

Top 5 brand moments from last week

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VistaPet aims to make traveling with man's best friend easier. Image courtesy of VistaJet

By STAFF REPORTS

As affluents are increasingly drawn to exclusive experiences, luxury brands continue to think up events and offerings that bring their brand stories and values to life.

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From pop-ups to pet-friendly hospitality offerings, brands are focusing on selling and creating both physical and intangible goods that promote entertainment or well-being. Elsewhere, brands are turning to humor and social media to liven up their marketing.

Here are the top five brand moments of last week, in alphabetical order:



BMW's new campaign takes an unexpected turn. Image credit: BMW

German automaker BMW is turning to humor to show drivers that fears about automated vehicles are unfounded because of the brand's commitment to safety.

BMW is one of several premium automakers that have introduced more automated technology into their vehicles. Many drivers remain unmoved by the updated technology, and marketers have turned to creative ways to ease concerns and clarify misconceptions ([see story](#)).



Nomad Stories follows women leading unconventional lives. Image credit: Chlo

French fashion label Chlo is exploring ambition and curiosity in the latest effort around its Nomade fragrance.

Chlo is leveraging social video for its new series, "Nomad Stories." In the same manner as other Chlo efforts, the Nomad Stories campaign emphasizes free spirits and female friendships ([see story](#)).



Givenchy opens up contest for voice over. Image credit: Givenchy

French fashion house Givenchy is inviting consumers to lend their voice to its latest advertising campaign, as it taps into an Internet trend.

ASMR, autonomous sensory meridian response, is a concept recently coined within the last decade referring to the tingling sensation caused by a variety of noises. Since an online community has tapped into the sensation, many luxury brands have joined the auditory trend, with Givenchy being the latest ([see story](#)).



Gucci is hosting a decor pop-up in Milan. Image courtesy of Gucci

Italian fashion label Gucci is setting up a temporary home for its dcor line during Salone del Mobile in Milan.

The pop-up shop at 19 Via Santo Spirito houses the brand's furniture, porcelains and furnishings in a space that mixes for-sale Gucci items with repurposed vintage pieces. This store enables Gucci to further its lifestyle image through its dcor offerings ([see story](#)).



VistaJet's VistaPet service. Image credit: VistaJet

Private aviation firm VistaJet is leaning on partnerships and services to differentiate its flying experience and brand, looking to simplify air travel for clients who are wealthy yet time poor.

With travelers spending so much time moving around the globe, VistaJet is seeking to turn the cabin into the extension of a family home, with services that focus on real needs rather than extravagance. Responding to a client need, the company is now extending its offerings to non-human family members with the launch of VistaPet, a global travel program that focuses on making pets feel more comfortable in the air ([see story](#)).

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