

# DASH HUDSON



VOLUME THREE

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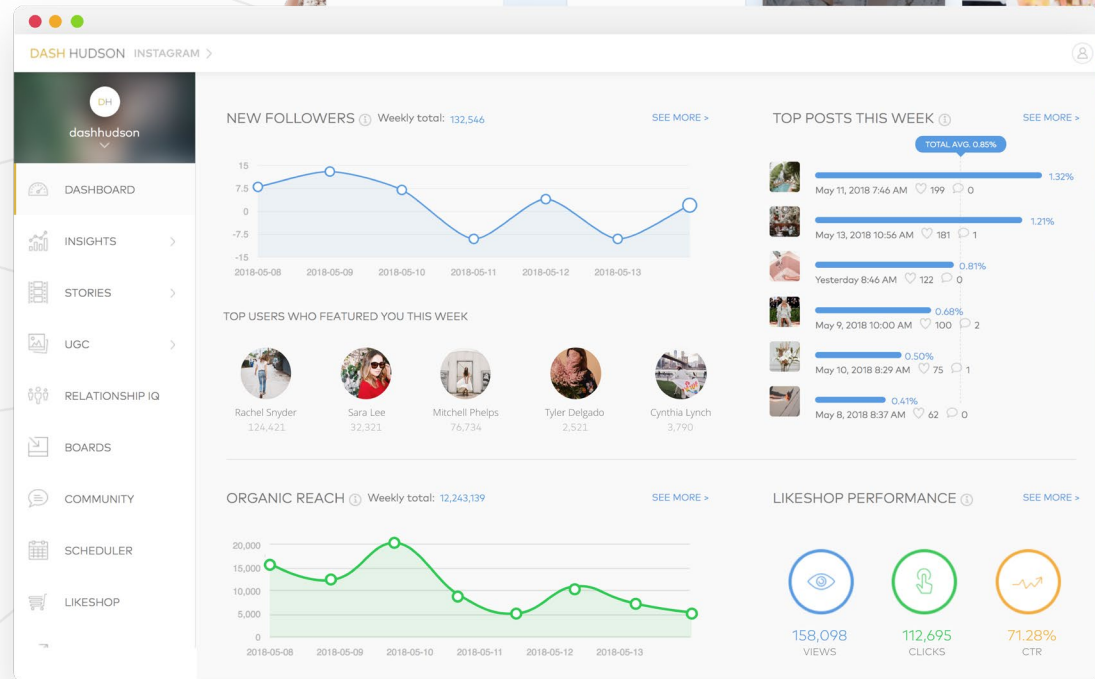
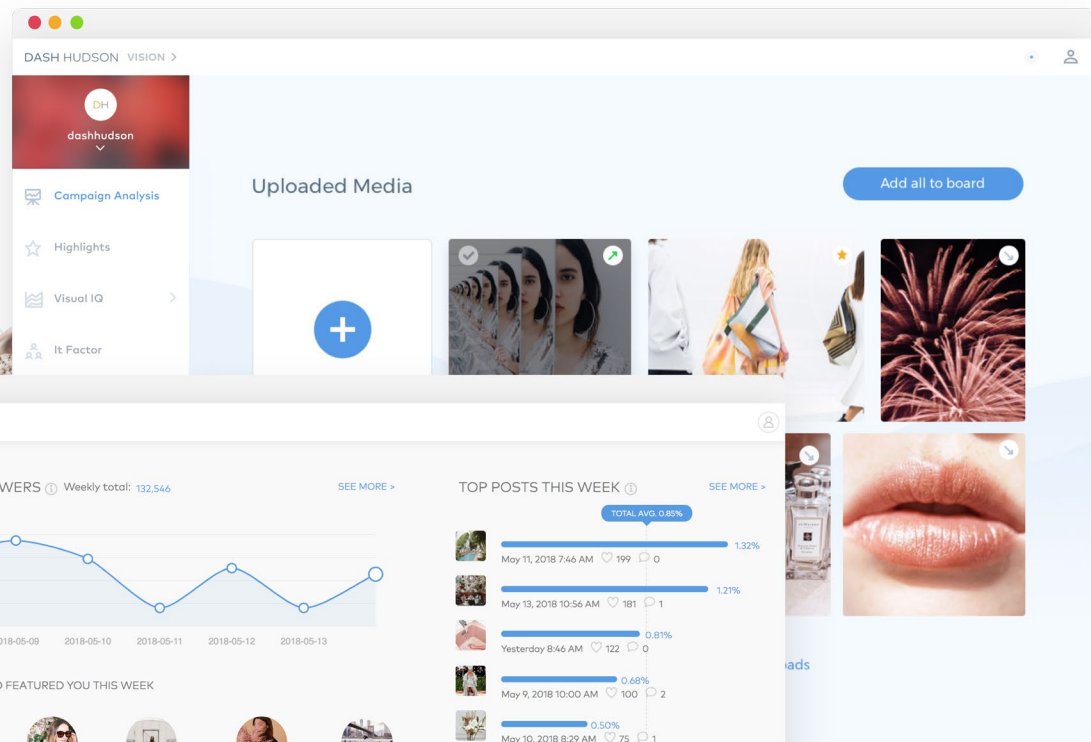
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DASH HUDSON VISION

Vision in Action | See Clearly. Get Vision.





