

DASH HUDSON



VOLUME FIVE

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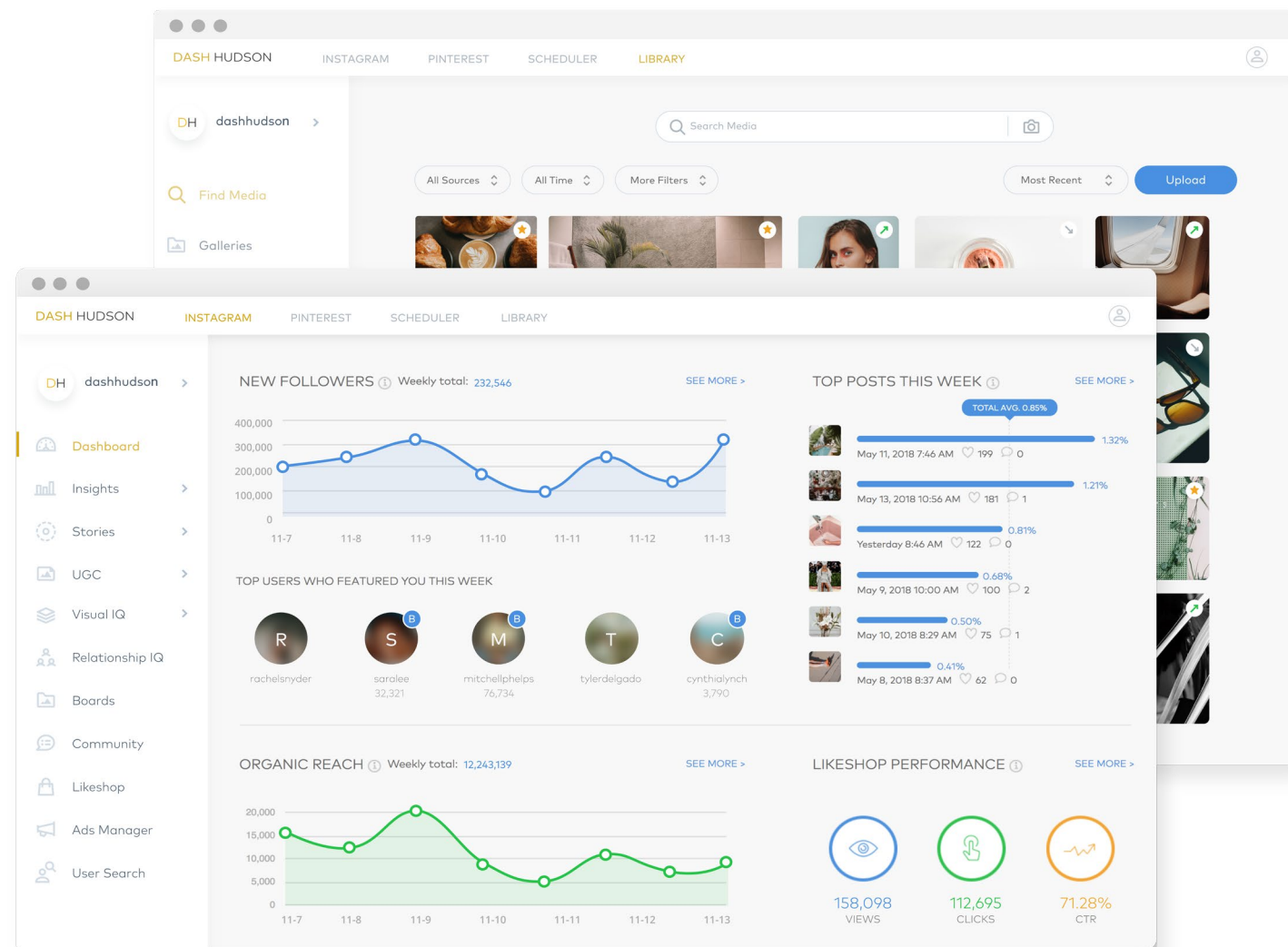
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DASH HUDSON VISION

Vision in Action | What’s New at Dash Hudson



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.



NY Coffee Spots

POSTS 31
TOTAL REACH 23,321
AVG. ENGAGEMENT RATE 4.5%



CONTENT SEGMENTATION

Give them more of what they love. Unlock the power to segment your content to reveal what's working and what's not. Deliver the goods to take your engagement to new heights. Compare the engagement of your content pillars or measure the reach of that influencer activation in a flash.

DASH HUDSON

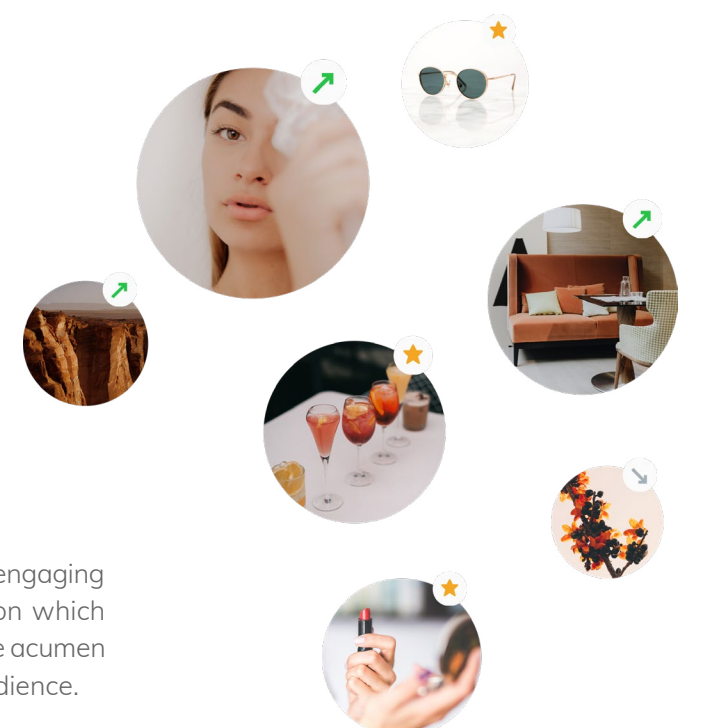
THE SMARTEST WAY TO GROW ON INSTAGRAM

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 that work in tandem with a fully integrated media library and scheduler. We take it to the next level with AI tools that will help you make better decisions, faster.

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.



DASH HUDSON **Vision**

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 Finds Images



How Vision Reads an Image



tone
Bold, Feminine, Aspirational

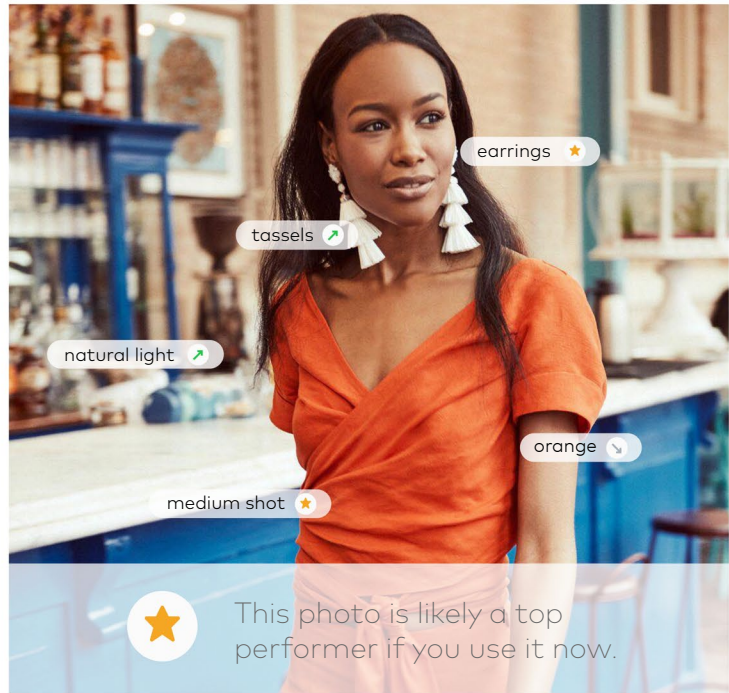
features
Red, Pink, Gold, Fringe, Metallic, Product Shot

