

BLOG

Top 5 holiday marketing efforts of 2019

December 30, 2019



Roger Vivier enlisted a famous dog for its holiday campaign. Image credit: Roger Vivier

By STAFF REPORT'S

Luxury brands shared stories of romance, mystery and humor for this season's holiday campaigns.

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

While some campaigns leaned on more traditional festivities, other brands took more creative departures this Christmas. Elsewhere, marketers added a dash of whimsy to their celebratory campaigns.

Here are the top five holiday efforts of 2019, in alphabetical order:

Audi's The Gift Tester

German automaker Audi made a gifting push by demonstrating its electric SUV's capabilities through content starring a consumer from an open casting call.

After prompting consumers to apply for a "gift tester" position, Audi chose one winner to put the e-tron SUV to work. In a series of videos, the temporary elf goes through a range of scenarios from last-minute shopping to road trips to showcase some of the features of the car ([see story](#)).



Sandman will have to do for Gucci's 2019 holiday campaign. Image courtesy of Gucci

Sunny shores and below-deck celebrations with trees and decorations set the scene for Gucci's 2019 holiday

campaign that featured a special collection of accessories crafted in the GG motif printed with the Flora pattern.

A video that runs one minute and 35 seconds, it celebrated the holiday season with a getaway to sunny shores. The video was at the center of the Gucci Getaway 2019 holiday effort ([see story](#)).



Lexus' December to Remember campaign. Image courtesy of Lexus

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

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

Tuna the dog stars in Roger Vivier's whimsical Christmas campaign

French footwear label Roger Vivier celebrated the holiday spirit with the help of some furry friends.

Four-legged influencer Tuna the dog stars in Roger Vivier's Parisian romance, "I Woof You!" The whimsical short was the brainchild of creative director Gherardo Felloni ([see story](#)).



Versace's drama is based on vintage romance novels. Image courtesy of Versace

Italian fashion label Versace paid homage to vintage romance novels in a holiday story that led with drama and intrigue.

Versace tapped multimedia artist Sarah Baker to produce a branded six-chapter tale that begins with blackmail and escalates from there. Even though there are hints at traditional holiday themes, Versace's choice to think outside the box this season helped it stand out and make an impression ([see story](#)).