

DASH HUDSON



VOLUME FOUR

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IN THIS ISSUE

4–5 ABOUT DASH HUDSON

6–7 HOW VISION WORKS

8–15 BEAUTY
Oribe | Bobbi Brown | Maybelline New York

16–23 APPAREL
Tory Burch | Vans | lululemon

24–31 LUXURY
TOM FORD | Stella McCartney | Balmain

32–39 TRAVEL
St. Regis Hotels & Resorts | Tourism Australia | Qatar Airways

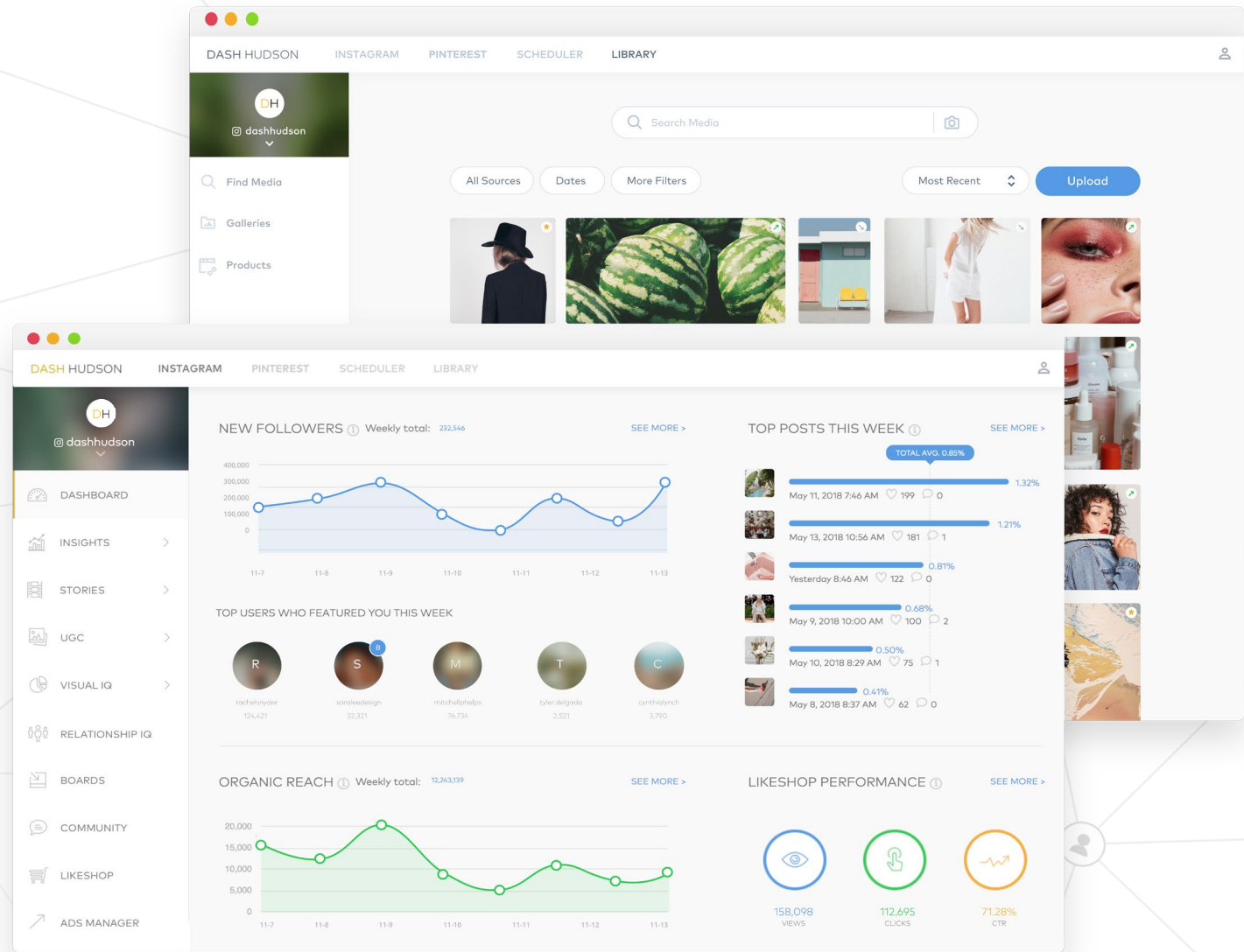
40–47 HOME
Pier 1 Imports | Lulu and Georgia | Design Milk

48–55 FOOD
Shake Shack | Pepsi | LÄRABAR

56–63 PUBLISHING
New York Magazine | InStyle Magazine | Wall Street Journal

64–71 MEDIA BROADCASTING
Animal Planet | Good Morning America | HBO

72–75 DASH HUDSON VISION
Vision in Action | What's New at Dash Hudson



DASH HUDSON

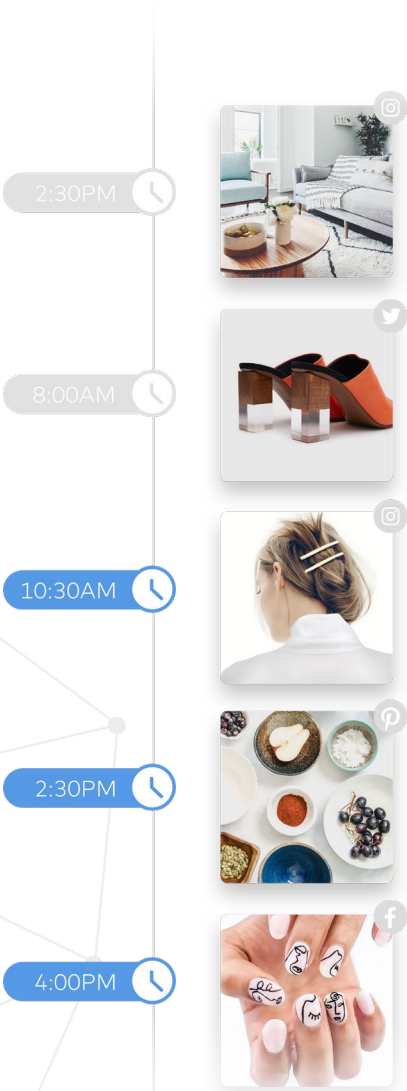
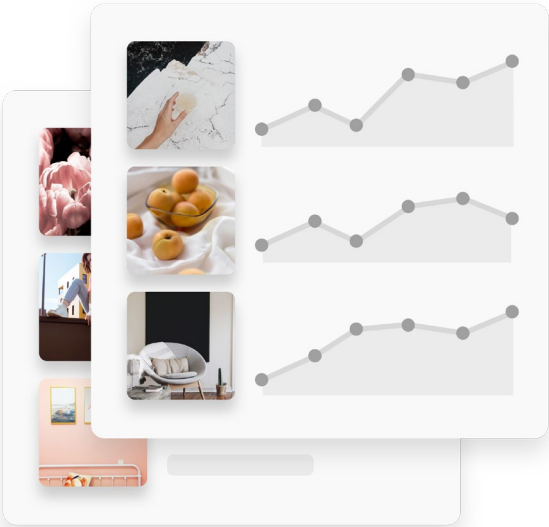
A SMARTER WAY TO GROW ON INSTAGRAM

The world's smartest brands and publishers use Dash Hudson to create and share photos and videos that people care about. Brands like Condé Nast, Vevo, OUAL Haircare, and Kate Spade use Dash Hudson daily to make every interaction on social meaningful.

Our visual marketing platform surfaces actionable insights for Instagram and Pinterest that work in tandem with a fully integrated media library and multi-channel scheduler. We take it to the next level with AI tools that will help you make better decisions, faster.

IMPORTANT INSIGHTS ONLY

No fluff—only the good stuff. Gain deep insight into your social performance, your audience, and your brand's growth on Instagram and Pinterest. Leverage high-level strategic KPIs to seamlessly measure and report on the impact of your visual marketing efforts.