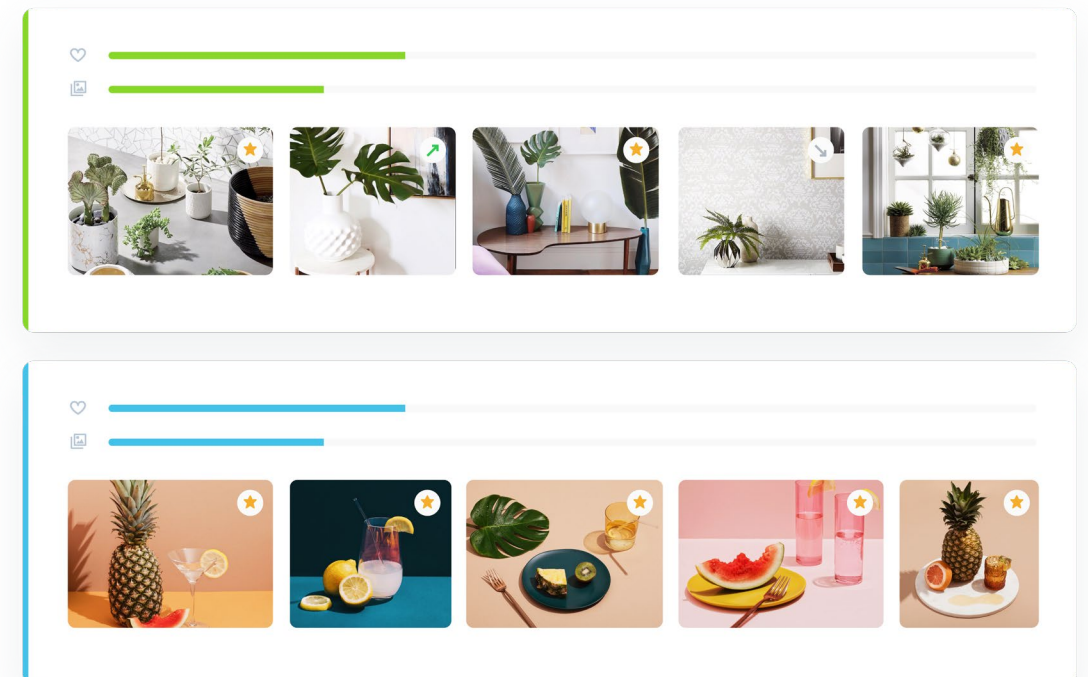
## INSTAGRAM MARKETING

A performance marketing solution for Instagram. We work with brands to measure and understand their performance across owned, earned & native content. You get everything you need to monetize, make smarter decisions, and grow faster. Guaranteed to make your day better.



## VISION

A visual intelligence platform that collects and understands your branded and user-generated photos, helping you to uncover your best images, analyze content patterns, and get real-time recommendations on which photos to use to drive meaningful ROI. It's next level.



DASH HUDSON

# THE SMARTEST WAY TO GROW ON INSTAGRAM

The world's most discerning brands and publishers use Dash Hudson to create and share photos that people care about.

The Dash Hudson software provides you with deep performance insights to help you understand what your audience connects with. Our sophisticated tools and AI-powered technology facilitate content distribution, drive engagement, and measure ROI on your most essential marketing channels.

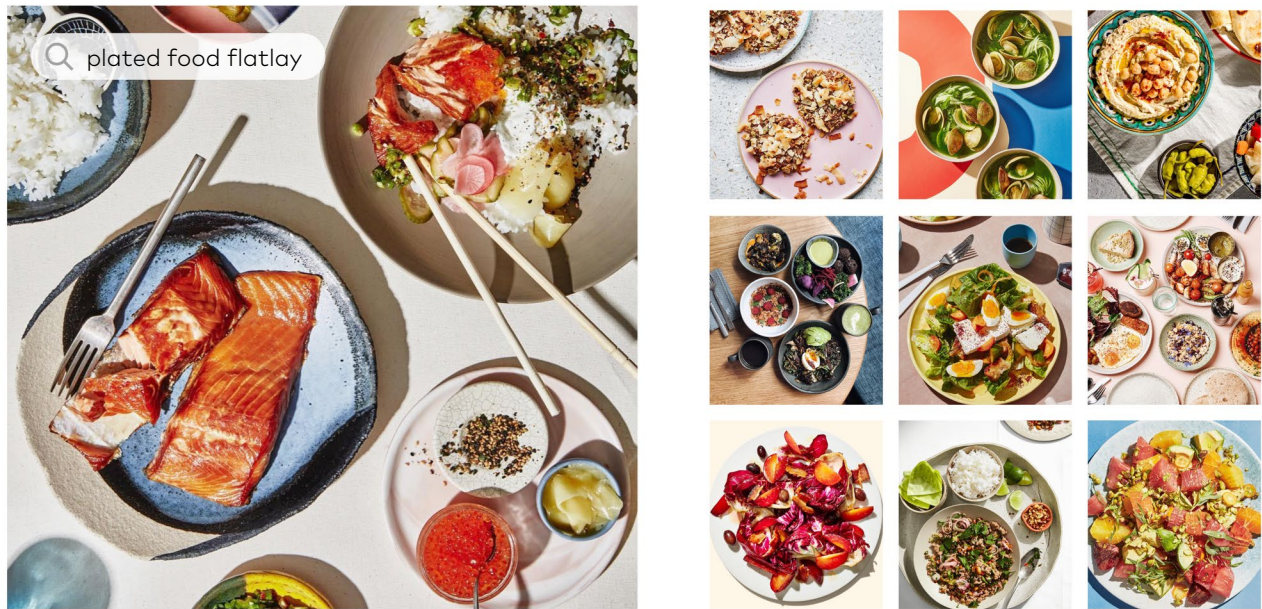


# THE METHOD BEHIND THESE PAGES

The Dash Hudson Vision software 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 solution. 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**  
Sophisticated, Calm
- FEATURES**  
Fruit, Neutrals, Pink Hues  
Food Photography
- ELEMENTS**  
Light, Pineapple,  
Shadows, Texture
- COMPOSITION**  
Close-Up, Cropped,  
Portrait
- SETTING**  
Studio, Product Shoot

## 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 brand, because you are unique.
- 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.





