

BLOG

Top 5 brand moments from last week

April 15, 2019



Still from Land Rover's film. Image credit: Land Rover

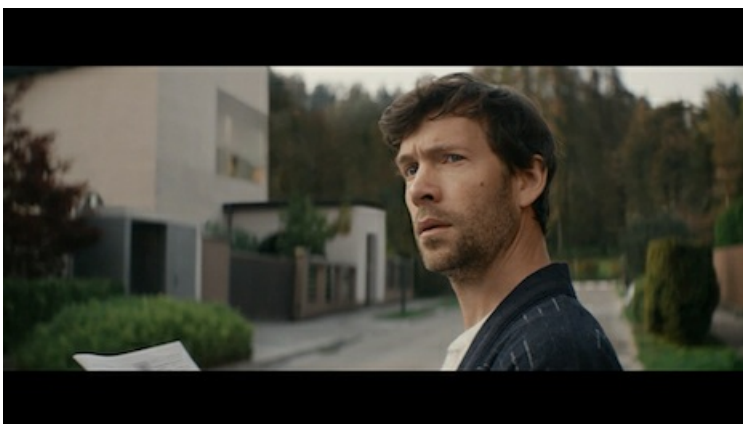
By STAFF REPORTS

Luxury brands are leaning into emotions including sentimentality and empowerment as they become more important to build strong connections with consumers.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Since product and service offerings are not always enough for luxury brands to differentiate themselves, marketers look to appeal to affluent's values, whether it be disconnecting or enjoying time with their pets. In a different move, one fashion label turned to technology and pop culture to reach new audiences.

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



A driver's curiosity is piqued by an e-tron. Image credit: Audi

German automaker Audi is continuing its mission to dispel drivers' preconceptions about electric vehicles in a clever national campaign.

Audi's new spot, "Not For You," tackles topics such as charging infrastructure, vehicle performance and driving range. As the automaker ramps up EV investments, it is using irony and humor to educate drivers about these vehicles ([see story](#)).



Clash de Cartier campaign. Image credit: Cartier

French jeweler Cartier is showing that there are multiple sides to women in a campaign for its latest line.

Clash de Cartier brings together the house's stud, bead and clous carrs details for a collection of rings, bracelets, necklaces and earrings. Reaching out to a younger clientele, the brand tapped a millennial actress to front the Clash de Cartier launch ([see story](#)).



In France, guests can learn more about wine making. Image credit: Four Seasons

Hospitality group Four Seasons Hotels and Resorts is looking to inspire consumers to take time out of their busy lives and embrace new experiences with a new global brand initiative.

"Take Your Time" includes a new set of property experiences that require little time commitment, as well as an emotive collection of campaign films. Time itself is becoming a luxury commodity as today's affluents are increasingly time poor and constantly connected ([see story](#)).



Land Rover's "A Dog's Dream." Image credit: Land Rover

British automaker Land Rover is pointing to its pet-friendly Range Rover Evoque features in a short that takes a pooch's point of view.

"A Dog's Dream" shows a four-legged protagonist imagining the trips he would take in the car. Pet owners care strongly about the comfort and happiness of their animals, something that Land Rover is leaning into in a playful spot ([see story](#)).



The Sims x Moschino campaign. Image courtesy of Maxis

Italian fashion label Moschino is teaming up with Electronic Arts' studio Maxis to bring The Sims' video game motifs to apparel and accessories.

The popular franchise has inspired a line of merchandise from Moschino, including an item that will also soon be available for players to wear in the virtual universe. Moschino has sourced inspiration from a number of pop culture sources in recent years, from SpongeBob to My Little Pony ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.