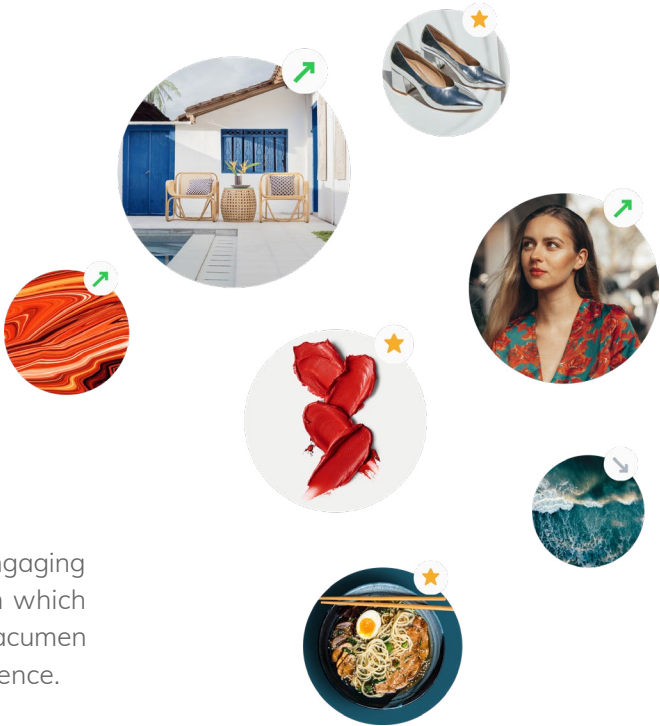


MULTI-CHANNEL SCHEDULING

The robust scheduling and publishing tool for Instagram, Pinterest, Twitter, and Facebook you've been waiting for. Create, plan, and monitor your upcoming posts. Add and edit shoppable links to drive ROI. Paired with our mobile app, it's the only scheduler you'll ever need.

PERFORMANCE PREDICTION

Our visual intelligence technology, Vision, uncovers your most engaging images, identifies trends, and provides recommendations on which photos to use to drive real engagement. Combine your creative acumen with data to deliver imagery that will resonate with your audience.



THE METHOD BEHIND THESE PAGES

The Dash Hudson Vision technology collects and understands photos, helping brands to uncover their best content, analyze trends, scope out the competition, and get real-time recommendations on which photos to use now to drive meaningful ROI.

We couldn't keep these amazing insights to ourselves. The trends you see throughout these pages have all been surfaced by our visual AI-powered software. Vision uses some pretty rad emerging technology, and we're pulling back the curtain to show you how it all works.

How Vision Reads an Image



TONE
Playful, Calm, Fashion

FEATURES
Blues, Cool Tones,
Gradients, Denim

ELEMENTS
Blonde, Denim Jacket, Jeans,
Blue Sky, White

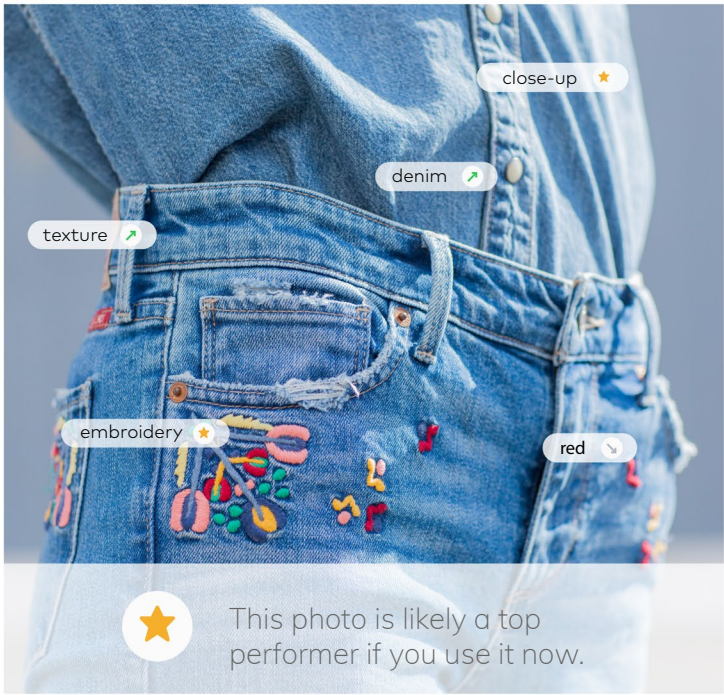
COMPOSITION
Shot from the Back,
Cropped, Portrait

SETTING
Outdoors, Photo Shoot

How Vision Finds Images



How Vision Recommends Images



- 01. Vision analyzes all of your photos to understand what works.
- 02. Vision learns what types of photos your audience cares about.
- 03. It's all tailored to your unique brand.
- 04. You simply search for or upload photos. We do the rest.
- 05. You get recommendations about what will work for your brand on social.

★ Excellent ↗ Good ↘ Bad

BEAUTY

Beauty businesses today are using social platforms as a brand vehicle, launching pad, and revenue driver—a strategy that has proven to be quite effective for growth and hype. These are channels on which they can share their values and story, build a world, create a journey, and, more importantly, establish a dialogue with their community. Instagram facilitates visual communication given its aesthetic sensibility, making it the best place for the beauty sector to connect with consumers. From low price points to high ones and from haircare to cosmetics, we're highlighting three brands that are delivering serious glam on Instagram.

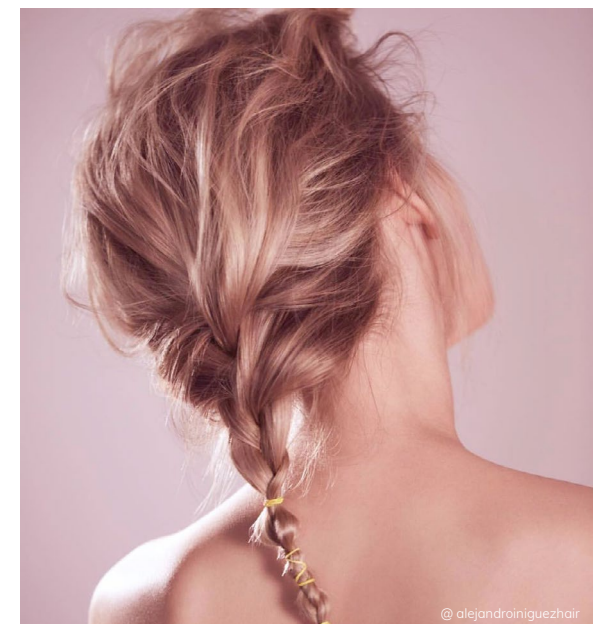
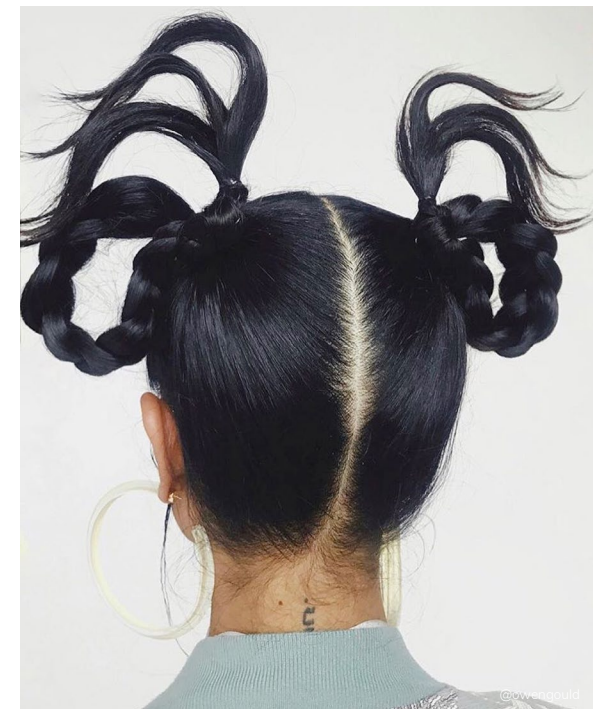




THE BRAIDY BUNCH

There's something mesmerizing about intricate braids running amok. The more elaborate the better, according to Orbe's Instagram followers. So much so that 70% of images featuring these elaborate hair twists are top performers.