elements
Jewelry Stand, Flowers, Vase, Earrings, Nail Polish

composition
Medium Shot, Cropped, Portrait

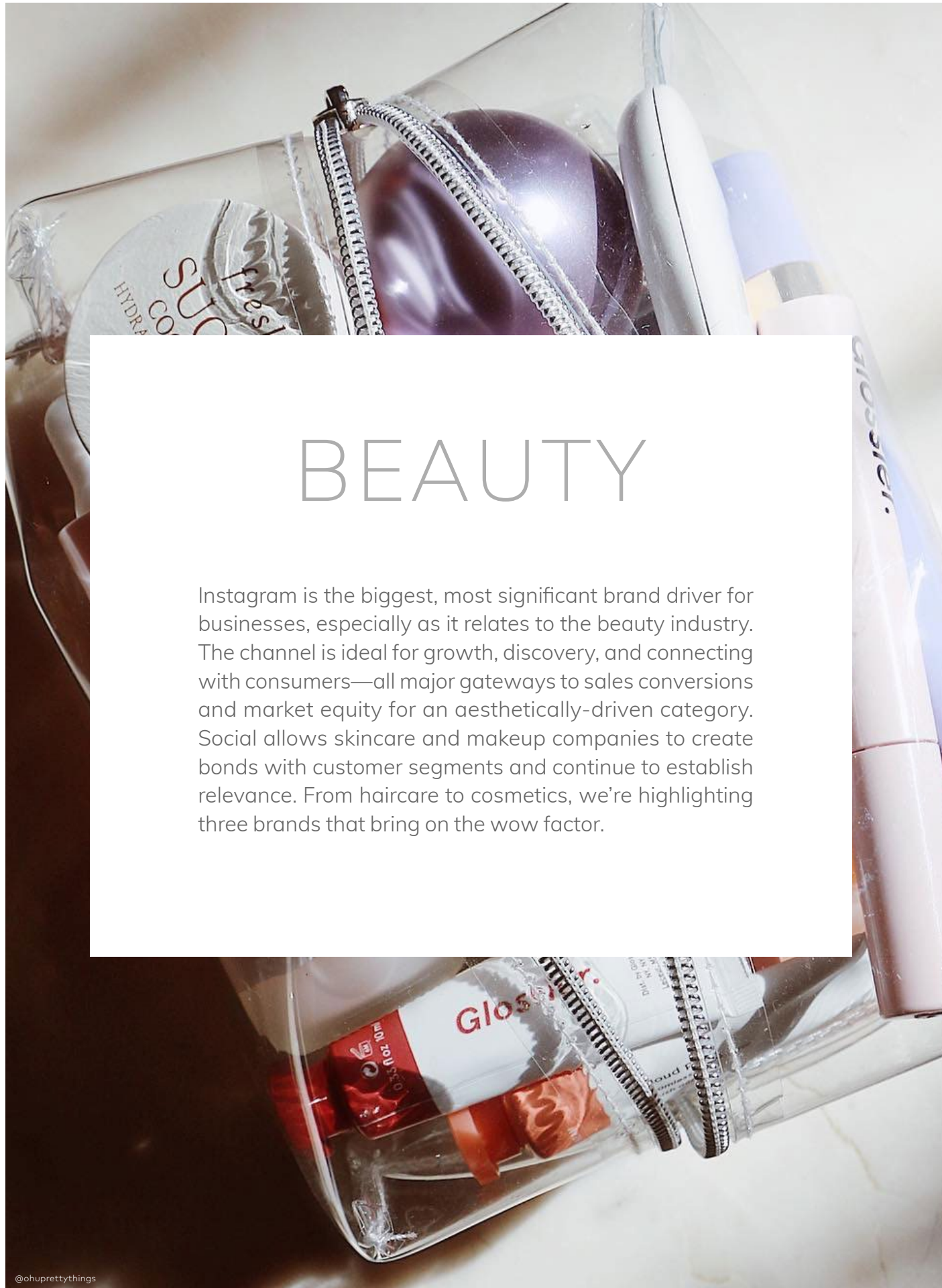
setting
Photo Shoot, Studio Lighting

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

Instagram is the biggest, most significant brand driver for businesses, especially as it relates to the beauty industry. The channel is ideal for growth, discovery, and connecting with consumers—all major gateways to sales conversions and market equity for an aesthetically-driven category. Social allows skincare and makeup companies to create bonds with customer segments and continue to establish relevance. From haircare to cosmetics, we're highlighting three brands that bring on the wow factor.



Bb.

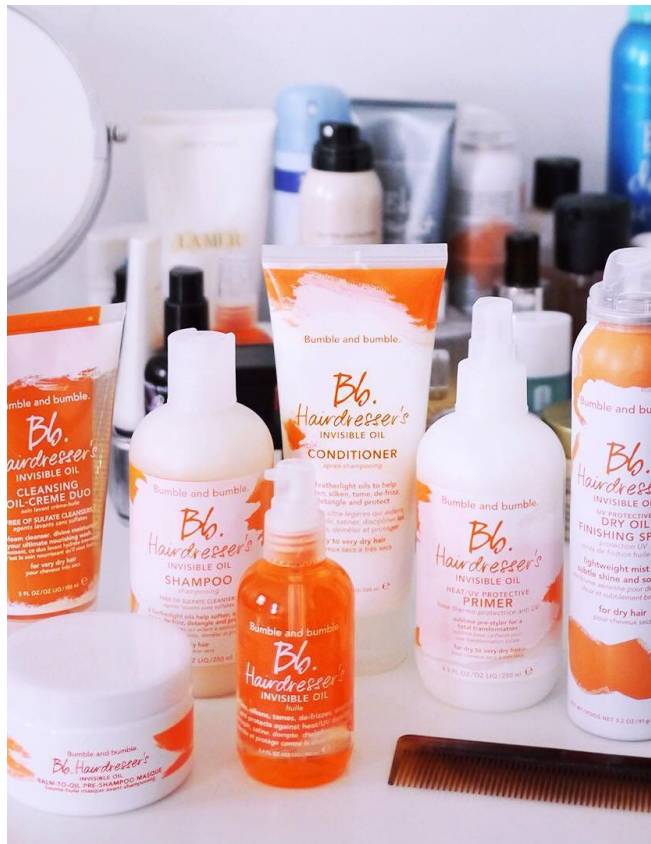
Bumble and bumble

WE ARE FAMILY

While solo displays are great, the cult hair brand's Instagram audience finds shots most likeable when the entire product range is in the frame—83% of them are top performers.

83%

TOP PERFORMERS

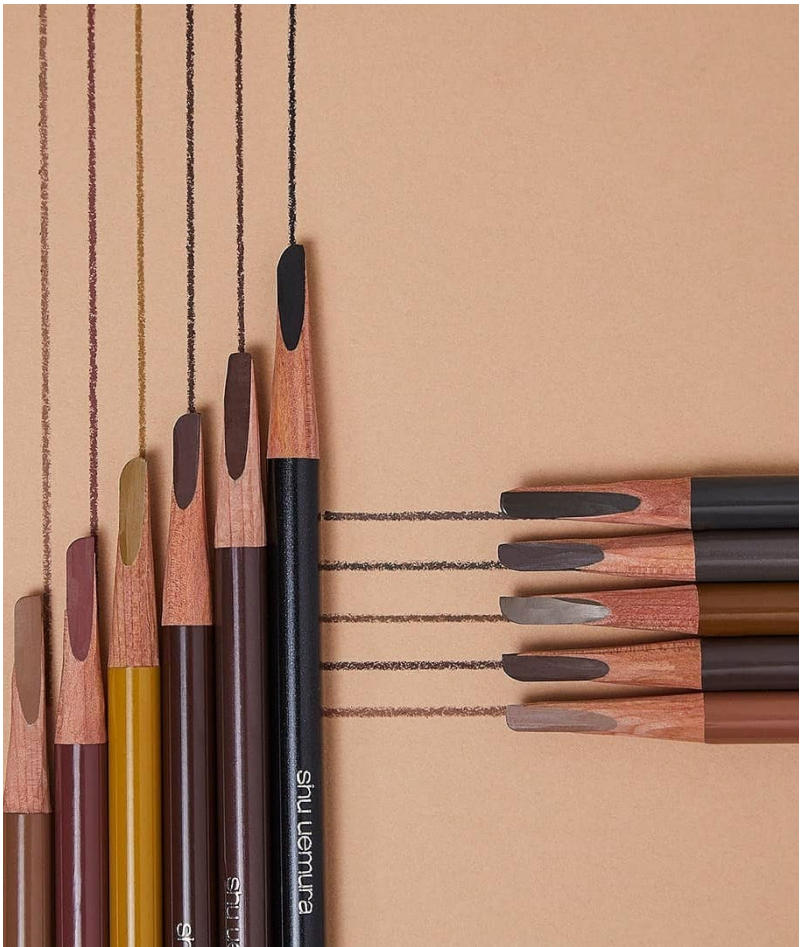
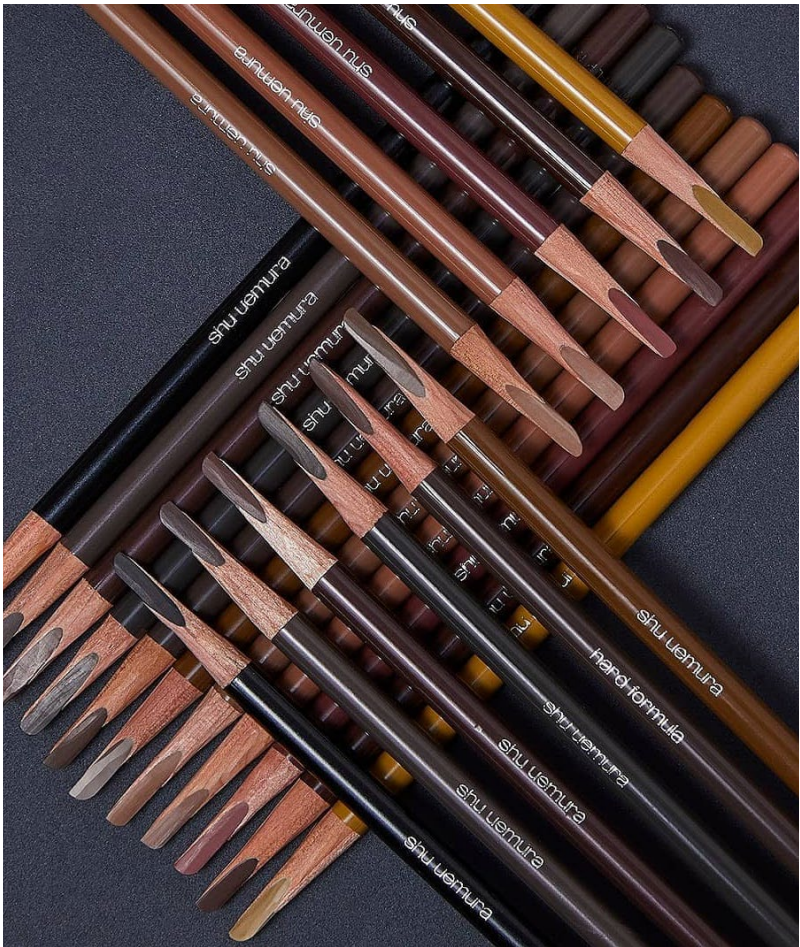




shu uemura

PENCILLED IN

Ladies and gents, these are not your average crayons. The prestige beauty brand elevates the banal pencil to Shu's refined makeup artistry standards. Sharpener not included.





