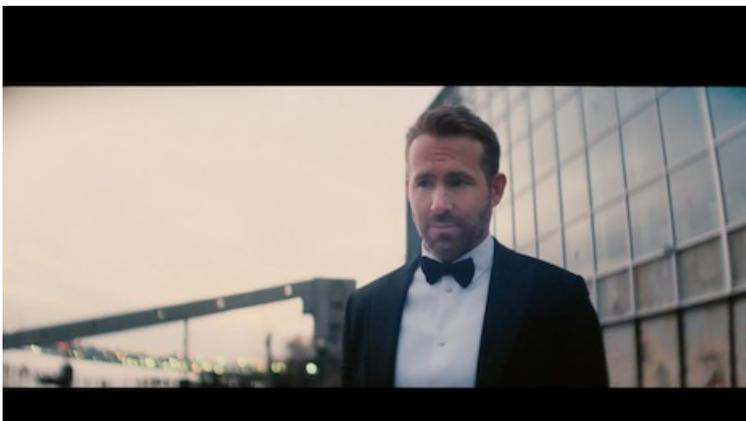


Crystal is taking consumers on a culinary journey. Image courtesy of Crystal

Cruise line Crystal is leading with food in a new series that takes consumers around the world through local tastes.

The hospitality company has teamed up with celebrity chef Jon Ashton on a 12-part video series that ventures to destinations served by Crystal Serenity. This culinary exploration has inspired dishes served on-board the ship, but it also allows consumers to experience dining Crystal-style from any location ([see story](#)).

Crystal Cruises' A Culinary Journey Hosted by Jon Ashton



Ryan Reynolds stars in a new campaign for Amani Code Absolu. Image credit: Amani

Italian label Giorgio Armani showed a seductive yet sardonic side to masculinity in a new film starring actor Ryan Reynolds.

Mr. Reynolds is the latest spokesperson for Armani Code, including the label's newest fragrance for men, Armani Code Absolu. The brand has stated that its Code fragrances are meant to embody self-fulfillment and the personality of a man who masters the art of seduction, a notion that it believes Mr. Reynolds embodies ([see story](#)).

Ryan Reynolds appears in his first film campaign as the face of Armani Code



Gucci Guilty has a new campaign. Image courtesy of Gucci

Italian fashion label Gucci turned its attention to iconic American venues in a fragrance campaign that leans on celebrity and eccentricity.

In the latest promotion for its Guilty fragrances for men and women, Gucci cast Jared Leto and Lana Del Rey as unconventional individuals. Envisioned by Gucci creative director Alessandro Michele, the campaign is the latest in the typically celebrity-fronted efforts for the collection ([see story](#)).

Gucci Guilty campaign



The Seven Worlds reflect Hennessy X.O.'s flavor notes. Image credit: Hennessy

LVMH-owned cognac brand Hennessy explored the taste notes of one of its most popular spirits in a science fiction-inspired film.

A collaboration with director Ridley Scott, "The Seven Worlds" is a journey through the sweet and spicy flavors that make Hennessy X.O. unique. The complex film moves away from the brand's heritage as X.O's 150th anniversary approaches in 2020 ([see story](#)).

Ridley Scott directed a short film for Hennessy



JW Anderson has looked to infomercials for its latest effort. Image credit: JW Anderson

British fashion label JW Anderson showed off its sense of humor through a campaign that promotes its luxury-priced handbags through a more mass-market advertising approach.

The brand's "JWA-TV" effort is a series of three infomercial parodies that show two cohosts seemingly ad-libbing their thoughts about the bags to a cheesy soundtrack. Fitting with JW Anderson's often irreverent tone, the throwback style ads are complete with awkward jokes and candid interactions ([see story](#)).

[View this post on Instagram](#)

JWA-TV STARRING SANDIE STONE @mxviv & JOYCE NAWMAN @pingpongballo WATCH THE FULL KEYS BAG VIDEO ON JWANDERSON.COM EXEC PRODUCER @coopsemma DIRECTOR @mister_mccool PRODUCTION @papaya_films POST PRODUCTION @monumentmediatd #JWANDERSON #JWATV #KEYTSBAG

A post shared by JW ANDERSON (@jw_anderson) on Mar 20, 2019 at 6:17am PDT

Instagram post from JW Anderson



Nordstrom's new campaign is centered on human emotions. Image credit: Nordstrom

As ecommerce continues to impact traditional bricks-and-mortar retail, department store Nordstrom emphasized the importance of the human connection in a cinematic new campaign.

Nordstrom's new short, which debuted alongside the Academy Awards, features a series of vignettes that tout human experiences that cannot be replicated online. The advertisement is not set in a physical Nordstrom store and instead attempts to build an emotional connection to viewers ([see story](#)).

Nordstrom's 2019 brand campaign film



Still from Travis Scott's "Can't Say" video. Image credit: Travis Scott

French fashion label Saint Laurent teamed up with rapper Travis Scott to put its brand in front of millions of consumers and modernize its image.

Saint Laurent produced and designed the wardrobe for the musician's "Can't Say" music video, earning the label prime placement on YouTube as the film was released on Feb. 5. Saint Laurent's partnership is indicative of the increasing convergence of streetwear and luxury fashion, allowing the brand to reach out to the next generation of buyers through pop culture ([see story](#)).

Travis Scott's music video for Can't Say



SK-II's Bare Skin Chat stars James Corden and Chloe Grace Moretz. Image courtesy of SK-II

Japanese beauty label SK-II is using comedy to educate consumers about its skincare in an entertaining format that aims to break out of the category's usual marketing formula.

The brand's "Bare Skin Chat" sees actress Chlo Grace Moretz act as a skincare guru to talk show host James Corden. Through the series of films, SK-II aims to demystify beauty with the help of the unexpected duo, removing some of the seriousness surrounding skincare ([see story](#)).

SK-II's Bare Skin Chat

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