

# DASH HUDSON



VOLUME SEVEN



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# IN THIS ISSUE

4–5

ABOUT DASH HUDSON

6–7

HOW VISION WORKS

8–15

BEAUTY

Billie | YSL Beauté | LE LABO Fragrances

16–23

APPAREL

Pull&Bear | rag & bone | Stradivarius

24–31

LUXURY

Proenza Schouler | RODARTE | Moschino

32–39

TRAVEL

Club Med | Vrbo | Qantas

40–47

HOME

Hunker | FLOYD | Houzz

48–55

FOOD

Krispy Kreme Doughnuts | eggslut | Pressed Juicery

56–63

PUBLISHING

The Atlantic | Fast Company | The Cut

64–71

MEDIA BROADCASTING

BBC | Warner Bros. Entertainment | NPR

72–75

DASH HUDSON VISION

Vision in Action | What's New at Dash Hudson





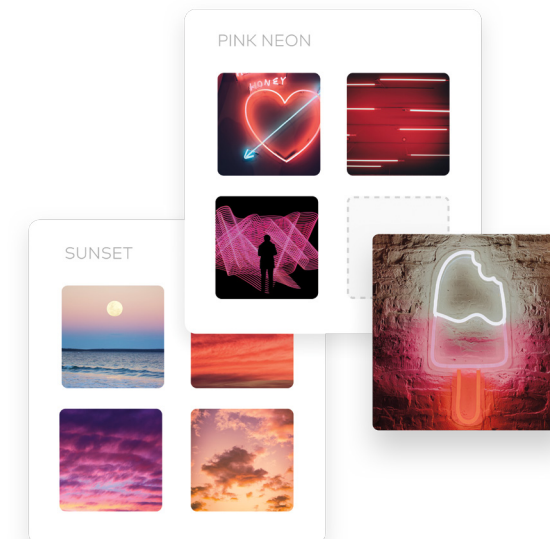
## IMPORTANT INSIGHTS ONLY

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.



## 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

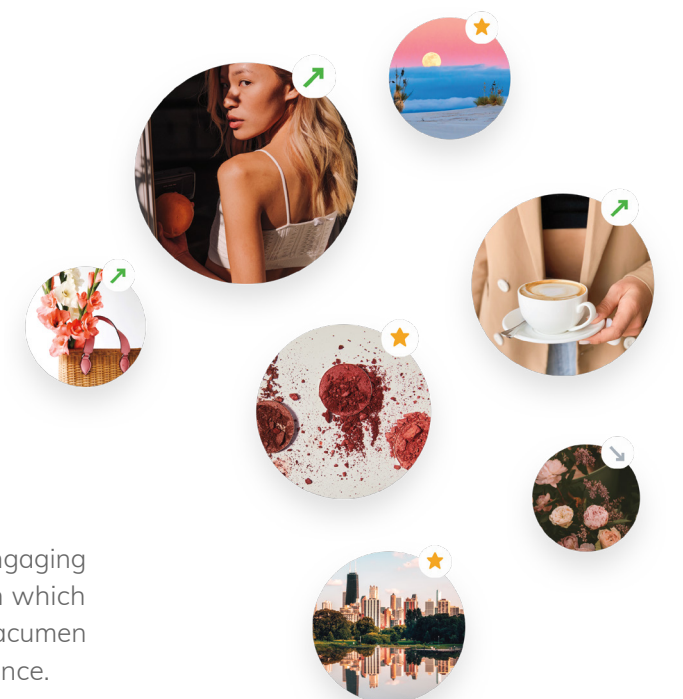
# THE SMARTEST WAY TO GROW ON INSTAGRAM

The world's smartest brands and publishers use Dash Hudson to create and share photos and videos that people care about. Companies like Condé Nast, Vevo, OUA Haircare, and Everlane 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.