# BEAUTY

More than a pretty face. Smart beauty brands in every niche of the sector are investing in visual storytelling to create deeper bonds with consumers, and leaders are connecting with active fans by enabling moments of social shareability. The most successful are engaging fans on Instagram through beautiful owned imagery, organic user-generated content, and tactical influencer marketing. From low price points to high ones and from skincare to cosmetics, we're highlighting three businesses that are delivering what their followers want on Instagram.





# LA MER

## LENDING A HAND

Product shots are great and all, but sometimes you just need a little human touch to make an image more relatable. Prestigious brand La Mer nails its Instagram content by often including a perfectly-manicured hand in its imagery to provide more context for the iconic elixirs.







# RIMMEL LONDON

## SWATCH & SPILL

Gotta test the merch before committing, you feel me? The Rimmel London Instagram audience subscribes to that ideology, as it loves to see photos of the brand's colorful cosmetics spilled and sampled onto a blank surface.







# BUNDLE LOVE

Nothing grips beauty junkies like an abundant bounty of products. We suspect that's why social content showcasing heaps of potions piled onto one another reigns supreme on the classic skincare brand's Instagram account.



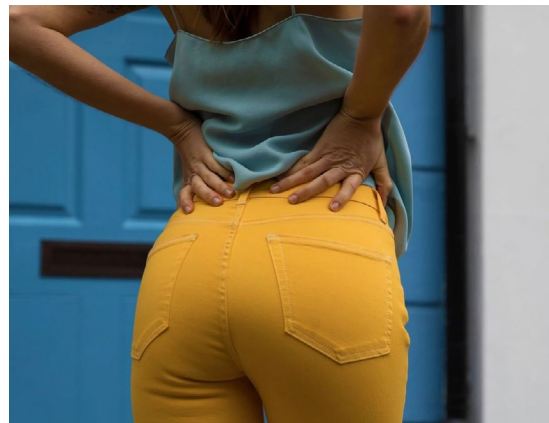


# FASHION

The fashion industry may be the perfect marriage of art and commerce—making it the best sector to interpret visual storytelling on social media. Instagram happens to sit at this very same intersection, acting as an ideal brand vehicle. When social became a ubiquitous marketing tool, some apparel businesses really went for it, raising the bar for the category by cultivating their unique voice and visual narrative. The digital leaders we're highlighting here have proven themselves pros at connecting with modern consumers on Instagram.



# T O P S H O P



## FRUIT PUNCH

It's easy to understand why Topshop's followers are attracted to fruity hues: intense tropical shades command serious attention on the high-street retailer's Instagram profile. Even better when the blazing brights come in a pair.



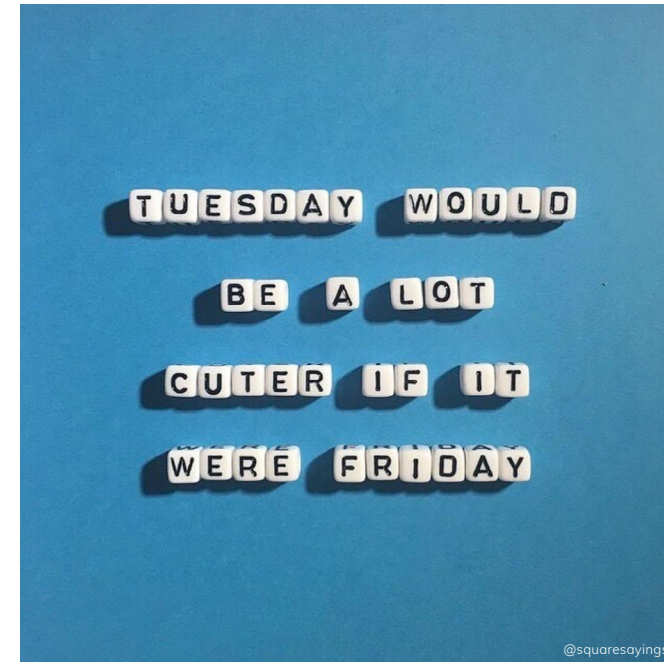
free people

## A SIGN OF THE TIMES

One of Free People's most popular content trends is proof that visual storytelling extends beyond a fashion brand's actual merchandise. The label's Instagram audience is super keen on cheeky signage that speaks to the company's spirit, which is a perfect way for it to break up its garment-filled feed.



@thedrifterhotel



@squaresayings



@nphilanthropy



@honesty.wtf

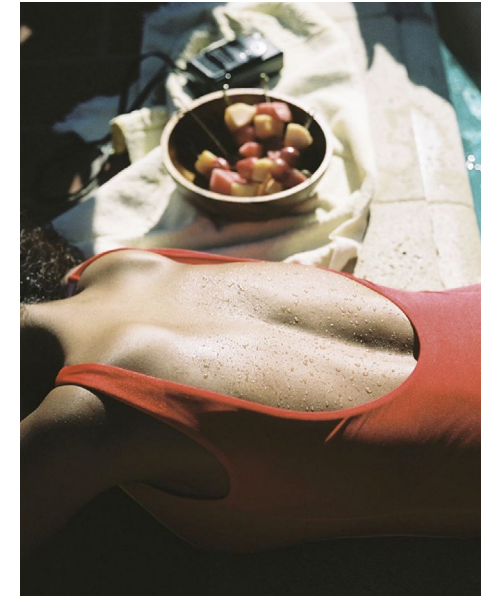




## *& other Stories*

### OUT OF OFFICE

Nothing screams summer like dreamy sun-drenched imagery evoking major do not disturb vibes. & Other Stories is keeping its followers hooked with OOO scenes of precisely that.