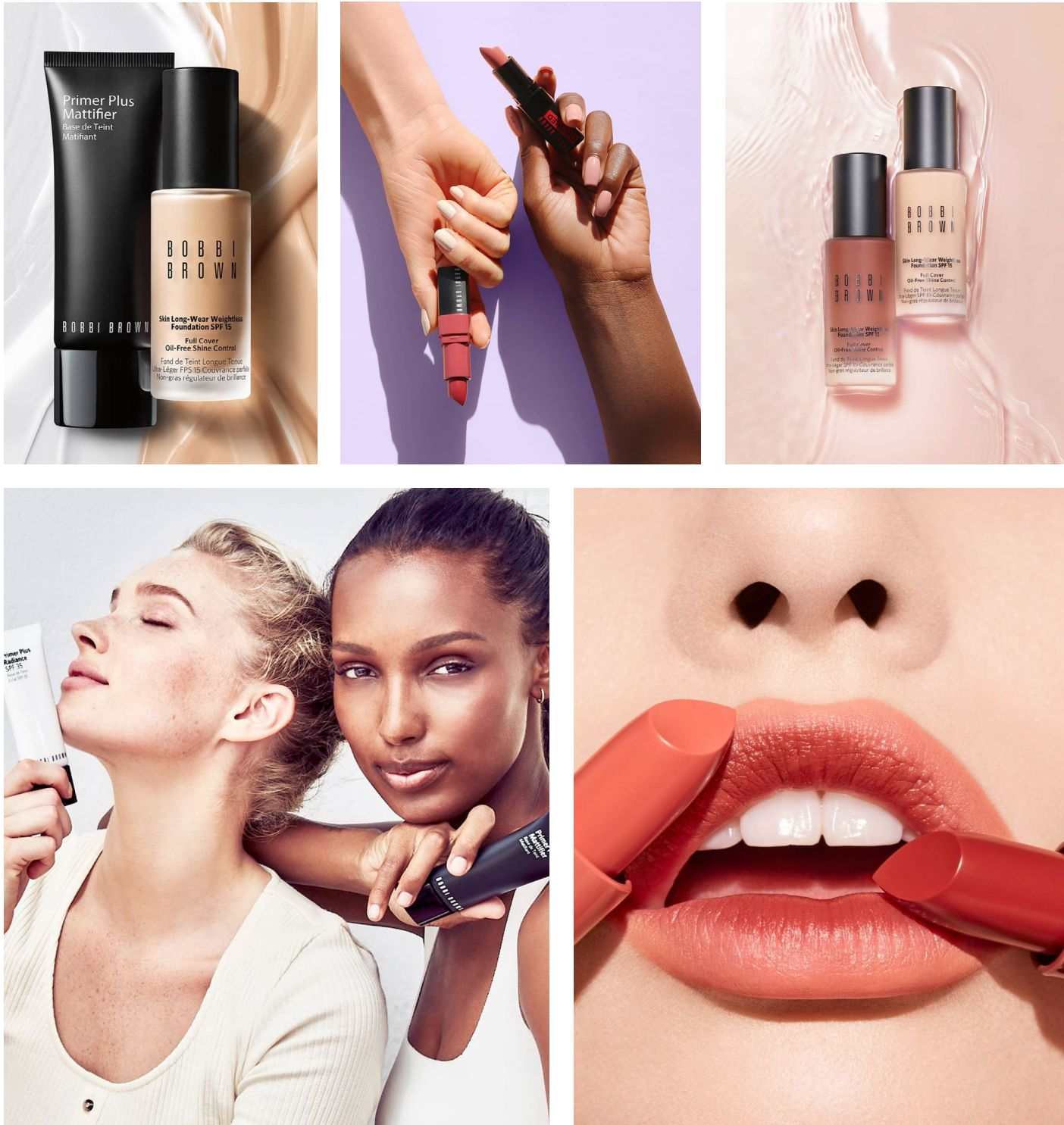
70%
TOP PERFORMERS



BOBBI BROWN

DOUBLE THE FUN

What's better than a Bobbi Brown product? Two Bobbi Brown products, duh. The brand's social team is driving fan engagement by often pairing coordinated items for maximum impact.





MAYBELLINE
NEW YORK

BEAUTY AND THE CITY

Maybe she's born with it, maybe it's the charming Big Apple backdrop. The cosmetics brand's New York roots are so core to its identity that the city is a part of its moniker. No wonder

Instagram fans are more inclined to double tap when the products are in an NYC setting.



APPAREL

The apparel sector got comfortable with social media marketing fairly early on, and its players have been taking consumers on a digital brand voyage ever since. Building a visual world to tell unique stories is an incredibly powerful way for these brands to create lasting, meaningful bonds with their target market. Instagram is helping them refine their voice and narrative while also strengthening audience relationships, and the following leaders are pros at creating those important connections.

TOTALLY TORY

Tory Burch's face is almost as famous as her eponymous brand, and since she perfectly embodies the collections, the social team often features her on the Instagram feed wearing the fabulous line while living her fabulous life. Tory is so on-brand that 90% of her photos are top performers.

90%
TOP PERFORMERS

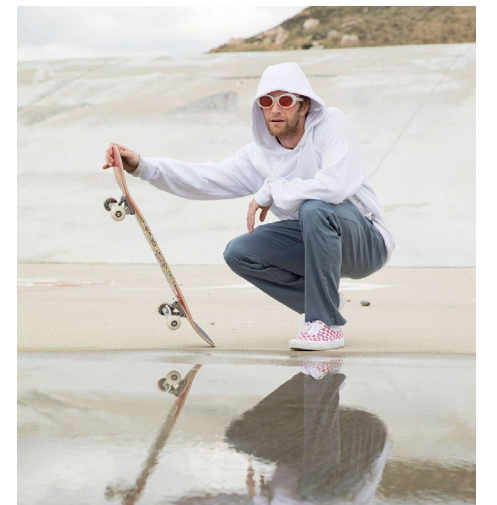
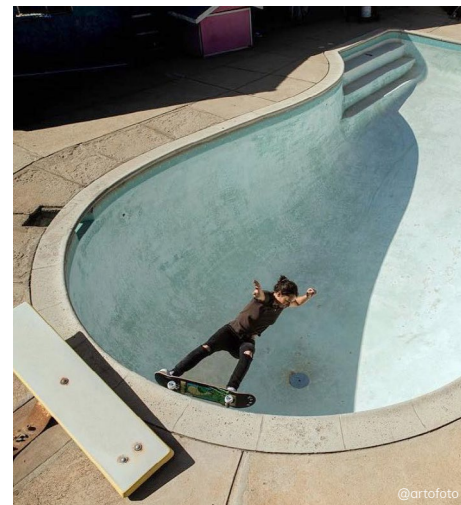
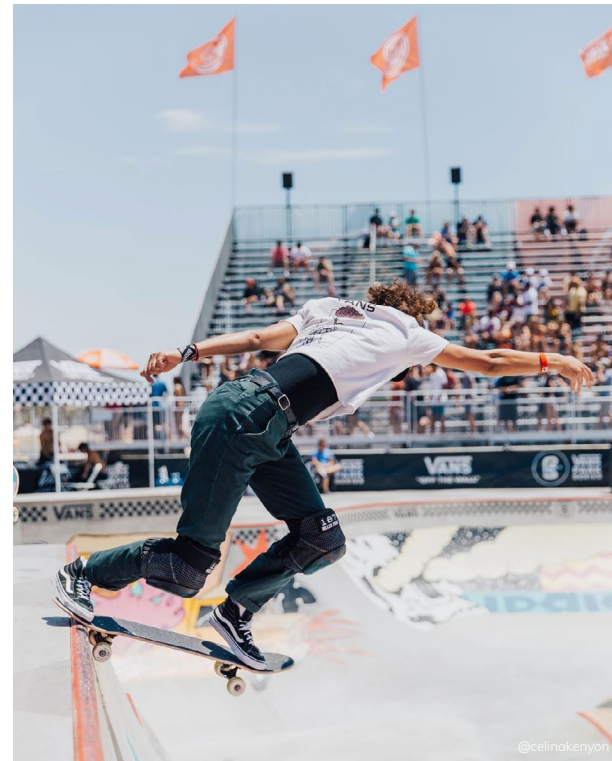




VANS
"OFF THE WALL"

SK8 OR DIE

Skater life is so intrinsic to the Vans DNA, it's no surprise that shots of sk8er bois and gurls mid-trick on half-pipes, casually riding, or ripping it in an empty pool Z-Boys style are standouts on the brand's Instagram feed.





