

INTERNET

Top 10 luxury brand social videos of H1

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Prada's A Therapy film

By TRICIA CARR

Luxury marketers upped the drama in their video strategies during the first half of this year by creating social films that likely helped them reach commerce, lifestyle and loyalty goals.

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Luxury Daily

Video seems to be the second-best medium behind physical, one-on-one brand interactions that luxury marketers are using to push goods and services. The top efforts of the first half of 2012 immersed digital-savvy consumers into the brand world with short, powerful video messages.

Here are the top 10 luxury brand social videos released during the first half of 2012, in alphabetical order:



Bentley Continental GTC W12

Bentley's In Search of Snow – British automaker Bentley Motors premiered a short film called “In Search of Snow” at Aspen Fashion Week during the first quarter to add a sense of high-class adventure to the brand.

The five-minute YouTube video follows professional big-mountain skier, mountaineer and adventurer Chris Davenport and his photographer in two 2012 Bentley Continental GTC W12 convertibles.

Mr. Davenport takes to the snowy San Juan Mountains in southwest Colorado while his voiceover explains his draw to an adventurous lifestyle and the Bentley vehicle.

The purpose of In Search of Snow was to promote the 2012 Bentley Continental GTC W12 while offering a view at the lifestyle of the newest "Bentley Boy" Mr. Davenport, a well-known outdoor sports star, according to the brand.

The video manages to show many aspects of the car's performance using fast-paced action shots of the car with only Mr. Davenport's voice as a commentator.

In Search of Snow



BMW M5 "Bullet" video

BMW's Bullet – BMW Canada chose a social video that displays the speed, agility and performance dynamics of the automaker's new M5 model that it hoped would maximize the vehicle's visibility and play to its strength.

The automaker opted for social video since luxury and high-performance automakers have diehard fans, which increases the likeliness that the video would spread.

The two-minute "Bullet" video was created for online channels, but shortened segments played in airports across Canada.

The M5 is shown speeding through an open area when it encounters objects such as glass and water balloons. At impact, the footage slows down to see the breakdown of each material as the M5 crashes through.

To juxtapose the power of the M5 and promote the luxurious and sophisticated side of the vehicle, BMW used a special high-speed camera named the Phantom to shoot the vehicle at over 2,000 frames per second.

Bullet



Three of a kind video

BMW's Bimmer Stories – BMW used humor to appeal to consumers in a social video called “Three of a kind” that portrays the history of the 3 Series through a trio of uncanny characters.

The short film shows three generations of the 3 Series model and is the first of BMW Classic’s Bimmer Stories that are being presented on a microsite.

The video was produced and shared via social media to strengthen the community awareness for BMW Classic, per the automaker.

The microsite at <http://bimmerstories.la> is where users can view the short film, learn more about the history of the 3 Series, explore the dashboard of a 2002 model and post personal photographs of their own vehicles.

The video can also be seen on the international BMW Facebook page, the BMW Classic Facebook page, BMW TV and the BMW YouTube channel.

Each character in the film represents a decade of 3 Series models. The bearded Derek drives a first-generation vehicle and seems to have taken to the island life, Gordon drives his second-generation model made in the 1980s and Keri, the love interest of both male characters, drives a third-generation 3 Series made in the 1990s.

Each character embodies their respective car and shares its traits throughout the film.



L'Odyssee de Cartier

Cartier's L'Odyssee de Cartier - French jeweler Cartier's branding venture in the first quarter involved the sharing of its new short film "L'Odyssee de Cartier" via the brand's Web site, television advertisements and multiple digital channels to give luxury consumers a look at the history behind its products.

L'Odyssee de Cartier was the subject of the March 2012 issue of the brand's online magazine Rouge Cartier and was promoted on the main Cartier Web site, YouTube and a Facebook page dedicated to the campaign.

The film centers on the journey of a panther while showing some of Cartier's timeless jewelry and watches in settings such as India, Russia and France that serve as inspiration to the brand.

The film, which took place over three months, tells Cartier's history. It started out as jeweler to European royalty.

L'Odyssee de Cartier also delves into an imaginary world that is inhabited by its designs including the famed Cartier Panther, Tutti Frutti, the Santos watch and the jewelry of India's maharajas and nawabs.

The film was screened for the first time at a premiere Feb. 29 at the Metropolitan Museum of Art in New York as well as Paris, Milan, Munich, Beijing, Seoul, Moscow, Dubai and Rio de Janeiro.



My New Friend Boy

Chanel's My New Friend Boy – French fashion label Chanel used a mini-film shot by creative director Karl Lagerfeld to build hype for its campaign for the Boy Chanel handbag collection.

The film, My New Friend Boy, was shot using model and musician Alice Dellal to debut the collection in the multichannel ad campaign. It was released on Chanel-News and on the brand's YouTube channel.

The Boy Chanel video is silent except for piano music. Half in color and half in black-and-white, the video consists of Ms. Dellal as she walks around an apartment, holding bags from the collection.

My New Friend Boy



Secret Garden – Versailles

Christian Dior's Secret Garden – Versailles – French apparel label Christian Dior

introduced products from its fall/winter 2012 collection with a video called “Secret Garden – Versailles” that highlights the brand lifestyle and image.