# LUXURY

Since the dawn of luxury, the word has connoted exclusivity, prestige, and cachet. Digitalization threw an accessibility wrench in the closed-off industry's controlling ways, but it eventually came around to the fact that connectivity was a virtue, not a threat. Turns out, social media platforms allowed luxury labels to create new lines of communication with their evolving consumers. The three maisons that follow show that Instagram is indeed the perfect vehicle to drive a luxe, modern brand image.





# BERGDORF GOODMAN



LINDA!

Bergdorfs is blessed with one iconic figure who is known and beloved by fans: Linda Fargo, the store's legendary senior vice president of fashion. She makes frequent cameos on BG's Instagram feed, to the delight of its followers.





## IN YOUR FACE

The king of timepieces knows how to make a statement, both on a wrist and on Instagram. The Rolex fan is not looking for subtle presentation, favoring loud and close displays of the prestigious legacy brand's classic styles.



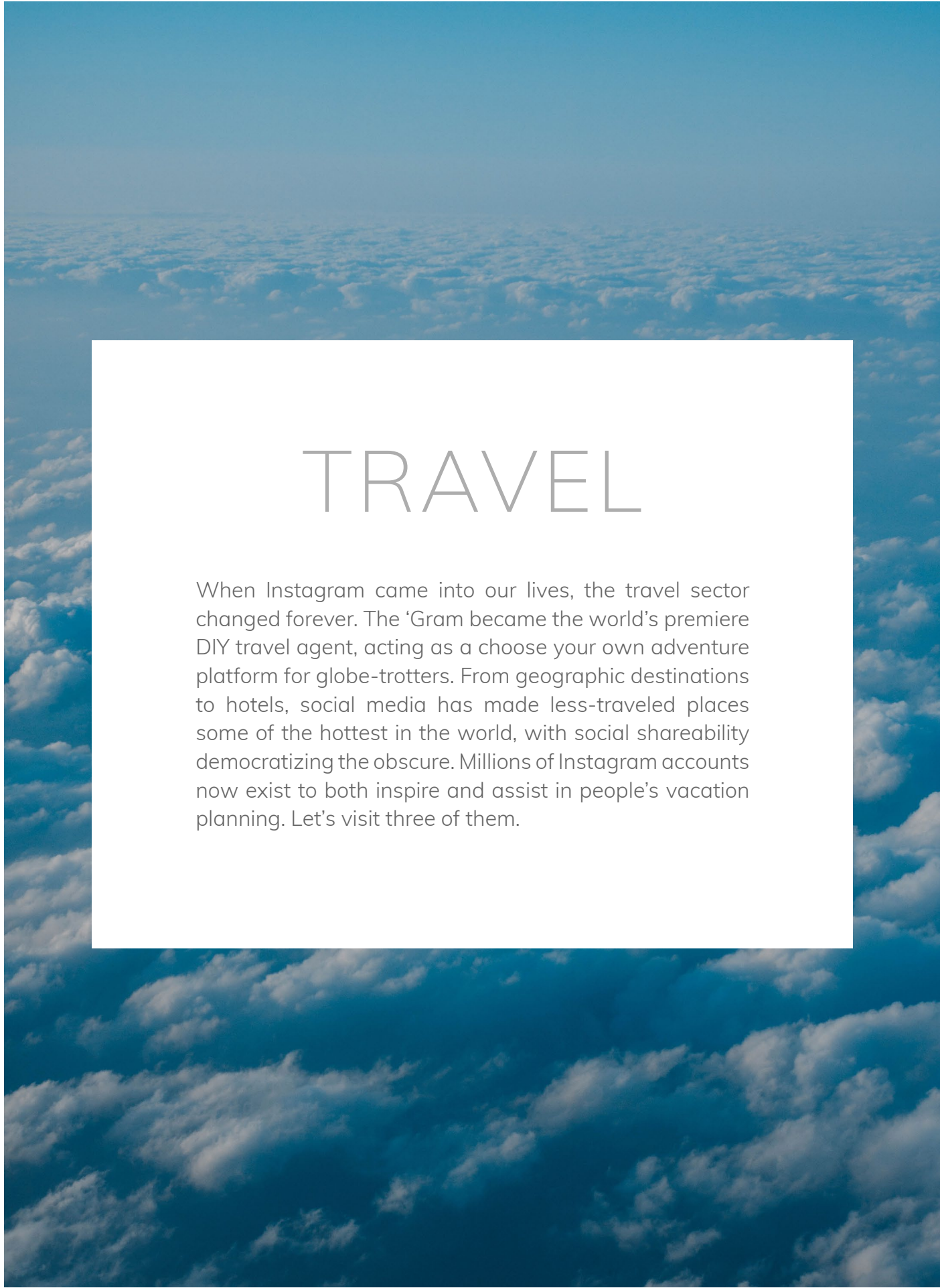
# GUCCI

## FEET FIRST

The Gucci renaissance is in full swing, and while the house's followers are fond of all the label's pieces, they seem to have a particular penchant for killer footwear. Let's face it, when is it not about the shoes?!