BENDY BODIES

The fitness brand's claim to fame is yoga paraphernalia, so no surprise here that photos of pros mid-practice generate lots of fanfare with followers. Here's to working your core, namaste.





LUXURY

Status luxury brands are breaking out of their own prestigious molds on social media, embracing inclusive digital channels to connect with audiences that want a piece of their cachet. They're pursuing the next generation of luxe consumers by making themselves more accessible on their own terms. It's the modern way. The three maisons that follow demonstrate that Instagram is the perfect vehicle to drive a luxury brand image today.



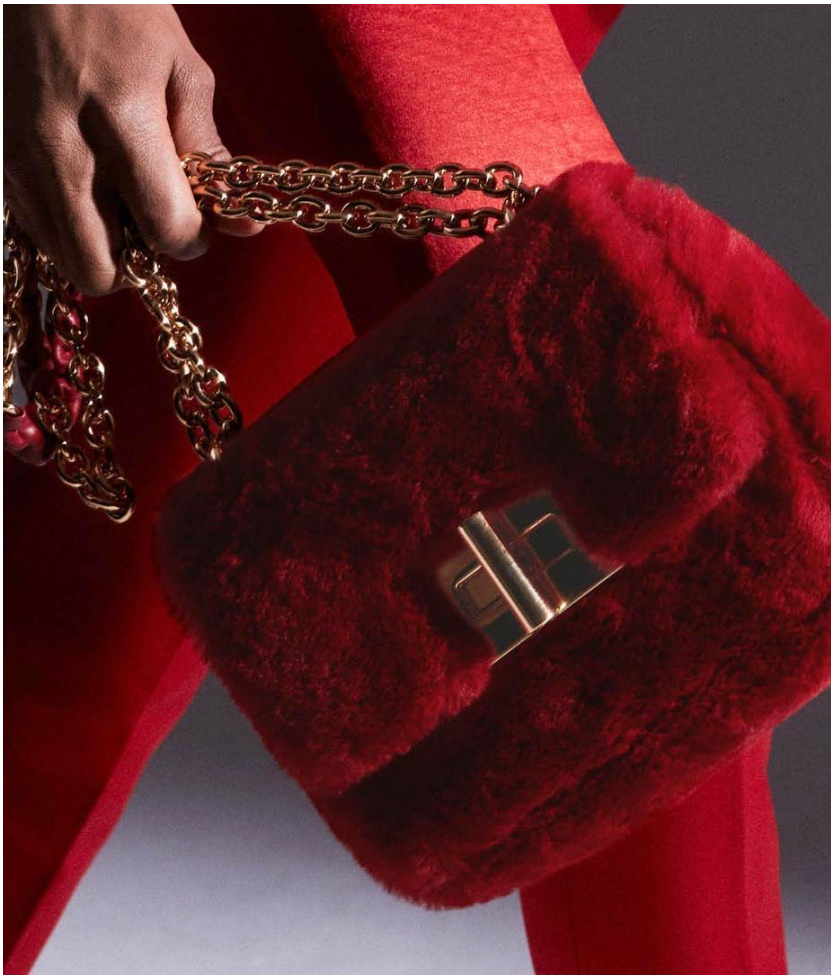


TOM FORD

ZOOM ZOOM

Tom Ford's clothes are so beautiful, you just want to zoom in to the umpteenth degree in order to appreciate all their intricate details. Luckily, the maison's social team feels the same and helps us get right in there with super-tight shots for peak appreciation—and engagement: 66% of close-ups are top performers.

66%
TOP PERFORMERS



KIDDOS & KITTIES

Stella McCartney is known for many things, among them her super chic children's line. Looks like even the grownups are keen on the kids, as images of them holding purr babies seem to be generating lots of love on her womenswear channel.