TATCHA

OVER THE COUNTER

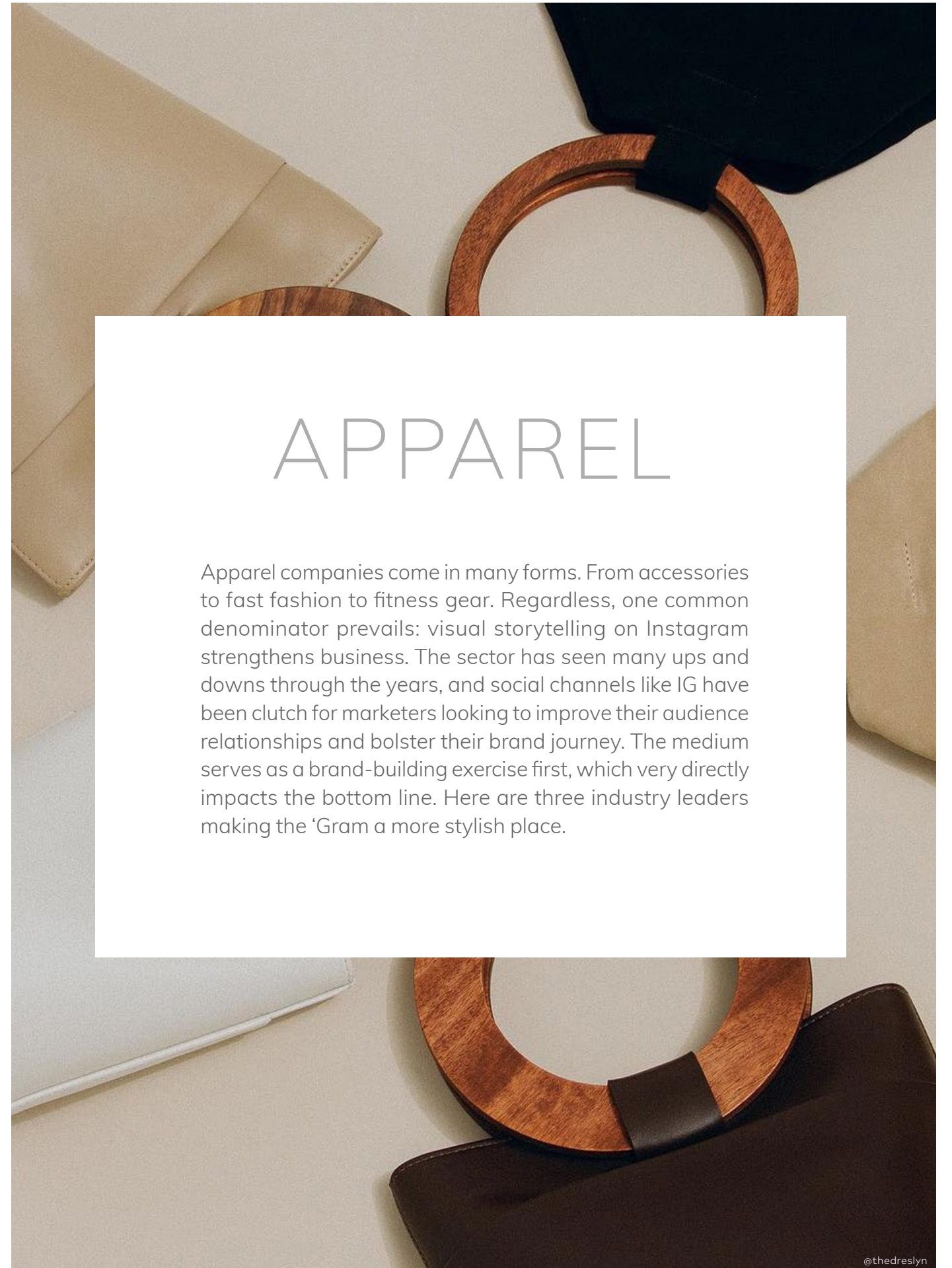
The smart folks at TATCHA are privy to the fact that beauty enthusiasts love seeing product images in a lifestyle context. The proof is in the brand's high engagement on its organic-feeling countertop captures.





APPAREL

Apparel companies come in many forms. From accessories to fast fashion to fitness gear. Regardless, one common denominator prevails: visual storytelling on Instagram strengthens business. The sector has seen many ups and downs through the years, and social channels like IG have been clutch for marketers looking to improve their audience relationships and bolster their brand journey. The medium serves as a brand-building exercise first, which very directly impacts the bottom line. Here are three industry leaders making the 'Gram a more stylish place.



WARBY PARKER

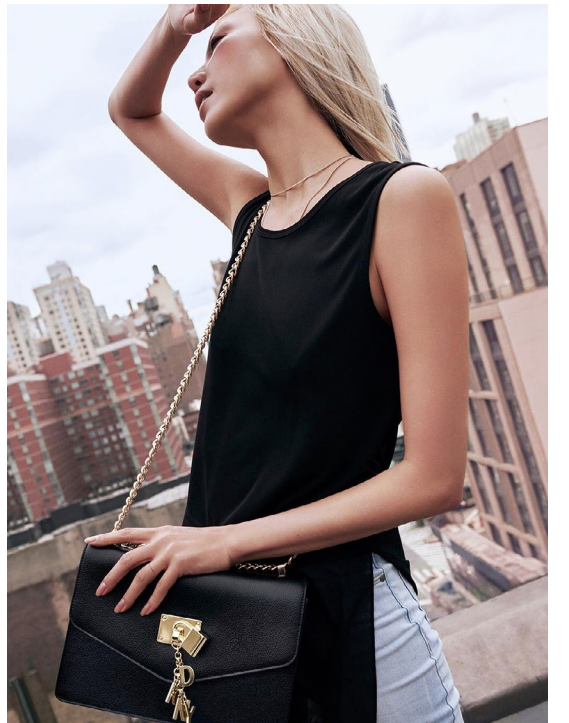
FOUR EYES ON FOUR LEGS

Whoever can get canines to stay still while trying to balance spectacles on their snouts deserves a medal...or at the very least, lots of love. Warby's posts showcasing the miracle feat are rewarded with 170% more love than usual (to be precise).

+170%
ENGAGEMENT



DKNY



CITY SLICKERS

What's in a name? Turns out, a helluva lot. New York City is intrinsic to DKNY's DNA, says its moniker—Donna Karan New York—and the photos set in Gotham grip the brand's Instagram audience the most.



MANGO

THIS SEAT IS TAKEN

Why put your stuff away in a closet when you can art direct it carefully on a beautiful chair. The Spanish high street retailer sure knows how to mix fashion and function.





LUXURY

No longer leading with an admire-us-from-afar strategy, luxury brands are now in this Insta world with the rest of us, to their great benefit. Times have changed, and so has the concept of prestige—the sector is reconciling their distance, and entering a new phase as an active participant of social marketing. Winning the affections of the next generation of luxury consumers requires these houses to break away from the status quo, and the following three are leaders in the industry's about-face.



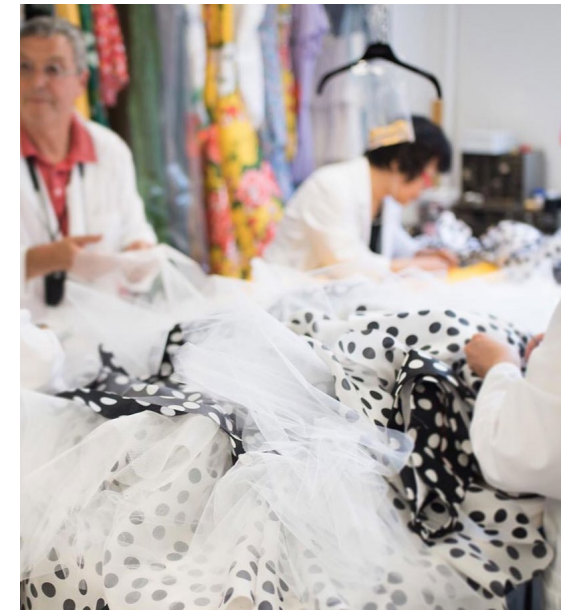


CAROLINA HERRERA

DOT DOT DOT

What do you get when playful meets posh? Gripping high fashion explosions of polka dots on the Carolina Herrera Instagram account. And followers love it: the whimsical print tends to outperform the label's engagement rate by 153%.

+153%
ENGAGEMENT

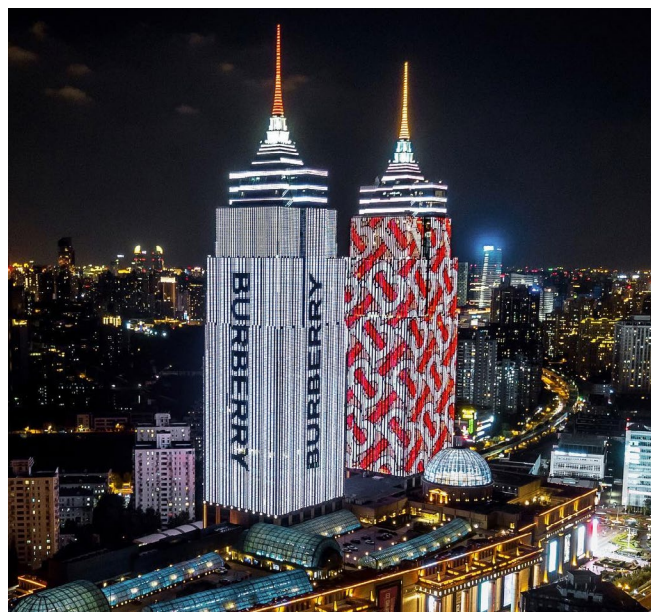


PRADA



COVER GIRLS

There are no devils here, but they're all wearing Prada. The designer label is no stranger to magazine covers, and its social team likes to share them with their Instagram followers, who are all about showing those images lots of love.