# TRAVEL

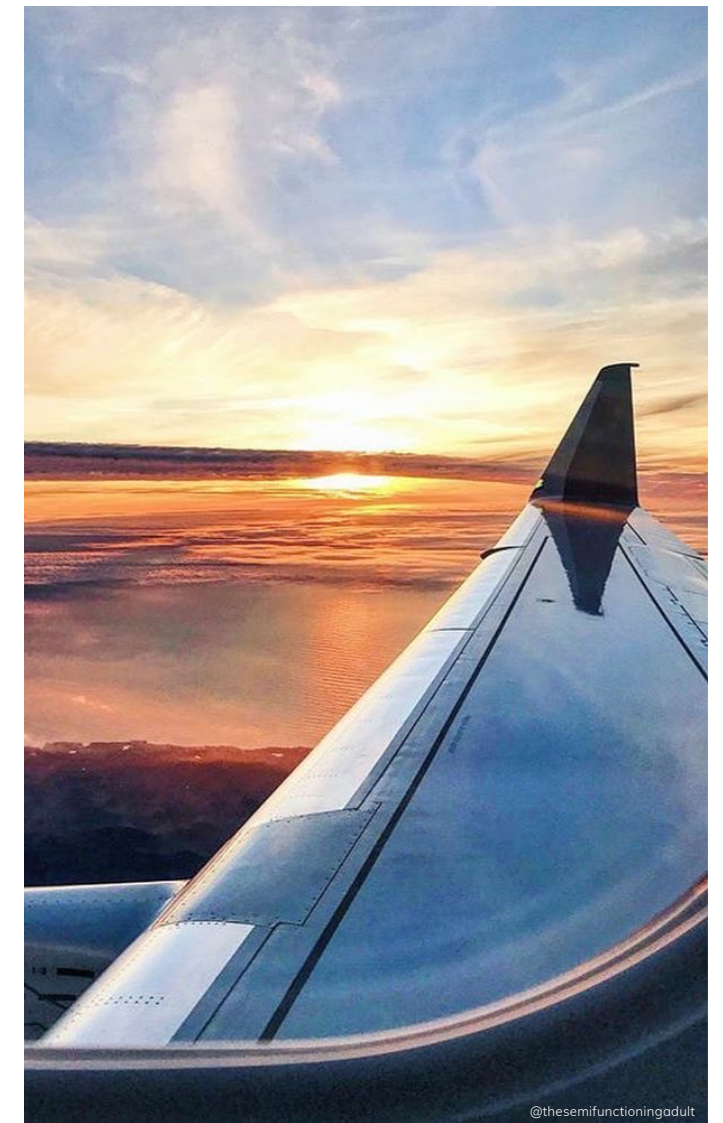
When Instagram came into our lives, the travel sector changed forever. The ‘Gram became the world’s premiere DIY travel agent, acting as a choose your own adventure platform for globe-trotters. From geographic destinations to hotels, social media has made less-traveled places some of the hottest in the world, with social shareability democratizing the obscure. Millions of Instagram accounts now exist to both inspire and assist in people’s vacation planning. Let’s visit three of them.





## WINGING IT

Fortunately for airlines, the sky is a very photogenic place, making for spectacular social opportunities while in transit. Sunshine on a cloudy day with a hint of wing is what Delta followers seem to most have a fondness for.



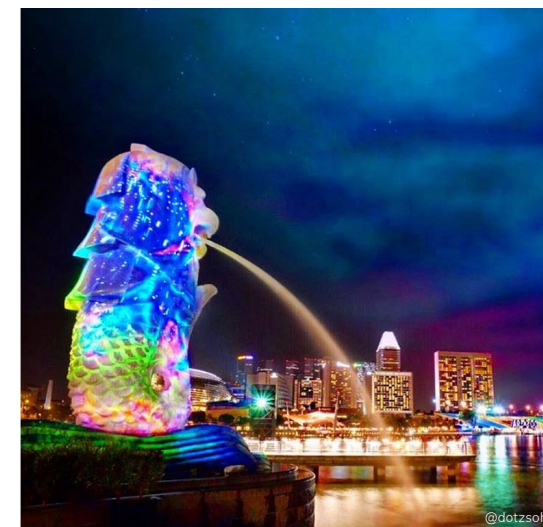
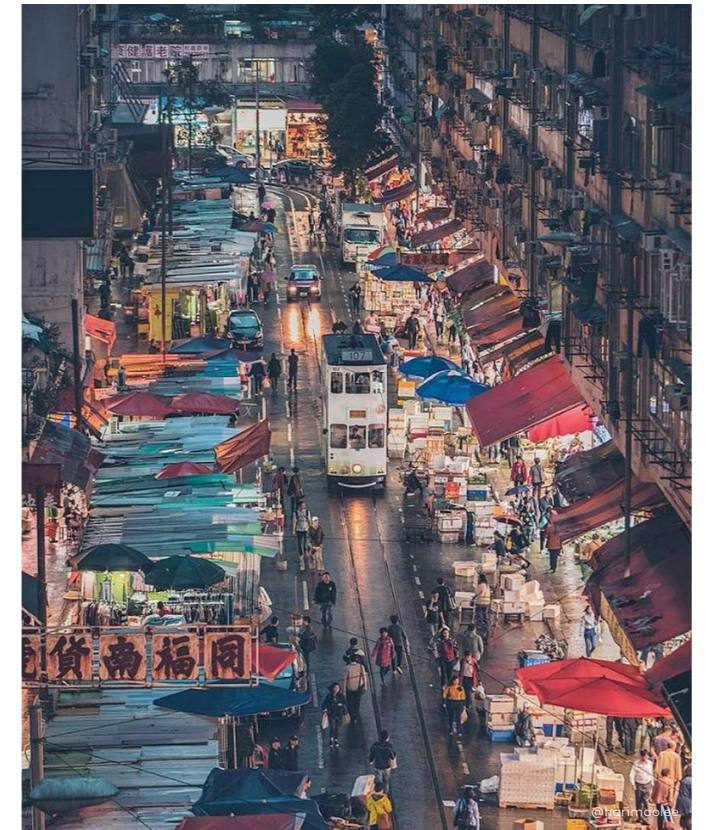




THE RITZ-CARLTON

## NIGHT MOVES

There's something utterly magnetic about bright lights in big cities after dark. Case in point: the fancy folk who follow the Ritz-Carlton's every Insta-move find those illuminated nighttime images to be quite alluring, as proven by many a double-tap.