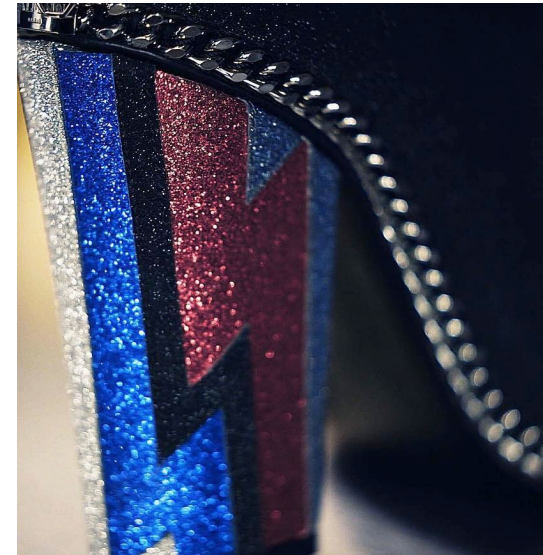


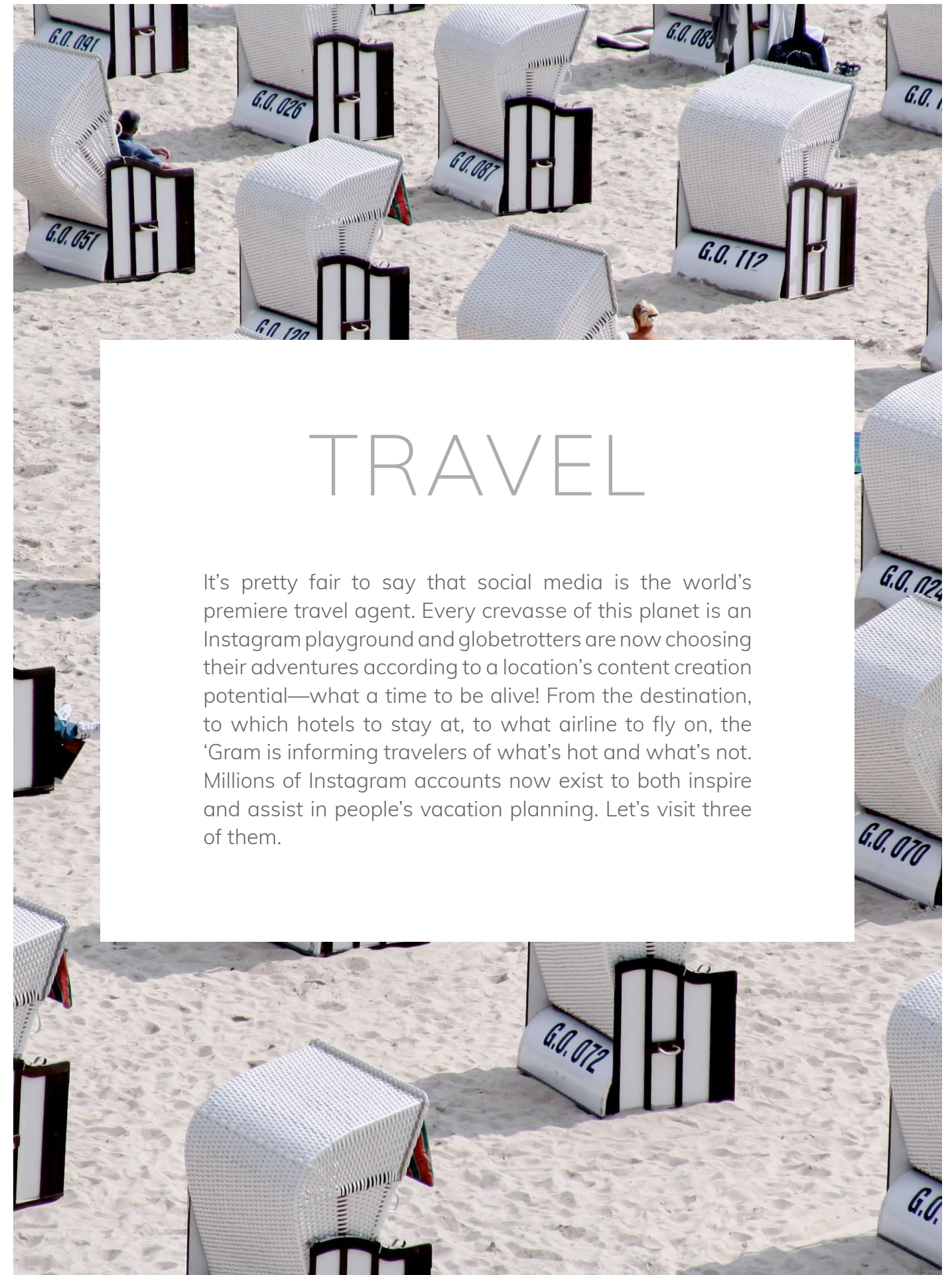
BALMAIN

PARIS

GLITTERATI

A choice designer for rock stars, it's no wonder Balmain brings on the glitz with its pieces. Everything about this house is glamorous, and that begins with sequined everything.





TRAVEL

It's pretty fair to say that social media is the world's premiere travel agent. Every crevasse of this planet is an Instagram playground and globetrotters are now choosing their adventures according to a location's content creation potential—what a time to be alive! From the destination, to which hotels to stay at, to what airline to fly on, the 'Gram is informing travelers of what's hot and what's not. Millions of Instagram accounts now exist to both inspire and assist in people's vacation planning. Let's visit three of them.

THE ST. REGIS HOTEL



STAIRWAY TO HEAVEN

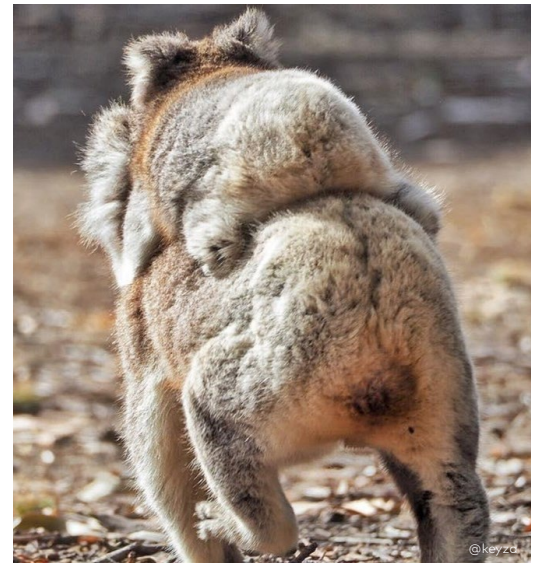
Palatial digs wouldn't be what they are without a grand staircase that welcomes guests to glorious living quarters. This is how a place lives up to a reputation that precedes it. These images set the tone for luxury vacationing, and they tend to outperform the brand's average Instagram engagement rate by 41%.

+41%
ENGAGEMENT



KEEPING UP WITH THE KOALAS

Is there a figure more emblematic of Australia than the snuggly koala bear? The country's unofficial mascot is a recurring guest on its official tourism Instagram account, to the delight of, well, everyone.





WATERWORKS

Inaugural flights are cause for a water salute in the aviation community, and Qatar Airways is racking them up by regularly extending its destination list to new airports. This is very popular among air travel enthusiasts on social.

Stéphane Gros



FOOD

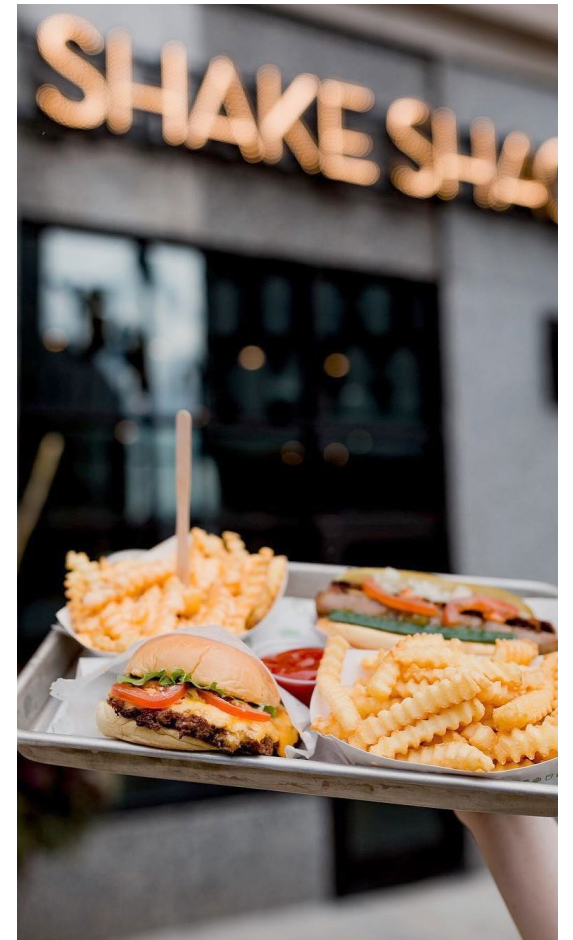
Food porn is reaching epic proportions on Instagram, where various iterations of gastronomy are divided into all kinds of delicious subcategories. There's a specialty niche for every type of edible fodder on social, whether it's content from consumer packaged goods, restaurants, patrons, critics, bloggers, or publishers. People open Instagram to satisfy their culinary cravings with palatable grub shots, and the three featured brands in this category are serving up some tasty-looking eye candy.