BURBERRY

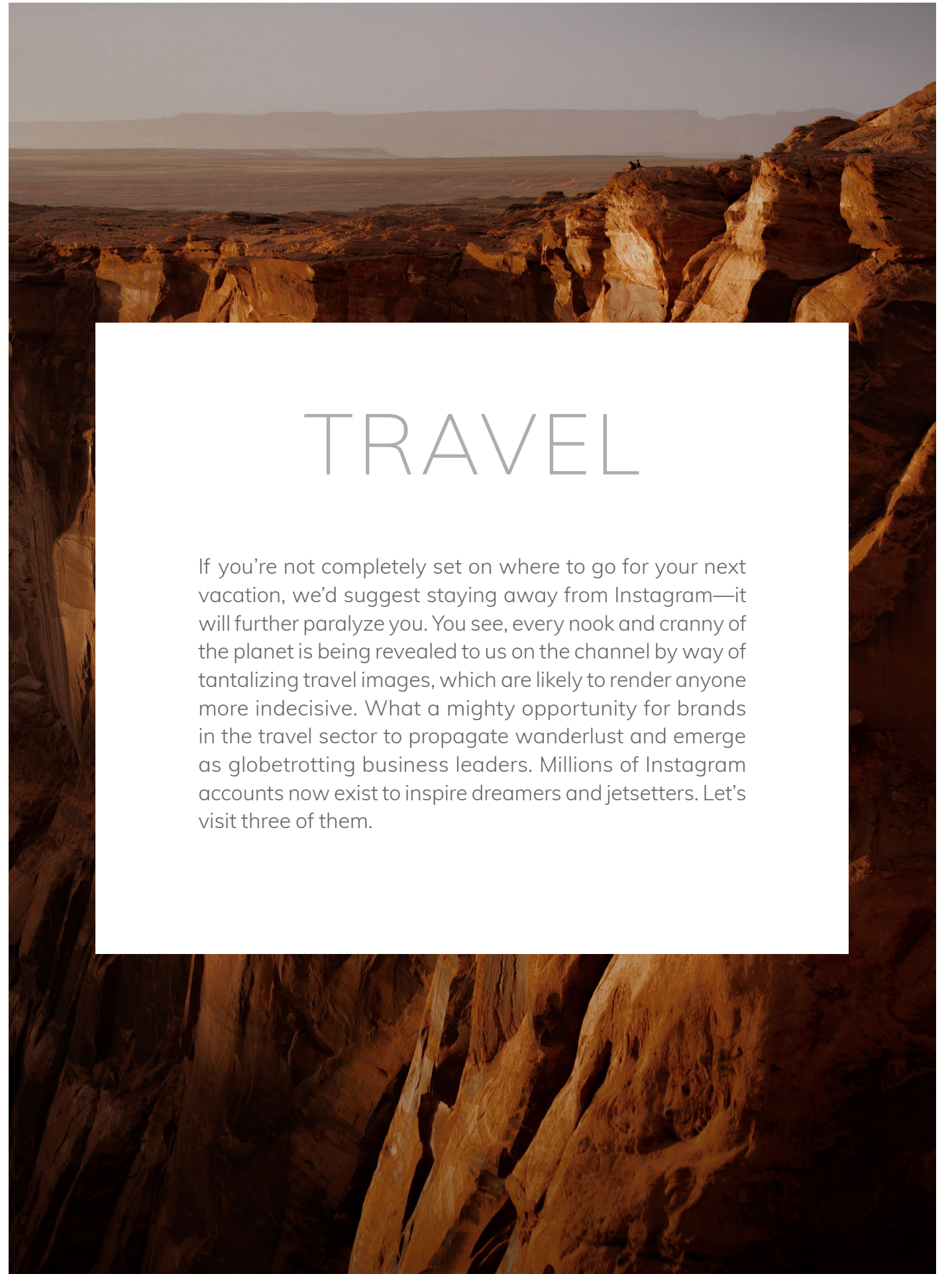
NOUVEAU LOGOMANIA

The British heritage house got an epic makeover this year, complete with a brand new logo. It was introduced to the world with an IRL guerilla campaign, and lucky for Instagram fans, it was documented on their channel.



TRAVEL

If you're not completely set on where to go for your next vacation, we'd suggest staying away from Instagram—it will further paralyze you. You see, every nook and cranny of the planet is being revealed to us on the channel by way of tantalizing travel images, which are likely to render anyone more indecisive. What a mighty opportunity for brands in the travel sector to propagate wanderlust and emerge as globetrotting business leaders. Millions of Instagram accounts now exist to inspire dreamers and jetsetters. Let's visit three of them.

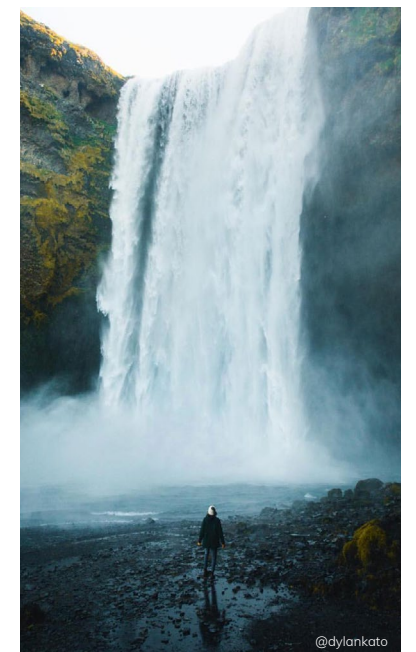
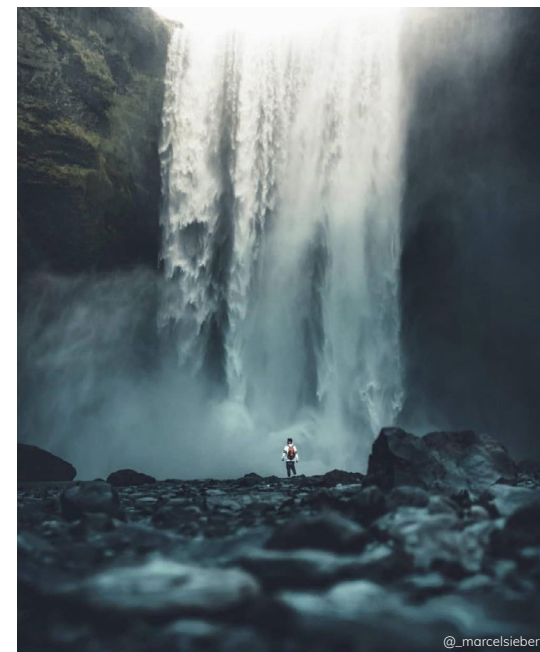
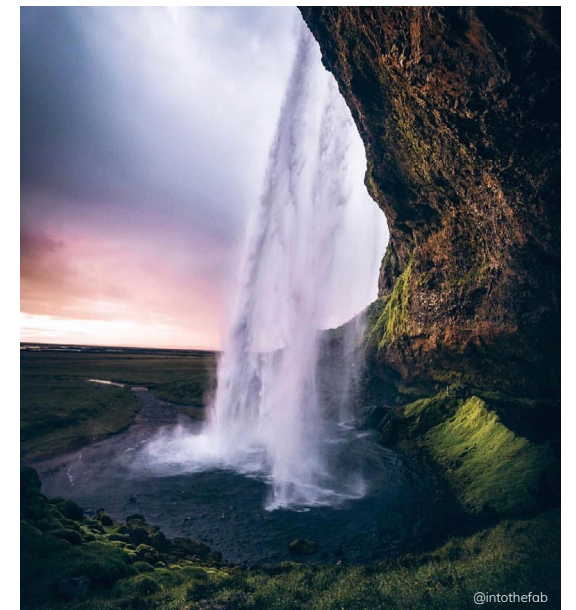
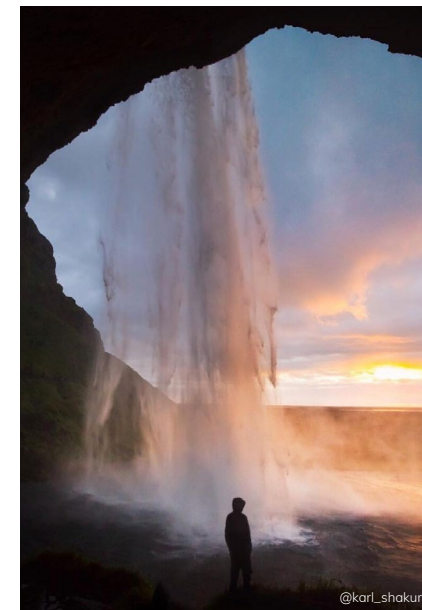
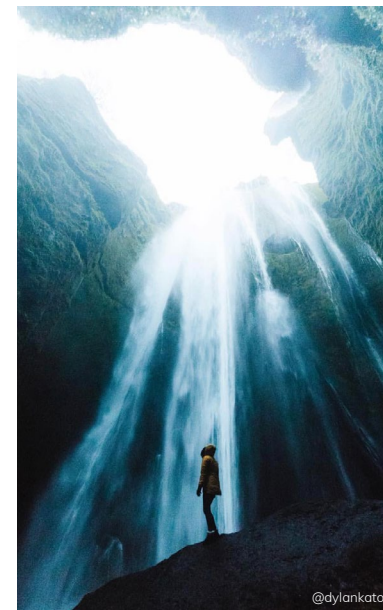


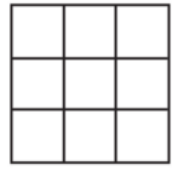


CHASING WATERFALLS

Iceland is so magical, the legend of trolls lurking about almost seems reasonable. Waterfalls are the Nordic country's claim to fame, and whenever Icelandair posts one on Instagram, it's got a 72% chance of outperforming other content.

