

BLOG

## Top 5 brand moments from last week

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Lexus' December to Remember campaign is entering its second decade. Image courtesy of Lexus

By STAFF REPORTS

As digital video becomes an increasingly important customer engagement channel, luxury brands are thinking outside the box with alternative film concepts.

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A beauty marketer commissioned a long-form documentary about the science of night, while a fashion label turned into a music video producer in a recording artist collaboration. Elsewhere, brands tapped into emotional advertising campaigns, experiential retail and edgy design to connect to consumers.

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



Still from Este Lauder's "Nightbirds." Image credit: Este Lauder

Beauty label Este Lauder is communicating the importance of night in skin renewal through a commissioned film that focuses on the other restorative experiences that happen at late hours.

"Nightbirds: The Magic of Night" features three experts in different fields who share both their love of night and how they use their evenings productively. While a promotion for the brand's skincare, the 16-minute film does not show any Este Lauder products being used, leading instead with education and engagement ([see story](#)).



*Gucci Pin store in Hong Kong Harbour City. Image courtesy of Gucci*

Italian fashion label Gucci is experimenting with new bricks-and-mortar experiences through an ongoing pop-up initiative designed to give the brand a presence in more global cities.

Gucci Pin, named for the icons placed on digital maps, is kicking off with a series of five ephemeral boutiques centered on the brand's holiday collection. As Gucci Pin rolls out in waves, some of the pop-ups will be situated in markets where the brand does not have a flagship store, enabling Gucci to bring a fully branded retail experience to more corners of the world ([see story](#)).



*Lexus' December to Remember campaign. Image courtesy of Lexus*

Toyota Corp.'s Lexus is turning attention towards the joy of anticipation this holiday season with a campaign that centers on the gifters rather than the recipients.

Now in its 20th year, the automaker's annual December to Remember advertising effort follows the humorous lengths that families have to take to hide a heftily sized gift. While the campaign serves as a promotion for year-end sale offers, Lexus has chosen to lead with emotion and storytelling rather than price ([see story](#)).



*Grille of the new Rolls-Royce Cullinan Black Badge. Image credit: Rolls-Royce*

Rolls-Royce Motor Cars has debuted the Black Badge Cullinan, making it the latest member of a new approach to bespoke auto-manufacturing to entice a younger generation of luxury consumers.

Since its introduction in March 2016, one-in-five Rolls-Royce commissions are completed as Black Badge. Adding

Cullinan, which is the BMW-owned British carmaker's SUV and most waitlisted model, makes sense, given the younger profile it is targeting ([see story](#)).



*Saint Laurent has produced the music video for SebastiaN's "Sober." Image credit: Saint Laurent*

French fashion label Saint Laurent is continuing to align itself with parallel creative fields through a new music partnership.

Saint Laurent has produced the music video for producer SebastiaN's track "Sober," heightening its existing partnership with the electronic musician. This latest endeavor follows a similar collaboration between Saint Laurent and Travis Scott, as the Kering-owned label looks to connect with consumers over more than fashion ([see story](#)).

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