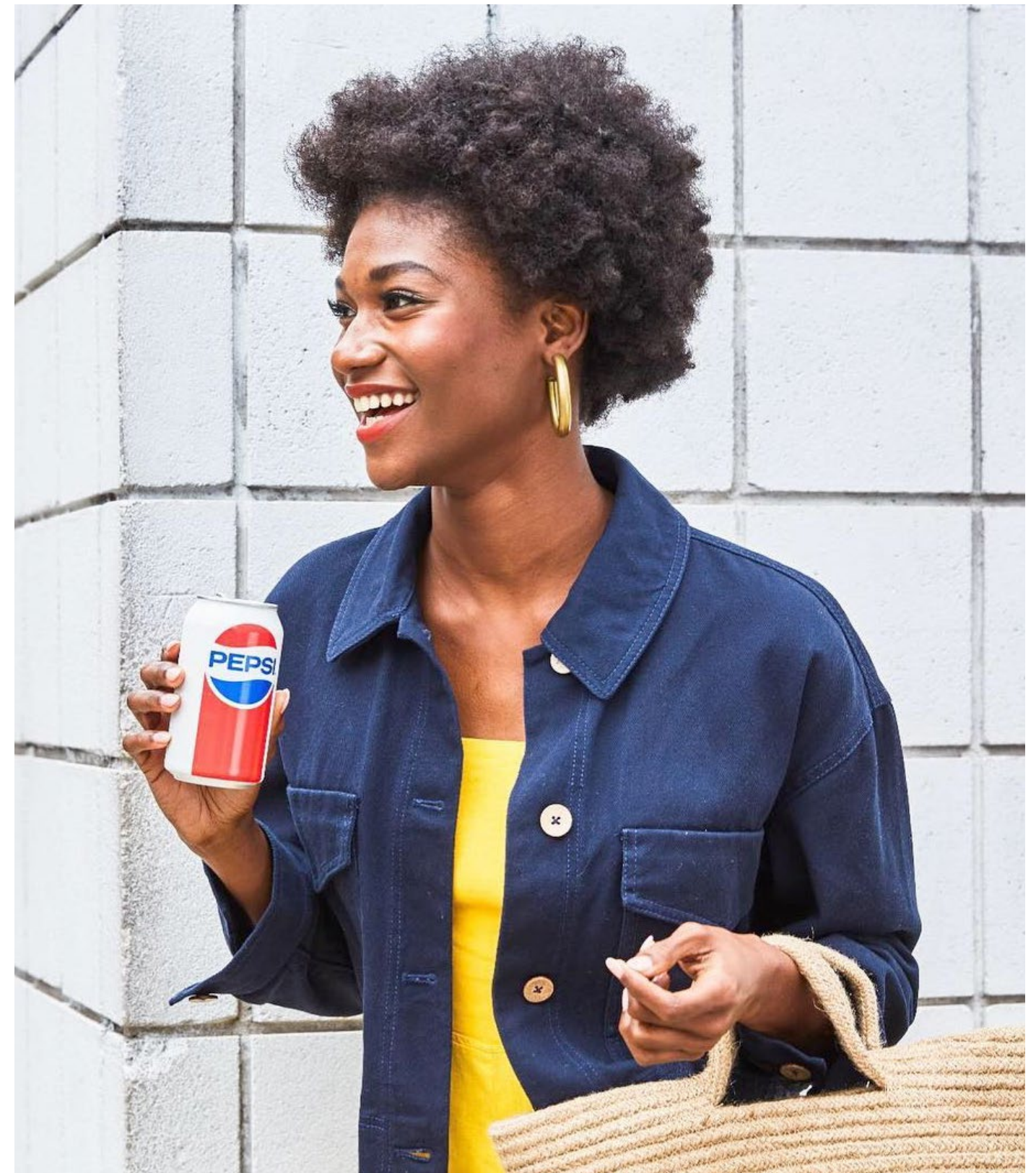
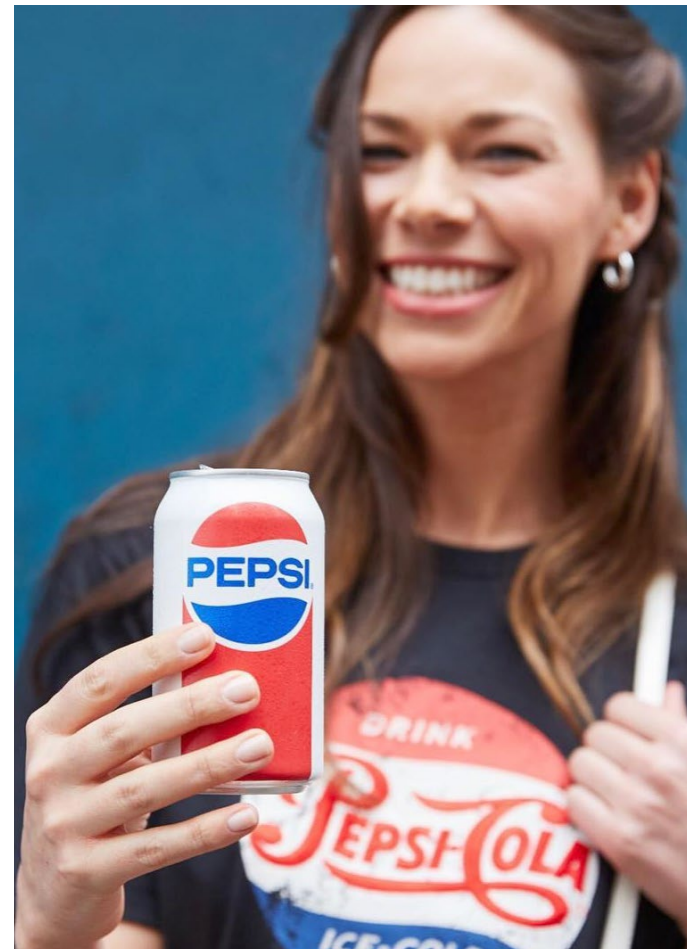
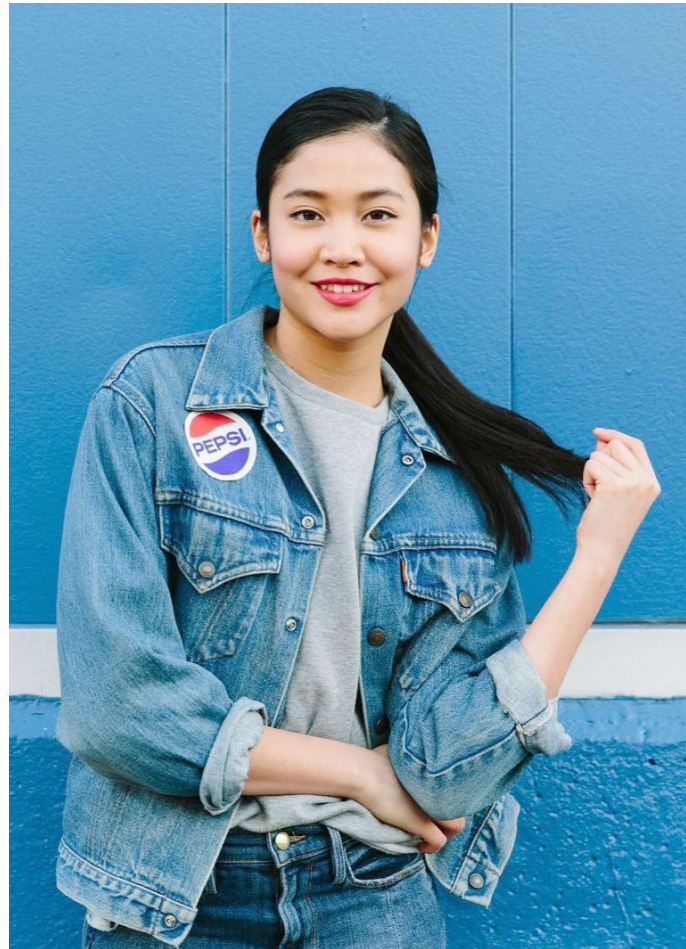


TRAY TASTY

We dare you not to crave an entire tray of Shake Shack right now. These spreads are so triggering that 95% of them are guaranteed to rack up a really high engagement rate. And we're right there double-tapping with the rest of them.

+95%
ENGAGEMENT





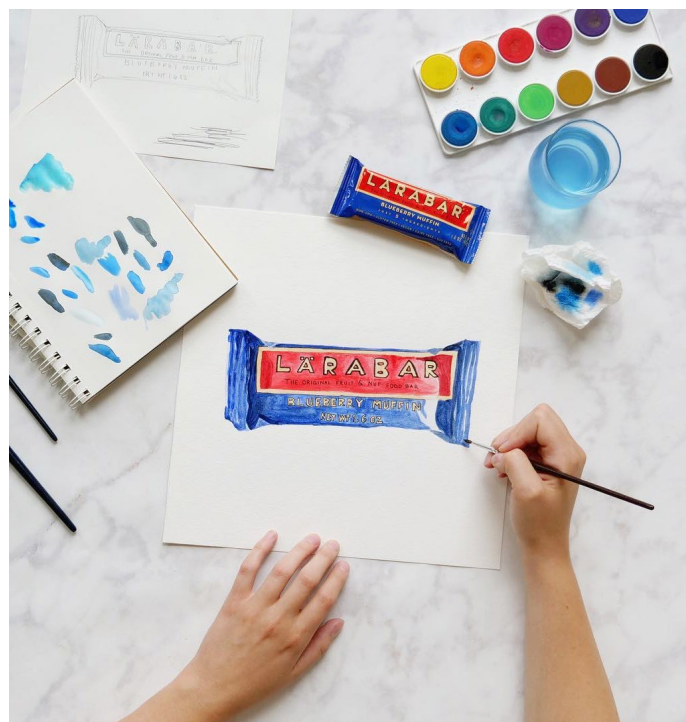
LADIES LOVE PEPSI

The joy of cola is on full display on Pepsi's Instagram, which often features young ladies mid-delight, flashing an infectious smile. The strategy to win over fans with these shots is clearly working.