72%
TOP PERFORMERS

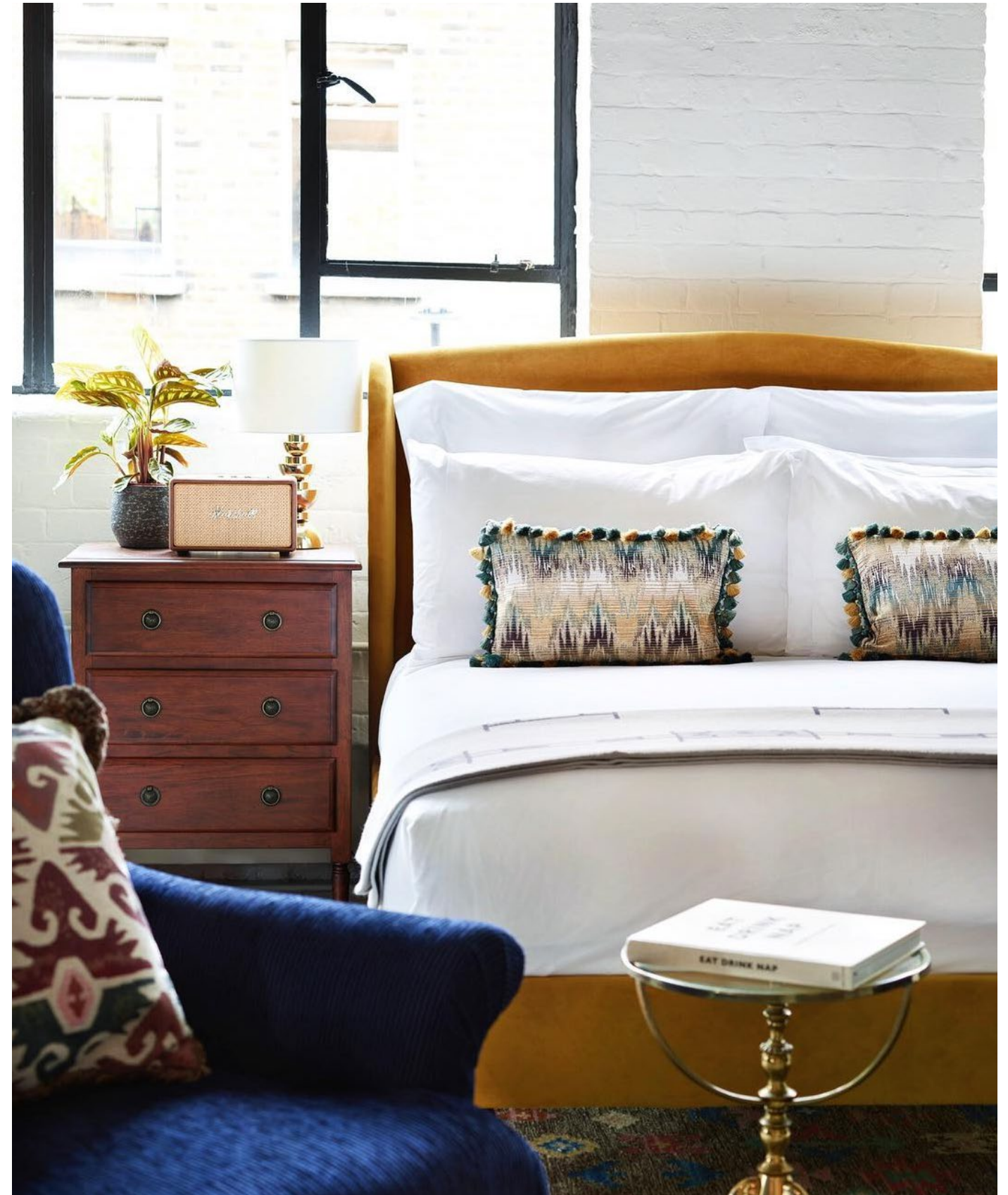
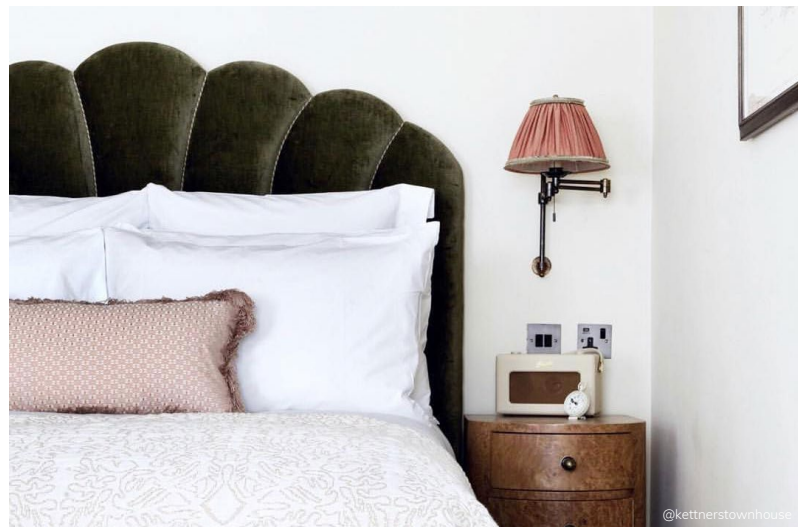
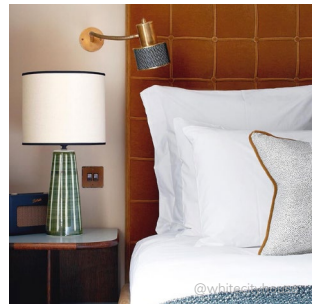




SOHO HOUSE

GET A ROOM

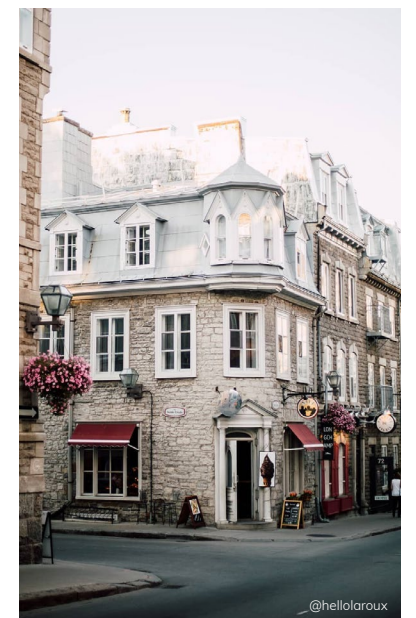
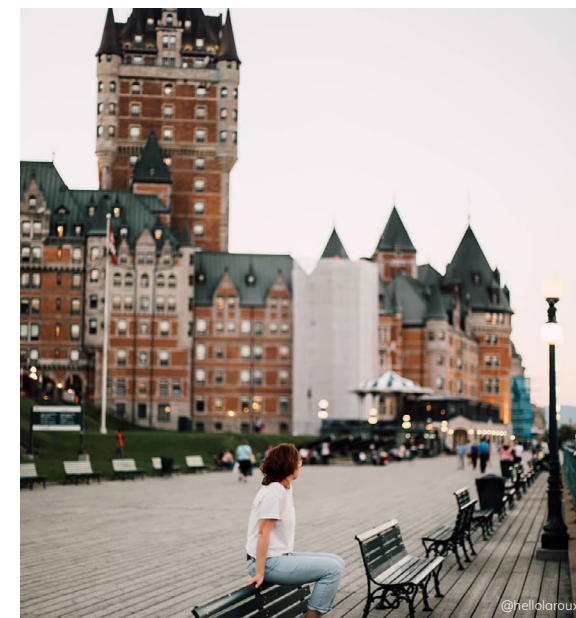
It's an exclusive members-only club! It's a range of world-class restaurants! It's a luxury hotel group! The all-encompassing Soho House boasts guest rooms that are just as beautiful and upscale as everything else it's known for, and they make for handsome Instagram fodder.





LA BELLE PROVINCE

The Canadian province of Québec has a special cachet thanks to its iconic European flare. The country's tourism board collects extra double-taps every time the charming old land makes an appearance on its feed.



HOME

It's true what they say: home really is where the heart is, which is precisely why people love to make their living spaces as personal and beautiful as possible. It's hard to imagine what people did before Instagram existed, seeing as every single aesthetic, product, and service in the sector can be easily discovered on the channel—people used to have to find that stuff through...we don't even know. Interior design is right at home (pun intended) here on the 'Gram, and businesses are cashing in by delivering the lifestyle feels. Here are three of them.