## LIFE'S A BEACH

Here's a shocker—Expedia followers are fans of white sandy beaches in the tropics. The consumer travel site knows exactly what its audience loves and how to keep it coming back for more. Bright blue water, meet soft white sand.





# HOME

Home is where the heart is—a tried and true adage that Instagram is effortlessly keeping alive. The platform's aesthetic edge is the perfect vehicle for spreading homeware ideologies, and that goes for all subcategories of interior design. Every niche is welcome and every point of view has an audience, so long as the lifestyle vibes are there. It seems there's no better way to hype up home decor than through images, and the following brands have this strategy on lock.







# HEAVEN'S DOOR

"Knock, knock, knocking on all the pretty Farrow & Ball painted doors."  
-Every Farrow & Ball Instagram follower ever.



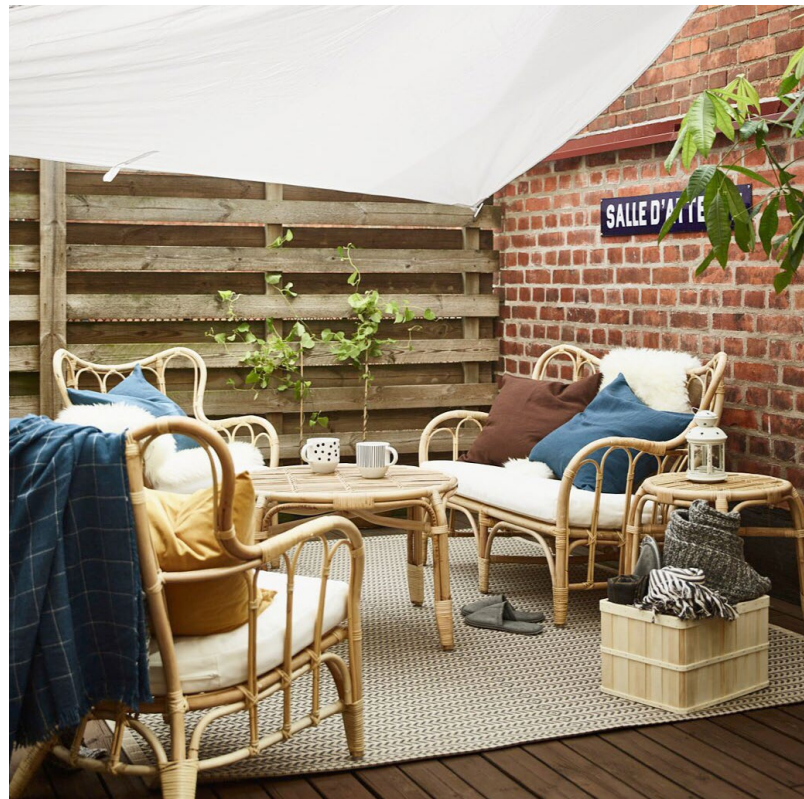
# SCHOOLHOUSE

## SINK SITUATION

Instagram is complicit in making the bathroom segment completely irresistible, and Schoolhouse is hooking its followers with the coolest vanity basins they never knew they needed for their own home.







## PATIO SEASON

Summertime is for fresh outdoor air... so long as it can be experienced in a rad deck setting. Ikea has found a way to give folks all kinds of summery feels while simultaneously making its patio decor irresistible. Genius.





# FOOD

Can content get more mouthwatering? The food sector is a hotbed of delicious subcategories on Instagram and there's room for all types of comestible-loaded imagery, whether it's delivered by consumer packaged goods brands, restaurants, diners, 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 it up nice and hot.



# Justin's®

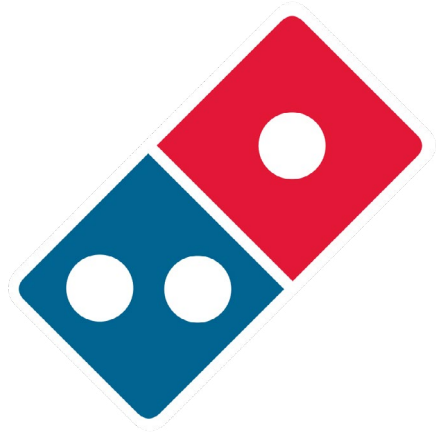
## STACKS OF SNACKS

What's better than a sweet treat? A whole stack of them, obvi. Justin's figured out long ago that everything tastes better with peanut butter, and makes it a point to remind

its Instagram followers by showcasing towers of goodies that have been upgraded with the classic nut spread.







## UNBOXING

You guys—turns out that unboxing content is not just for the beauty or tech sectors. Pizza lovers are also into images of the big reveal. If only these were scratch and sniff.





