

BLOG

Top 5 brand moments from last week

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DPA's campaign looks at diamonds throughout history. Image credit: DPA

By STAFF REPORTS

Storytelling was a common theme this week, with narratives that ranged from three seconds to 3 billion years.

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As companies aim to reach a millennial audience, they are turning to formats that are favored, including short social media clips and podcasting. Elsewhere, brands tackled tough topics through content and turned to technology for in-person engagement.

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



Audi is making a millennial push for its Q3. Image credit: Audi

German automaker Audi is taking a modern artistic approach to market its Q3 SUV to a millennial audience.

Playing off the car's name, Audi worked with designers and animators to create a series of three-second clips for Instagram, dubbed "Q3 in :03." The compact campaign and a broader millennial-minded push for the compact SUV has helped the brand engage a younger buyer and drive sales ([see story](#)).



Belstaff's podcast sits down with actors. Image credit: Belstaff

British apparel and accessories label Belstaff is pointing to its longstanding relationship with those who forge their own paths through a podcast series.

"The Road Less Traveled" features conversations between actor and television producer Reggie Yates and other actors. Podcasting has become an increasingly popular content strategy for luxury brands, as they aim to forge a deeper connection with consumers ([see story](#)).

The Diamond Producers Association is touting the lengthy process behind natural diamonds in the latest chapter of its "Real is Rare, Real is a Diamond" campaign aimed at a millennial audience.

Launched Oct. 7, "The Diamond Journey" chronicles the roles that diamonds have played throughout human history, as a sign of affection or an heirloom. An alliance between the leading mining companies, DPA has been working to promote and differentiate natural stones from lab-grown diamonds through storytelling ([see story](#)).



Sitara tells the story of a young teen who wants to be a pilot. Image courtesy of Gucci

Italian fashion label Gucci's Chime for Change initiative is looking to ignite a conversation around the issue of child marriage in a campaign that asks consumers to share their dreams.

Timed to coincide with International Day of the Girl on Oct. 11, #LetGirlsDream centers on a short film about a young teen who wants to be a pilot. Spreading the word and turning it into a two-way conversation, Chime for Change is also collecting the aspirations and ambitions of consumers in support of ending the practice of marrying off minors ([see story](#)).



Mercedes-Benz is adding an AR experience to its Atlanta stadium with appearances by athletes including quarterback Matt Ryan. Image courtesy of Mercedes-Benz

German automaker Mercedes-Benz is bringing a new augmented reality experience to Atlanta, GA and as it embraces innovative events in an effort to better reach consumers.

Using the automaker's MBUX technology, fans attending all NFL and MLS games at Mercedes-Benz Stadium through 2021 can interact with virtual versions of their favorite Atlanta athletes. Mercedes continues to experiment with ways to engage with consumers outside of the vehicle ([see story](#)).

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