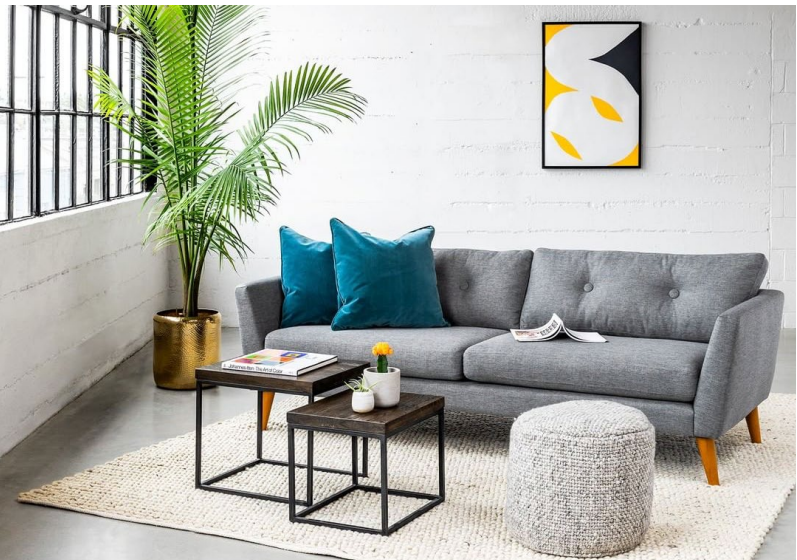


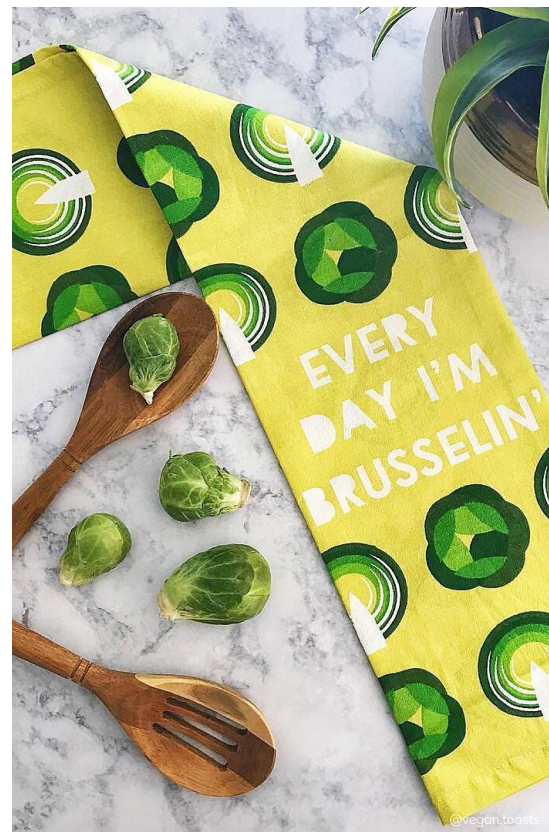
ARTICLE.

SOFA SITUATION

Taking a load off on one of these cozy couches would be a dream scenario for most of the Article Instagram audience—photos that put sofas in the spotlight outperform regular content by 112%.

+112%
ENGAGEMENT





GETTIN' CHEEKY WITH IT

Target Instagram followers appreciate punny touches in the home, as photos of decor objects with cheeky humor always succeed in yielding great engagement.





DARK SIDE OF THE ROOM

Interiors with jet walls are speaking to home design buffs, if the Remodelista Instagram audience is any indication. No surprise here—everyone has a dark side.



FOOD

The most universally appealing category on Instagram is unequivocally the food industry. Food is what unites humankind, and all culinary tastes are represented on the visual platform. Marketers easily create bonds with their audiences by celebrating people's passion for connecting with this mouthwatering content. Whether it's to find the next dinner hot spot, what's new in the snacking world, or browse inspiring new recipes, users scroll the 'Gram daily to discover new culinary content. Here are three businesses serving up particularly palatable pictures.



@allisonzaucha

HOLD THE BOWL!

Nothing appeals more to the sweetgreen Instagram audience than rainbow bowls of healthy veggie goodness being held like precious bounty. 70% of these types of shots are top performers on the brand's account.

70%
TOP PERFORMERS





UNLIMITED BREADSTICKS

Olive Garden's most famous item is the gift that keeps on giving: the breadsticks are not only unlimited in restaurants, they're also never-ending on Instagram, to the delight of patrons and social audiences alike.





DONUTS

America may now be on a first name basis with the coffee franchise, but it's still making the donuts. And go figure—Instagram followers are all about the doughy rings (frosting and sprinkles and all).





PUBLISHING

The digital revolution proved to be a great thing for publishers, as it's unlocked access to global audiences. The print-first era meant local or national readers, while the World Wide Web opened up content to whoever, wherever, whenever—even more so with Instagram. If approached strategically, this can translate to higher impressions, improved reputation, and increased revenue. Here are three publications using IG to distribute engaging stories that resonate with their community.



The Guardian

IN THE NAME OF LOVE

Rainbows have become a powerful symbol of love and LGBTQ pride. The Guardian's documenting of the emblem through images of impactful moments reaches up to 65% more engagement than average on the publisher's Instagram.

+65%
ENGAGEMENT

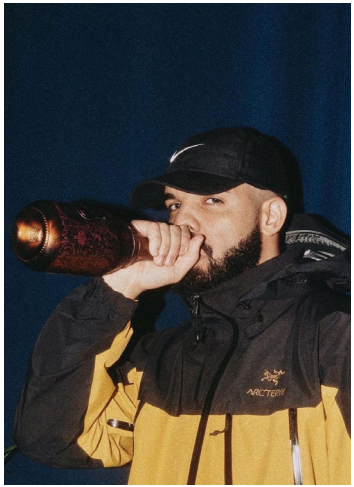


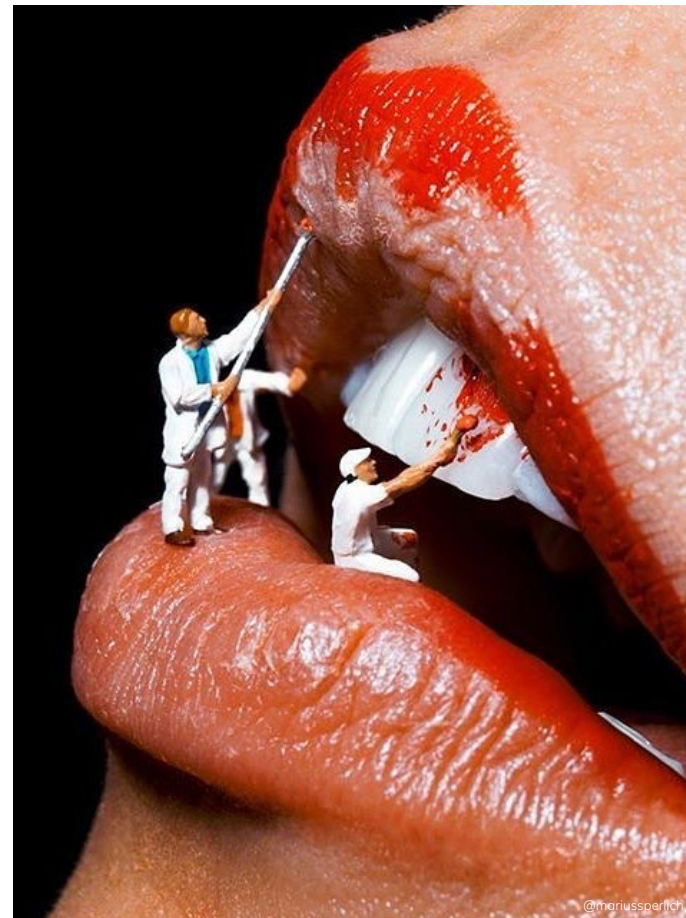
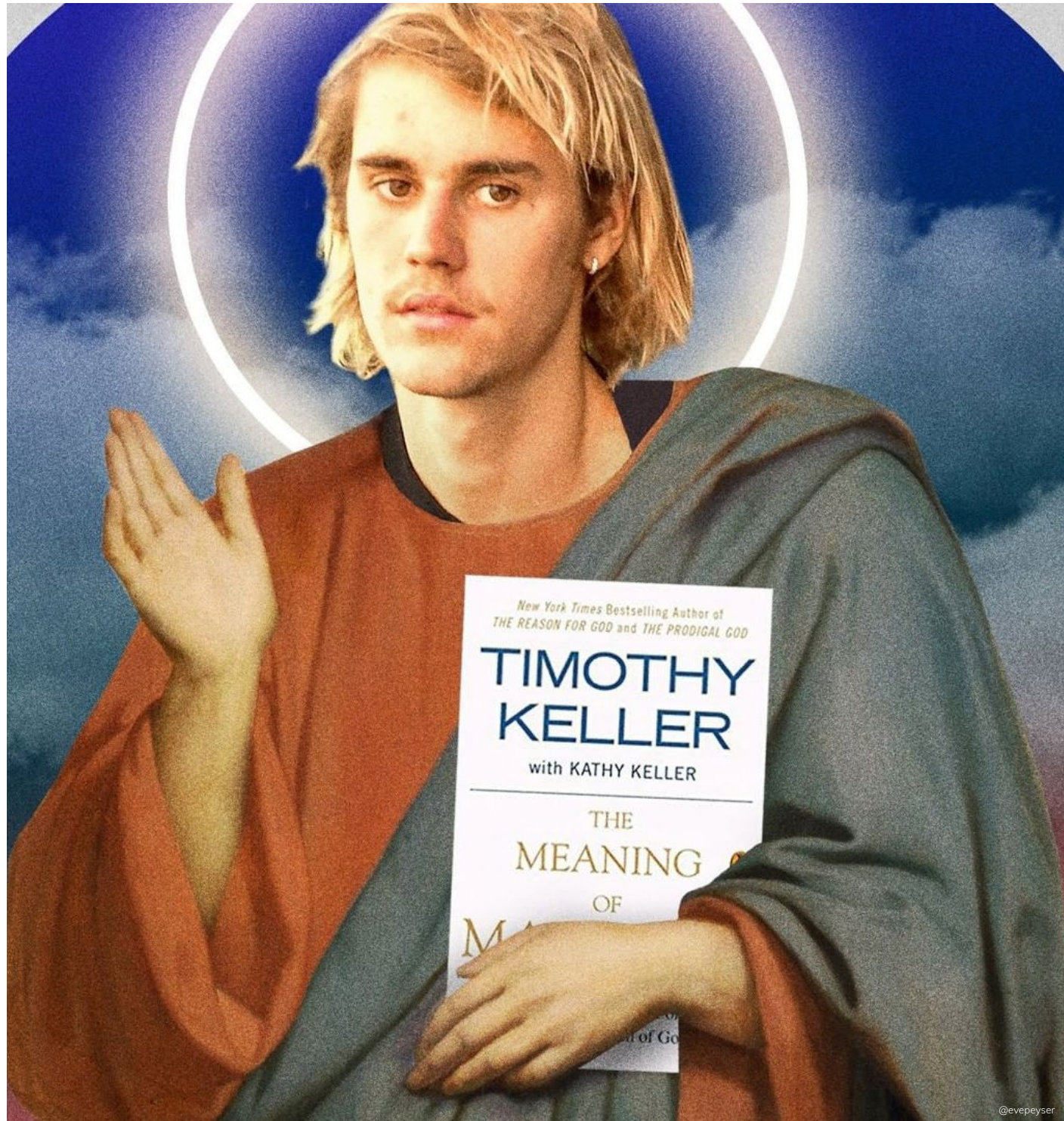


COMPLEX

DRAKE DYNASTY

The modern hip hop icon is in COMPLEX's feelings, as he makes regular appearances on the publisher's Instagram account. Out here fanning the flame for Drake devotees.