LÄRABAR

FRUIT LOOPS

When something is simple, there's no point in complicating it. In fact, LÄRABAR's Instagram followers believe simplicity should be celebrated, if the brand's playful content trend is any indication.





HOME

You could probably remodel your entire living space using only Instagram for inspiration, and that is no hyperbole. The channel's visual sensibility is the perfect vehicle for nurturing the proliferation of homeware trends. Every genre is welcome and all aesthetics have an audience, so long as they deliver on the lifestyle feels. Hyping up home decor through images is only natural, and the following brands have this strategy on lock.



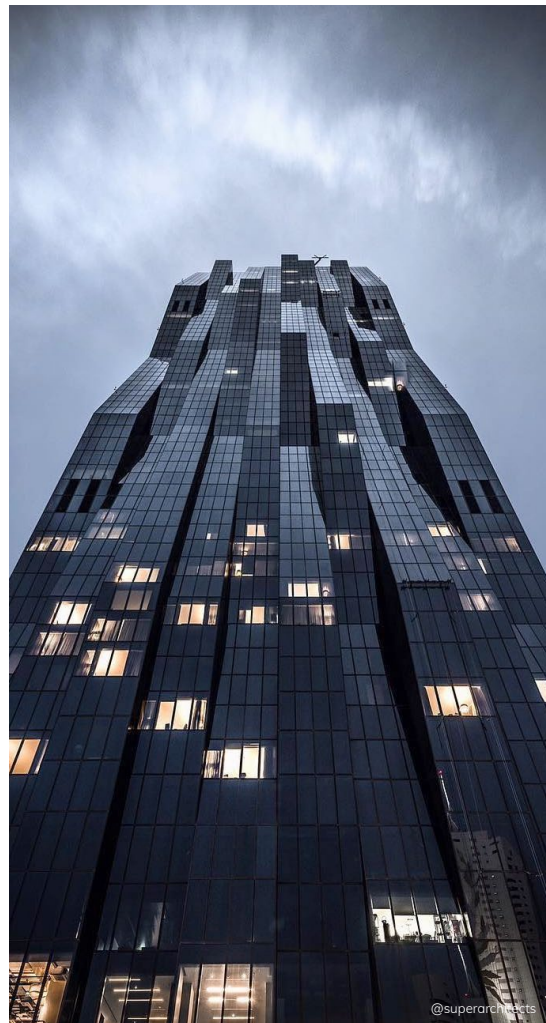


NEXT LEVEL
NESTING

A well art-directed bed is nothing short of Insta-bait for home decor aficionados, a sentiment Pier 1 is smartly capitalizing on with its Instagram

89%
TOP PERFORMERS

account—89% of images featuring this content trend are top performers for the brand.



FUNKY FACADES

Unique, oblique, and terrifique! Appreciators of interesting design follow Design Milk on Insta to consume unusual and peculiar spatial innovations, and these residential architectural marvels are catching their attention.



LULU AND GEORGIA

KITCHEN CONFIDENTIAL

Home decor extends to the kitchen, and these beautifully designed functional spaces sure are dreamy. Just ask the Lulu and Georgia Instagram audience, whose members are all about it.





PUBLISHING

Publications today are using social platforms to generate higher impressions and to tactically drive advertiser revenue. Social channels enable them to share their point of view and report on relevant world events, cater to a niche audience, and establish themselves as the go-to information source for their online community and beyond. Next up are three publishers that are crafting engaging content complementary to their main distribution channels.

NEW YORK

#CELEBSINWATER

Making a literal splash on the New York Magazine pages of Instagram: the publisher's #CelebsInWater series. Its followers can't get enough of the mostly throwback shots of stars submerged in bodies of H2O—they outperform the account's regular average engagement by 45%.

+45%
ENGAGEMENT





InStyle MEGHAN & HARRY

Now trending worldwide is the couple of the moment, the newly married Meghan Markle and Prince Harry (no last name). Smart of InStyle to nail down an Instagram content pillar featuring the lovebirds du jour.

THE WALL STREET JOURNAL.

BABY YOU CAN DRIVE MY CAR

The iconic news source touches upon a wide array of timely topics, but its Instagram audience gets particularly excited about retro rides. WSJ's old school roots have a hold on even the most modern of channels.





MEDIA BROADCASTING

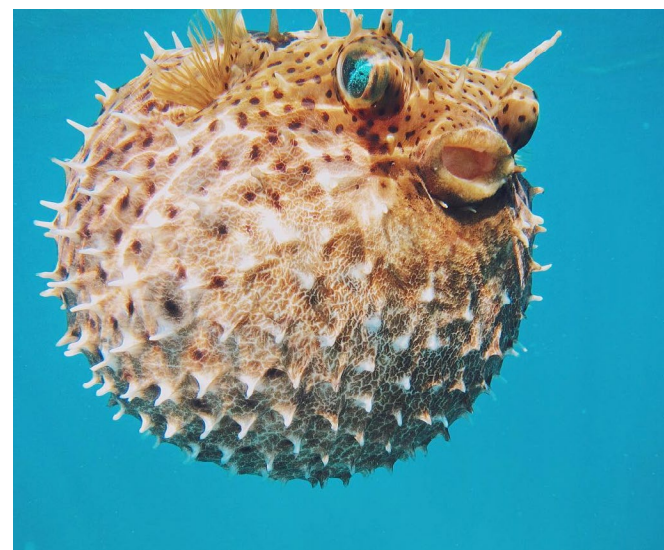
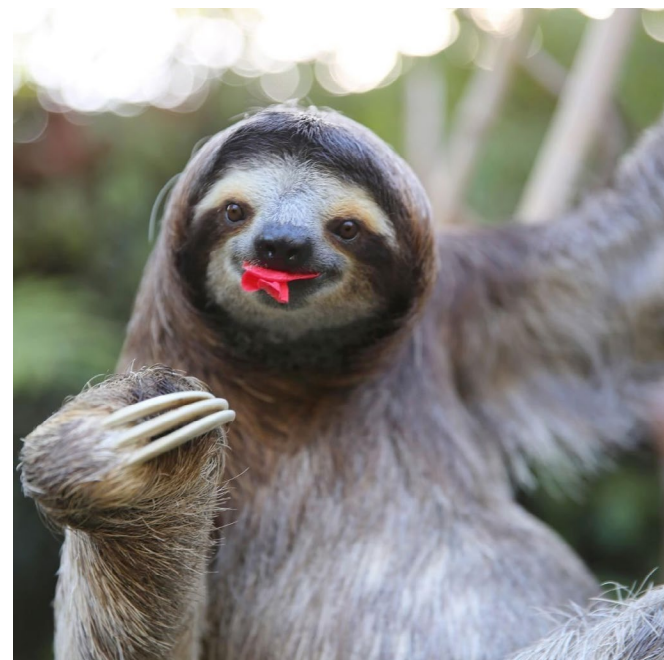
In the era of cord-cutting, broadcasters need to give the public an opportunity to link up with them any time, any place. Visual social platforms like Instagram have become a way for television audiences to stay connected to their favorite shows and networks. Social channels fuel fandom in this storytelling sector, where video content reigns supreme, but static images are nearly as powerful when it comes to generating hype. Here are three buzzy industry leaders, on both TV and mobile screens.