# Chobani®

## GLASS GOBLET

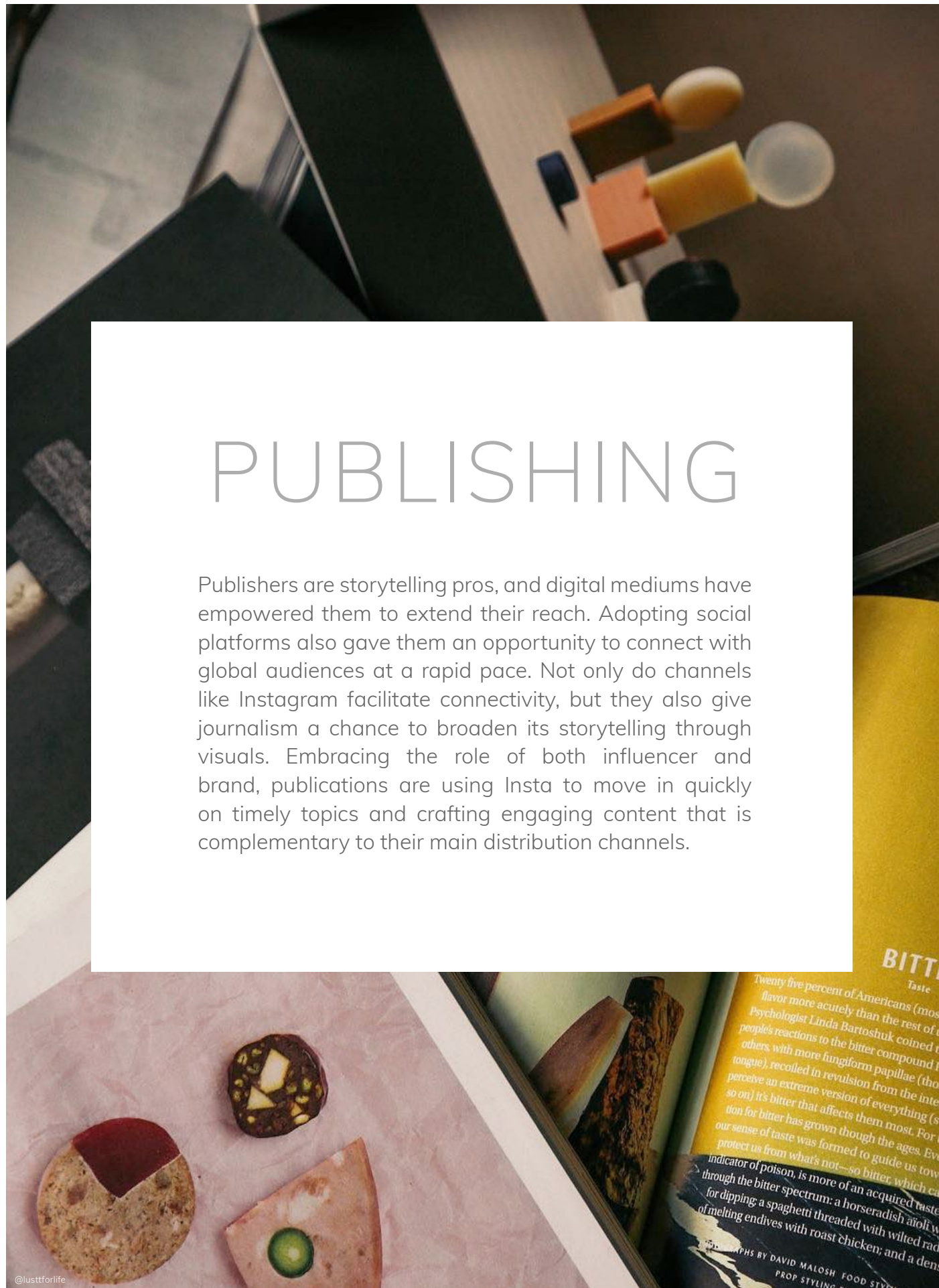
Why hide something that looks so succulent in an opaque container when you can display its full appeal in a transparent one? Precisely what Chobani was telling itself.





# PUBLISHING

Publishers are storytelling pros, and digital mediums have empowered them to extend their reach. Adopting social platforms also gave them an opportunity to connect with global audiences at a rapid pace. Not only do channels like Instagram facilitate connectivity, but they also give journalism a chance to broaden its storytelling through visuals. Embracing the role of both influencer and brand, publications are using Insta to move in quickly on timely topics and crafting engaging content that is complementary to their main distribution channels.







# TIME

## CROWDED SPACE

The esteemed publication is no stranger to poignant storylines and controversial subjects. It's no different with its visual narrative on Instagram, where the magazine's

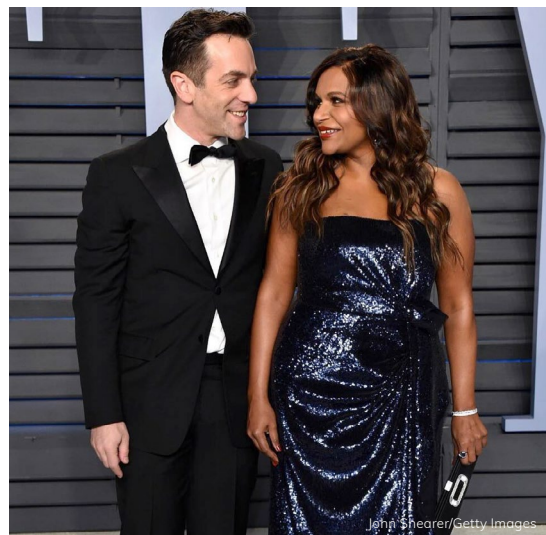
imagery does in fact have an opportunity to speak louder than words. Like these photos of rallied crowds trying to change the world.



## DYNAMIC DUOS

People go gaga for a good celebrity romance, especially when they can ogle the dolled up couples on the red carpet. People Magazine

covers more than just star fodder, but let's be real, its Instagram followers are there mostly for its Hollywood lens.







## THROWBACK FEELS

Fashion people love a good vintage reference and WWD knows how to please its audience. The trade publication drives engagement by

often delivering old school shots of iconic industry players.





# MEDIA BROADCASTING

With cord-cutting on the rise, visual platforms like Instagram present an increasingly important opportunity for boob tubers to connect with YouTubers. Thankfully, social media channels work well to reinforce a media broadcaster's point of view. Video content might be core to these accounts, but they also crush it with static images to help keep feeding the fan frenzy. Here are three industry leaders that garner buzz both on and off screen.