The 60-second video debuted on its YouTube and Facebook pages in addition to DiorMag and a section on its Web site.

The video opens with model Daria Strokous standing along a mirrored wall. She swiftly moves around the seemingly empty Versailles before she is joined by fellow models Melissa Stasiuk and Xiao Wen Ju.

The three women are shown walking briskly around Versailles and around its properties in different outfits from the fall collection.

Secret Garden was directed by Inez van Lamsweerde and Vinoodh Matadin. The soundtrack is “Enjoy the Silence” by Depeche Mode, which adds to the video in a unique way.

Secret Garden – Versailles



Gucci's cruise spring/summer 2012 shoppable video

Gucci's spring/summer 2012 collection video – Italian fashion empire Gucci released a shoppable video in quarter one that focuses on accessories from its cruise spring/summer 2012 collection.

Consumers were shown two iconic G's bouncing around models and products that could be clicked on and bought.

Gucci was one of the first marketers to use shoppable video, a tactic that many are

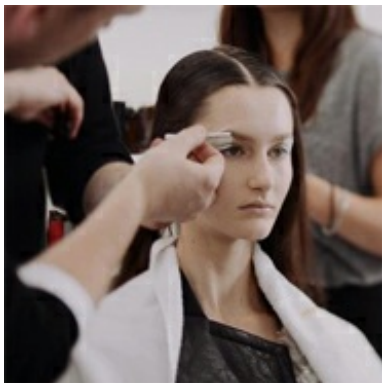
beginning to emulate.

Additionally, the video was launched in seven languages and in 20 countries, according to video producer Clikthrough.

A young couple strolls and sits along the edges of a large, outdoor pool and they appear to be ignoring each other. Their outfits and accessories are different each time the camera changes views.

Gucci pushed the video across social media platforms, including Facebook and Twitter.

Spring/summer 2012 video



Fendi behind-the-scenes

Fendi's X-Rated series – Italian label Fendi engaged Facebook fans by releasing an official video daily pertaining to the fall 2012-13 collection runway shows in the first quarter.

Fendi's X-Rated series shows behind-the-scenes footage of makeup, hair, models and clothing from the brand. The social media-exclusive videos were available on its Facebook page.

For example, Fendi makeup artist Peter Philips explained his inspiration behind the runway show.

The videos seemed to be well-received by consumers, with some getting more than 1,000 “likes” and multiple comments on Facebook.

Also, consumers could easily share videos with their friends and families via Facebook.

X-Rated video



Prada's A Therapy film

Prada's A Therapy – Italian fashion label Prada presented “A Therapy,” a short film starring Helena Bonham Carter, a psychiatry patient, and Ben Kingsley, her psychiatrist, that demonstrates how the brand’s items are recognizable and coveted by everyone.

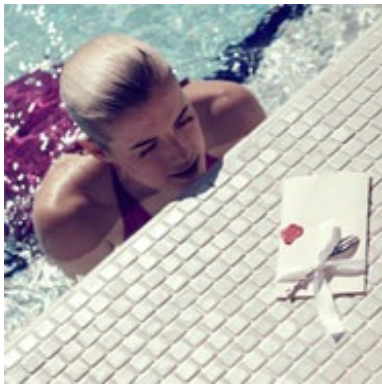
The film was directed and co-written by French-Polish film director Roman Polanski and premiered at the 73rd Cannes International Film Festival May 21 before a showing of a restored version of his 1979 film called “Tess.”

A purple Prada fur jacket is the centerpiece of the film and, by showing a man fixated on a woman’s item, the label is pushing its idea that “Prada suits everyone.”

In the film, the patient analyzes a dream she had and says it signifies that she is lonely. The psychiatrist has not said a word, but has focused his attention on the purple Prada jacket hanging by the door.

The film ends frozen on Mr. Kingsley, who is pulling the jacket’s collar up to his face. The phrase “Prada suits everyone” appears on the screen in front of this image before the closing credits.

A Therapy



Here by Luxury Collection

Starwood's Here – Starwood Hotels & Resorts' Luxury Collection drew eyes to its properties through an original film called “Here” starring actress Agyness Deyn. It debuted during a private screening and was pushed via digital networks.

The 15-minute film follows Ms. Deyn on a journey that takes her to three of the Luxury Collection properties in the United States.

Luxury Collection drew loyalists by allowing Starwood Preferred Guests to bid on a chance to see the exclusive premiere and stay at The Chatwal, a Luxury Collection hotel in New York.

The production team of Here included Waris Ahluwalia with Luca Guadagnino, Sandro Kopp and Tilda Swinton. It was directed by Mr. Guadagnino.

Here starts with a mysterious suitor mailing a letter and train ticket to Ms. Deyn, who immediately cancels all of her plans and takes off.

Ms. Deyn visits three luxury collection hotels including [The Equinox Resort & Spa](#) in Vermont, The Phoenician Resort & Spa in Arizona and The Royal Hawaiian Resort in Hawaii.

Just as the film draws attention to the hotels itself, Here also hits on some of the major selling points of each hotel such as The British School of Falconry at the Equinox, the Mother of Pearl pool at the Phoenician and the Royal Beach Tower at the Royal Hawaiian.

Here is available at the microsite <http://www.thefilmhere.com> and on the Luxury Collection YouTube page.

Here

Final Take

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