VICE

SURREALISM

The controversial news source captivates its Instagram audience with a wide variety of boundary-pushing visuals, but it's these fantastical slices of art illustrating pop culture satire that stand out to followers.



MEDIA BROADCASTING

Television is an important part of our lives, whether we're cable customers, online streamers, episode bingers, or movie watchers. Before social invaded the world, screen time solely referred to the amount of hours spent watching the tube. But both mediums are now linked and intertwined—the stories we follow on the small screen can also be connected with on our mobile screens. Broadcasters have taken their narratives to panoramic heights. Let's check out three of them.



CELEBRITY SPAWN

Nothing grips the general public like Hollywood stars being cute with their offspring, especially when the progeny is a pudgy baby. TMZ followers show up to 169% more engagement on these photos than average. That's showbiz, baby.

+169%
ENGAGEMENT



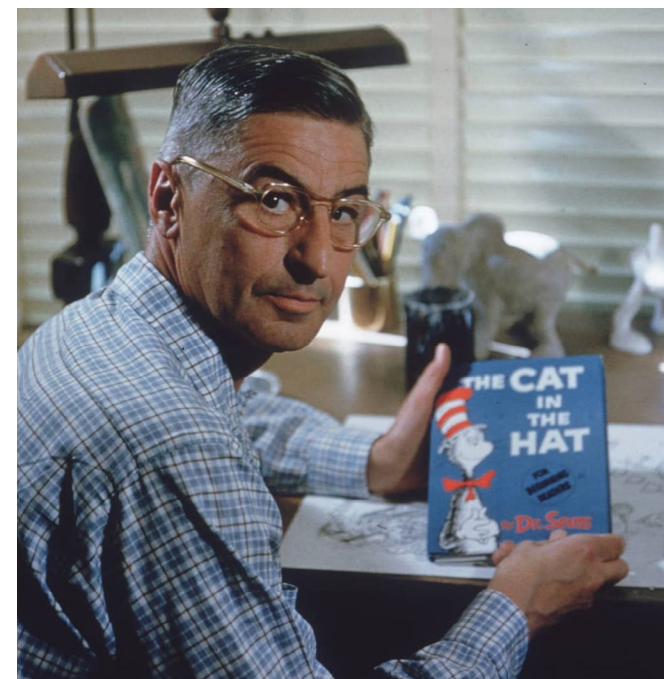
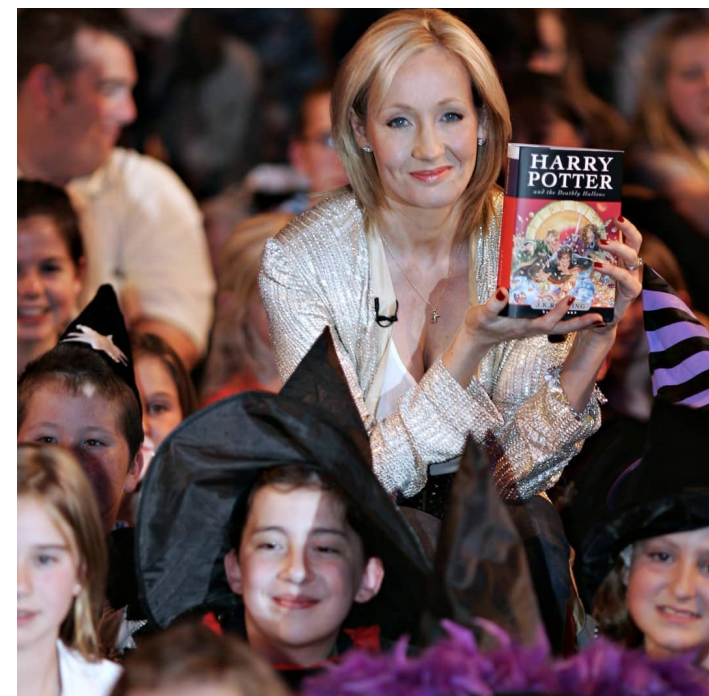
BETWEEN TAKES

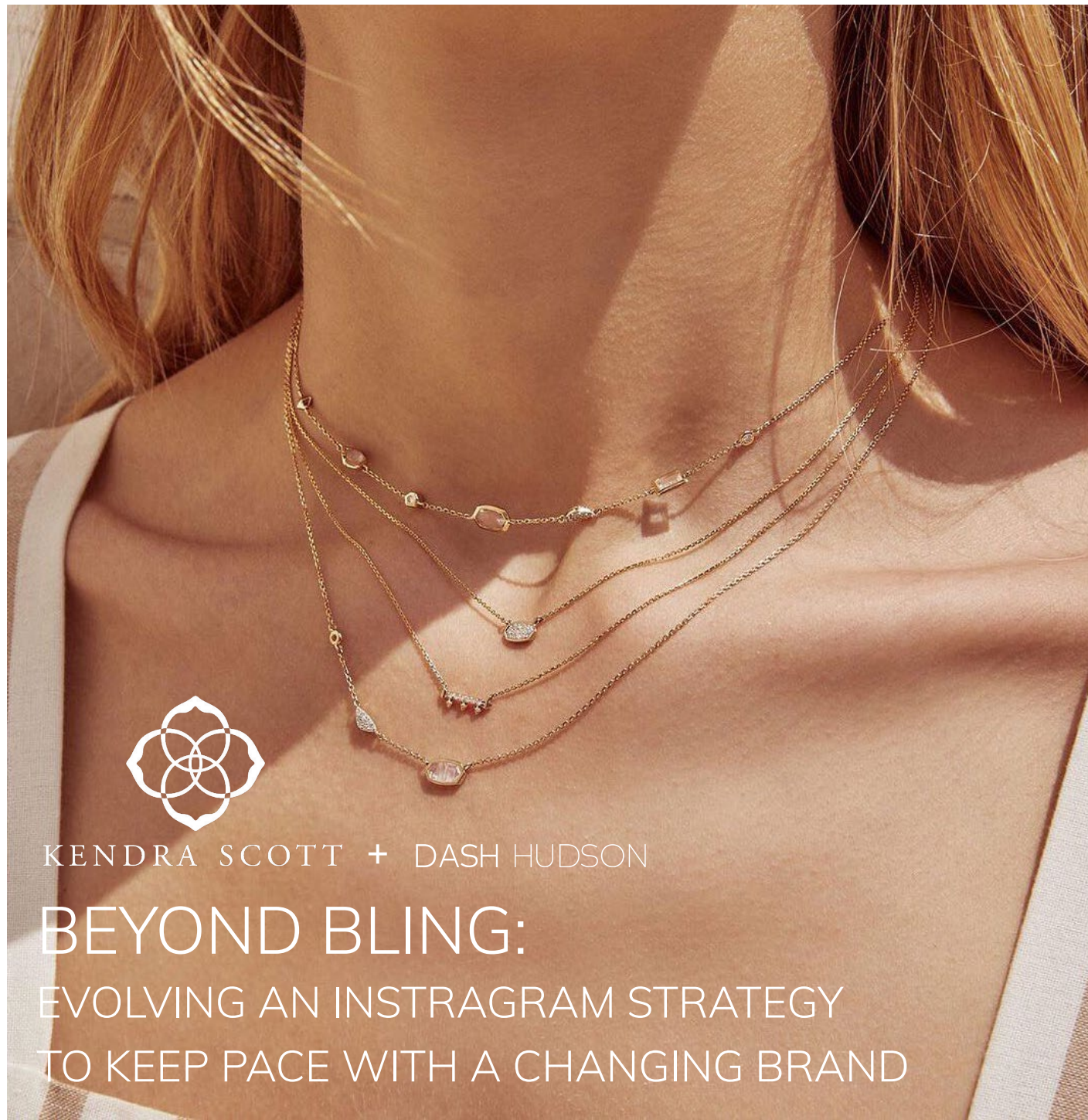
Celebrities with QVC brands also make for killer social media fodder. Stars captured in behind-the-scenes moments of their sales segments stand out on the broadcaster's Instagram account as fan favorites.



CHILD'S PLAY

The History channel's Insta is ripe with visual segments recounting the best of yesteryear, and its vintage children's stories category is always a big hit. Perhaps because of neighborly nostalgia?





KENDRA SCOTT + DASH HUDSON

BEYOND BLING: EVOLVING AN INSTAGRAM STRATEGY TO KEEP PACE WITH A CHANGING BRAND

It all started with sparkle. Austin-based fine jewelry brand Kendra Scott specializes in crafting unique yet timeless natural gemstone accessories with a focus on quality. The brand's beautiful jewelry creations lend well to the visual world of Instagram, which has become a key marketing channel for the company.

TAKING IT INSIDE

Namesake designer Kendra Scott's creativity doesn't end with jewelry—the brand has also expanded into homewares,

creating divinely fragrant candles, minimalist jewelry organizers, and other goodies that add visual interest to any space. The social team at Kendra Scott was tasked with introducing more lifestyle-oriented products and messaging to its community on Instagram in a way that would resonate most with followers who were accustomed to seeing mostly product laydowns and jewelry-oriented content in the past.