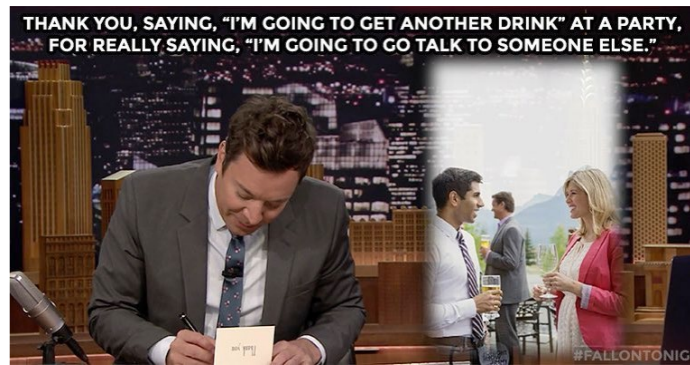
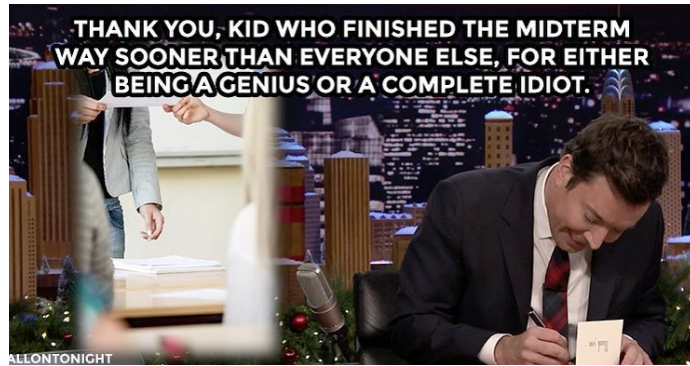
# ellen

## POSTER CHILD

Ellen Degeneres' sense of humor has captured the hearts of the world, yet she somehow doesn't always make it into media promo collateral. Thankfully, she's figured out a way to remedy to that.







# THANK YOU NOTES

Jimmy Fallon is a late night TV darling, probably because he's so thankful. He makes sure to express his gratitude every week through thank you notes, a segment that translates seamlessly to Insta.







# NETFLIX

## STRANGER CAST

The definitive video streaming service has some hella hot shows on its roster right now, but the Netflix Instagram audience is hungriest for the Stranger Things cast. Before, during, and after the season. Gotta give the people what they want!





# VISION IN ACTION

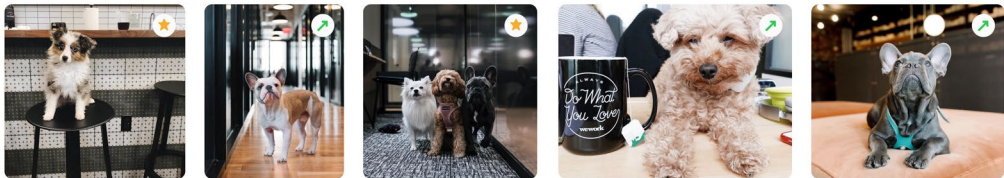
WeWork is a company built on community, and the social team wanted to understand what matters to its members to better foster that sentiment on its channels. WeWork turned to Dash Hudson Vision to gain insight into which types of visuals its audience finds most engaging.

Vision’s Visual IQ feature surfaces segments within a brand’s owned, earned, or competitive content to reveal which kinds of photos are driving engagement. The team at WeWork leveraged this feature for the company’s owned images, and discovered the following opportunities to optimize its visual storytelling strategy.



## BRING YOUR PETS TO Wework

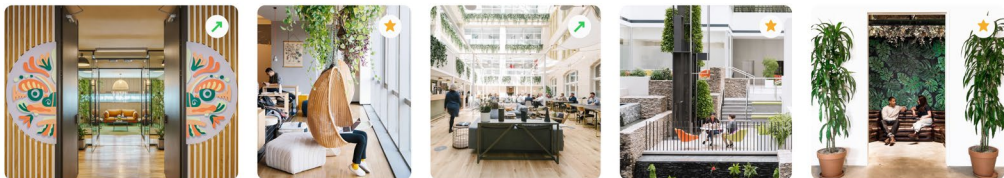
Photos of members’ pets on average outperformed WeWork’s engagement rate by 43%.



+43%  
ENGAGEMENT

## GIVING THE GREEN LIGHT

When WeWork posts photos featuring an abundance of greenery and light, on average they outperform the company’s engagement rate by 21%.



+21%  
ENGAGEMENT



“At WeWork, we know that our social media content needs to be creative, compelling, and strongly rooted in our brand. We’ve enjoyed working with Dash Hudson to figure out which visual components resonate most with our audiences, so that we can tell the best possible story of our community.

Lia Zneimer  
Director of Social Media at WeWork





SEE CLEARLY.  
GET VISION.



Join the enlightened brands who use Dash Hudson daily to create and share better photos. Our Brand Strategists will show you how the magic happens. Visit [dashhudson.com/mag](https://dashhudson.com/mag) to sign up for a demo.

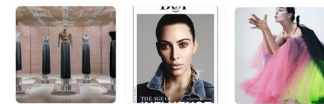
# COMPETITIVE VISUAL IQ

## Your Competitors

Add Account

BOF

The Business of Fashion



NOW  
FASHION

Now Fashion



F

Fashionista



BoF



Less  More

Past 4 weeks

Most engaging

♥ % of Egmt. ⓘ



📷 % of Photos ⓘ



♥ % of Egmt.

27%



📷 % of Photos

15%



See More



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