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Creativity is at the heart of Luxury communication, focused on **driving aspirations** and **igniting the dream** by triggering **emotions** and showcasing **exclusive experiences**.

Crafting creatives that feed the **luxury dream** and deliver **aesthetic finesse** can be a risqué exercise.

Brands can use their creative platforms to exhibit their core values, exclusivity, craftsmanship, heritage and desirability by creating an aspirational dream around their brand but still need to ensure their **brand safety**.

This is especially true when crafting a multimedia campaign with cross generational appeal, where creatives may change with the touchpoint, but the brand identity must remain the same.

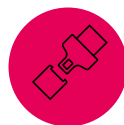
The business challenge

In today's complex Luxury landscape, brands are more challenged than ever to stand out and build a genuine connection with their audience, by appealing not just to this generation but importantly to GenZ.

High investment and increased pressure to deliver creativity which ignites the luxury dream, to be culturally relevant, and create value for your brand in a world where content is no longer fully controlled by brand teams, creative reassurance is more important than ever.

Introducing **Creative|Spark Luxe**, the validated Ipsos creative pretesting tool for Luxury brands.

The solution CREATIVE | SPARK LUXE



BRAND SAFETY

Check the long-term impact, understanding if your campaign builds on your brand values and personality



CULTURAL INTELLIGENCE

Cultures react differently to different content, understand if your creative is relevant or needs adaptation.



CONTENT CREATOR RELEVANCE

Connecting with different generations is key for longevity of luxury brands, Creative|Spark Luxe brings insights on content creator best practices for your brand



AUTHENTIC CONNECTION

Understand how consumers interpret your communication, and if they form an authentic connection with you.



BRAND AMBASSADOR INSIGHTS

Forming the base of many creatives, understand the value brought by your ambassador to your brand.