GETTING NOTICED FOR ALL THE RIGHT REASONS

To tell a bigger brand story on Instagram in the best way possible, the social team at Kendra Scott looks to Dash Hudson's Vision technology to inform which styles of content will likely work best for their audience. Vision analyzes thousands of visual cues to discover patterns between engagement and aesthetic elements. As the brand shares more fashion, home, and lifestyle-oriented content with its audience, it's able to see—in real-time—what's performing and what will likely resonate in the future. With this data, the social team at Kendra Scott can refine their strategy and deliver the highest quality of content.



We look to Vision as a second measure of decision making. We think about our customer as we know them now, and where they will be in the future on a daily basis.

Meg Moody
Social Media Manager at Kendra Scott

COMMUNITY THAT SHINES EVEN MORE BRIGHTLY

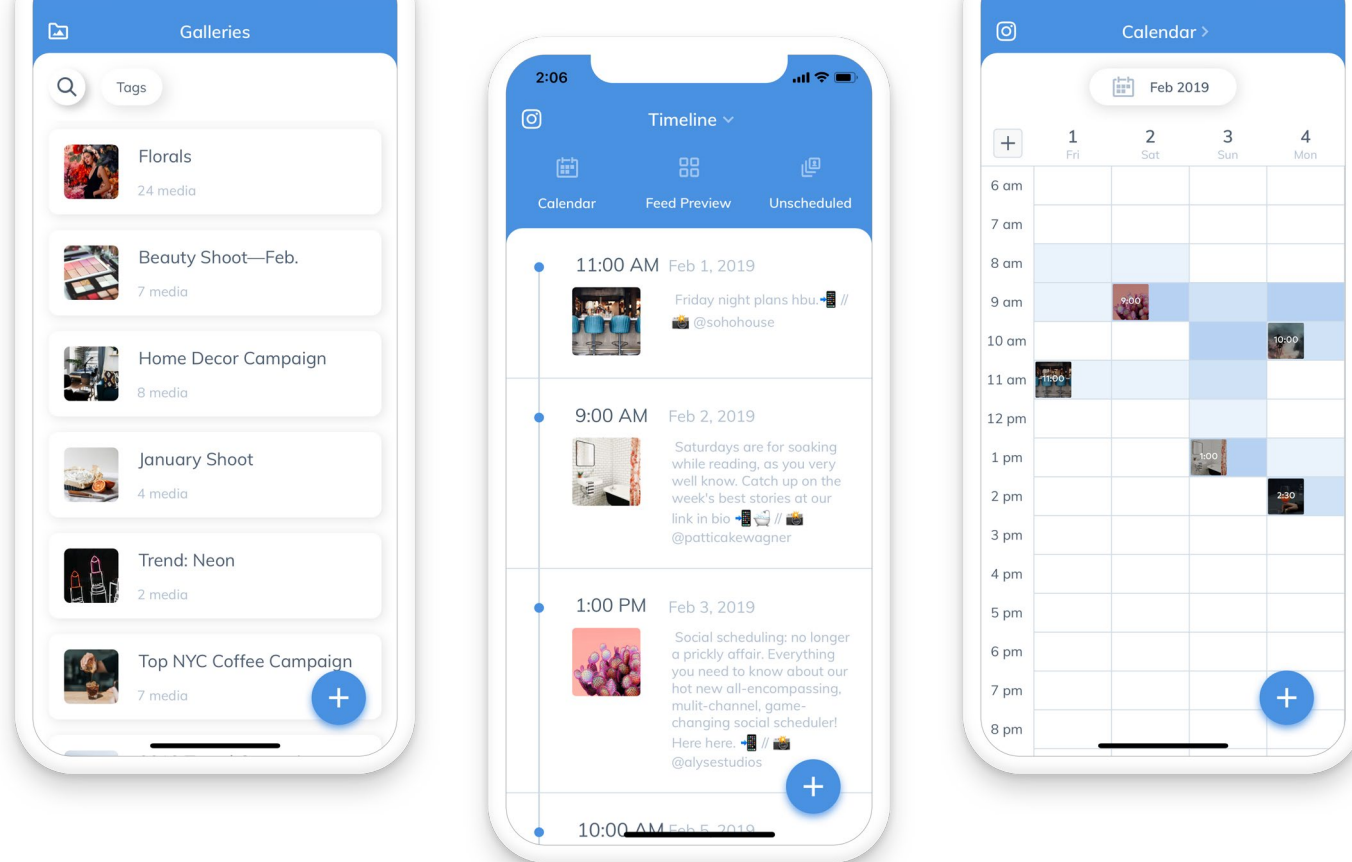
By being attentive to its followers' preferences, Kendra Scott has been able to build a strong community on Instagram. It's helped the brand evolve while still staying true to its roots as its audience grows on the channel. Since working with Dash Hudson, Kendra Scott has experienced 62% follower growth on Instagram. In one place, it's been able to nurture these new brand fans with all of the tools it needs to be successful.



+62%

FOLLOWER GROWTH SINCE
WORKING WITH DASH HUDSON





DASH HUDSON

WHAT'S NEW AT DASH HUDSON

If you're in charge of growing a brand in this era, the one thing you can't afford to do is stand still. From planning and creating new content, to posting and managing campaigns—you rely on a team that is constantly on the move. That means you need a scheduling solution that allows you to collaborate and execute from wherever you are.

GET FLEXIBLE

This is a no spam zone. Scheduler allows you to choose which members on your team should be notified when it's time to publish by setting individual timetables for reminders.

VISUALLY INTELLIGENT

Integration with our Vision visual intelligence technology means you'll always know which posts have what it takes to engage your audience. Save time by trusting it to find your best content, even on the go.

Dash Hudson Mobile is the most powerful way to take your scheduling and publishing along for the ride. With full multi-channel scheduling and integrations with Library and Story Studio, our mobile app enables you to get it done in one place—no matter where you are.

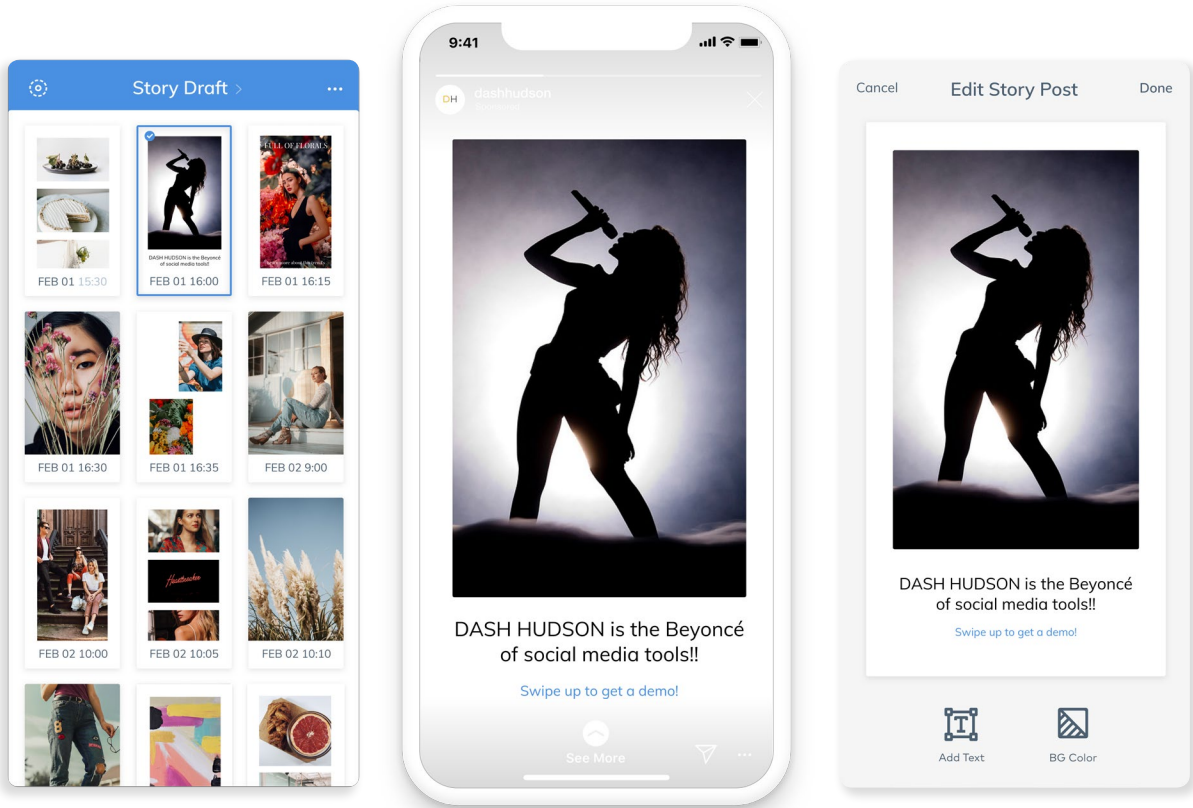
LIBRARY ACCESS

Schedule a post using any photo from Library instantly in the app. Browse Galleries, filter by source, or use Visual Search to ensure you find the perfect image whenever you need it.

COMING SOON

MULTI-CHANNEL SCHEDULING

Craft and schedule posts from scratch for Instagram, Pinterest, Twitter, and Facebook. See your Timeline, Calendar View, Unscheduled Posts, and even your Instagram Feed Preview—directly from the app.



INTRODUCING: STORY STUDIO

Story Studio allows brands to create visually-engaging Instagram Stories content, without ever leaving the Dash Hudson app.

From creation to publishing, our beautiful templates and editing tools make transforming your photos and videos into incredible stories an easy, streamlined experience.

SEE HOW THE MAGIC HAPPENS

Join the enlightened brands who use Dash Hudson on a daily basis to create and share better photos. Visit dashhudson.com/mag to sign up for a demo.

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