PORTRAIT MODE

The Animal Planet Instagram content is chock full of fun imagery of the entire kingdom, but what really stands out on its feed are all the portraits of various critters in their natural habitat. Indeed, 90% of these images are high performers.

90%
TOP PERFORMERS





SINGING SENSATIONS

Morning television is a competitive sector and what better for ratings than booking musical acts for free concerts? No wonder it's also proving to be great for social engagement. Two birds, one stone.

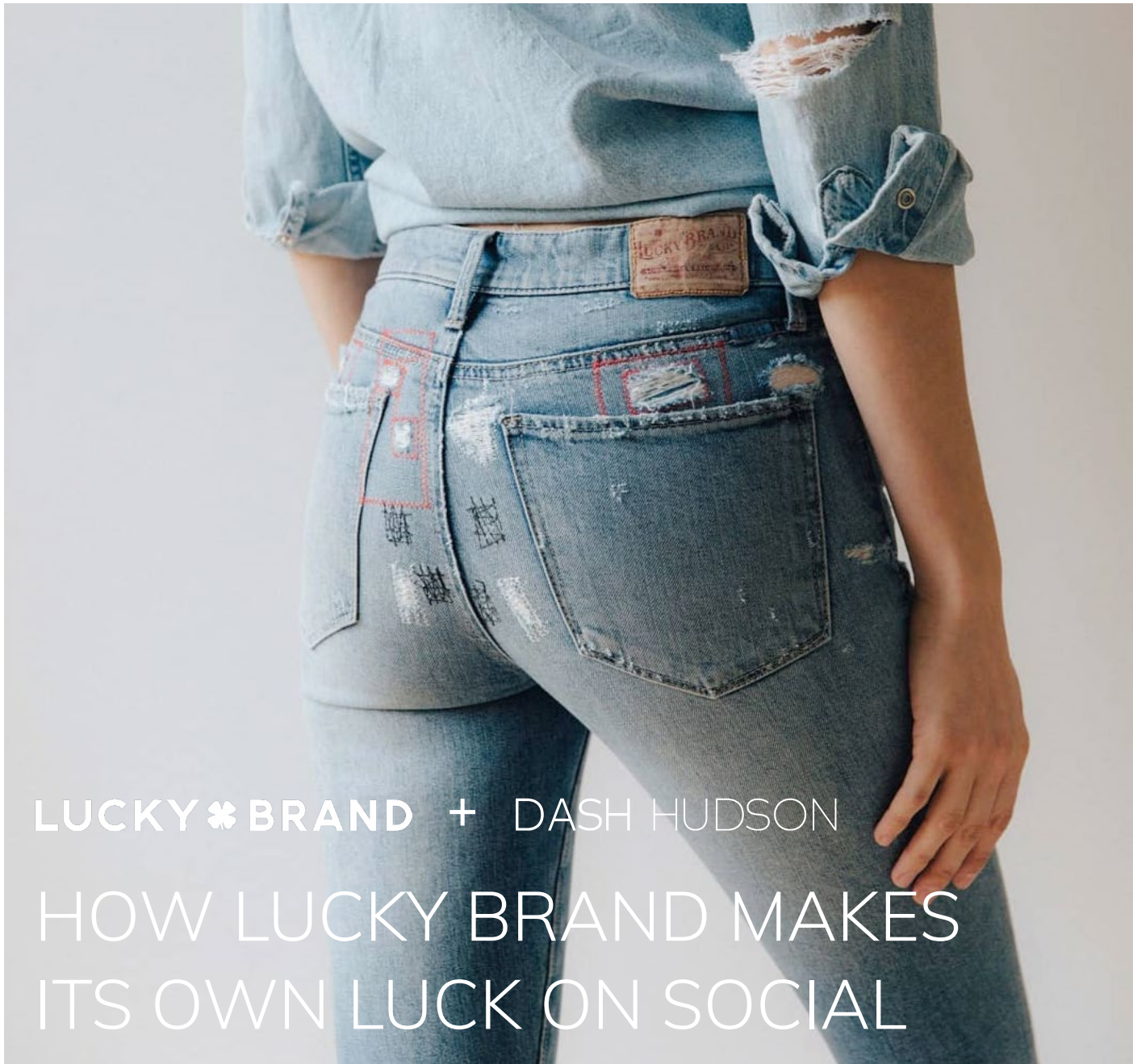


HBO

SCENE
STEALERS

HBO's television shows are constantly killing it, and proof of that lies in what the network's Instagram audience responds to the most: stills from its popular programs. 'Nuff said.





LUCKY✳️BRAND + DASH HUDSON

HOW LUCKY BRAND MAKES
ITS OWN LUCK ON SOCIAL

Founded in Los Angeles with a focus on heritage denim, Lucky Brand embodies the spirit and lifestyle of California. Vintage-inspired jeans, broken-in graphic tees, classic leather motorcycle jackets, and bohemian styles all reflect the laid-back vibes and rebel heart of Lucky. The apparel brand translates this eclectic and authentic ethos on social by creating a personal, approachable presence in its tone of voice, imagery, and post cadence.

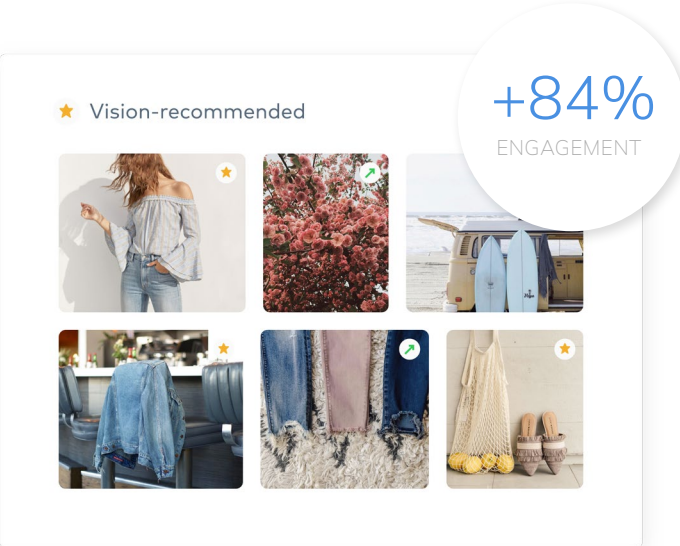
Because the Lucky social team values real engagement, they work with Dash Hudson to ensure they're communicating on the same wavelength as their following. In Dash Hudson, Lucky can understand not only what has resonated with its audience in the past, but also what is likely to perform

well in the future. These kinds of insights enable the team to tell the brand's unique story in the most informed, most impactful way.

“ Dash Hudson has been super helpful in giving us a sense of what content will actually resonate with our following, rather than leaving us to our best guesses. The Vision technology within Dash Hudson is something we've grown to trust!

Hayley Coupon
Brand Marketing and Content Strategy
at Lucky Brand

When Lucky Brand posts Vision-recommended images, they typically outperform the brand's average engagement rate by 84%.



Knowing what drives engagement has also benefited Lucky Brand beyond Instagram. The team leverages insights gained from Vision technology to create better content across all of their most important visual marketing channels.



“ Outside of Instagram, we've extended the use of Dash Hudson's Vision technology to apply to social and editorial blog content we post across other channels like Facebook. Vision's ability to identify top performing content for our brand has helped our team focus more on engaging subject matter that connects with our audience, thus bringing us closer to achieving our KPI goals for the year.

Hayley Coupon
Brand Marketing and Content Strategy
at Lucky Brand

Lucky Brand keeps it real on social by combining brand identity and data. The brand makes its own luck by forming genuine connections with its customers and delivering them the inspiration they want to see.

MEET THE LUCKY TEAM

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