## 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.



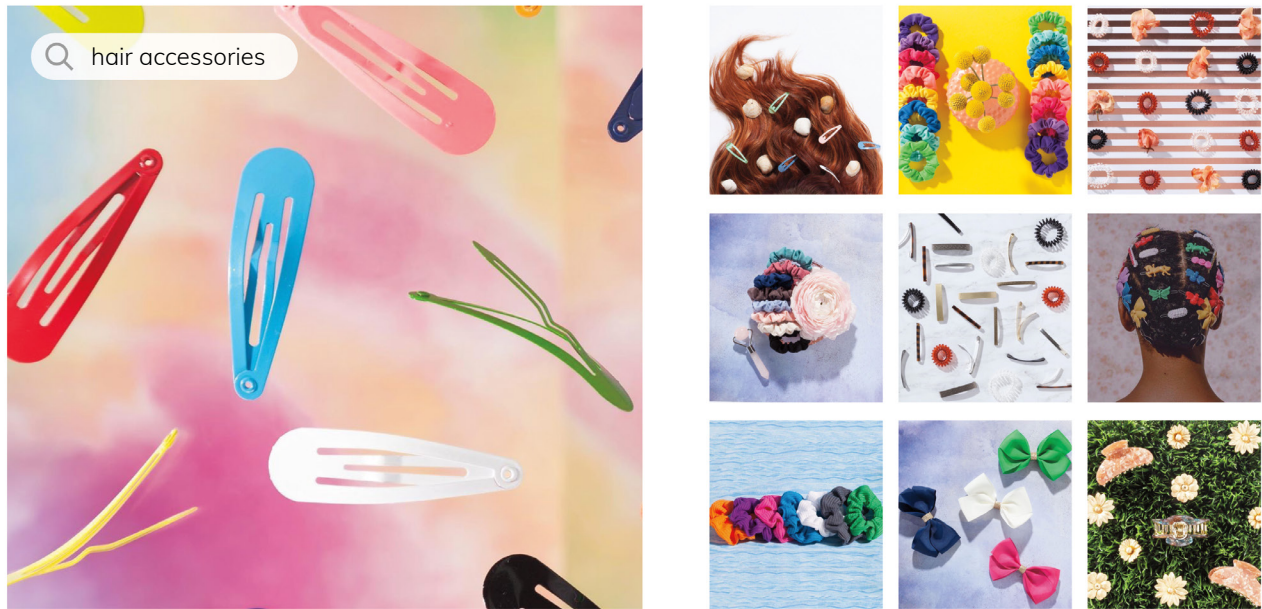


# THE METHOD BEHIND THESE PAGES

Dash Hudson's Vision collects and analyzes photos, enabling brands to uncover their best content, surface trends, scope out the competition, and get real-time recommendations on which photos will 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

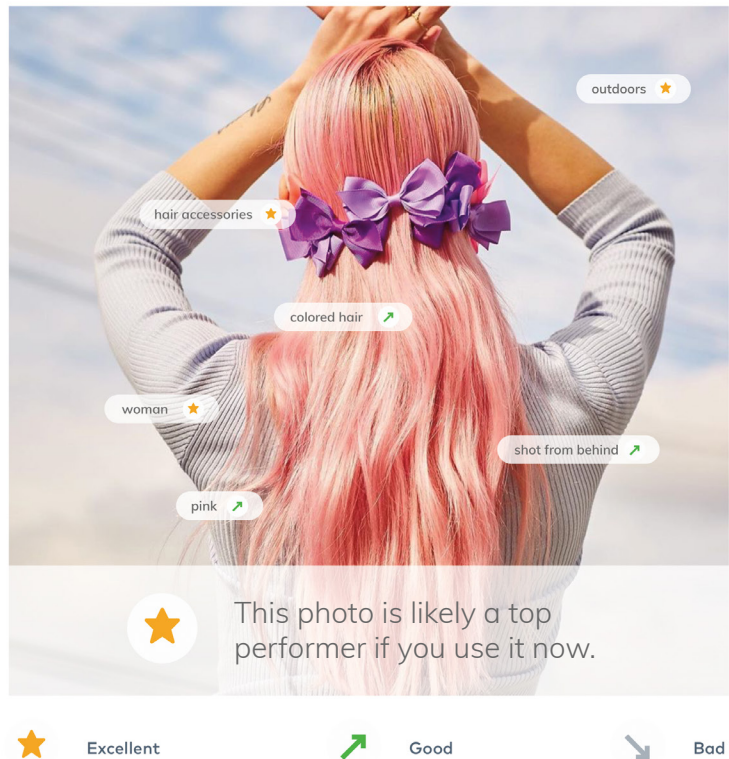


## How Vision Reads an Image



- tone**  
Feminine, Light, Whimsical
- features**  
Pastels, Velvet, Metallics, Shine, Florals, Holographic
- elements**  
Scrunchies, Hair Accessories, Hair Clip, Flower, Vase, Product Shot
- composition**  
Shot from Above, Cropped, Flat Lay
- setting**  
Indoors, Studio

## 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 most.
- 03. Insights are all tailored to your unique brand.
- 04. You simply search for or upload photos. Vision does the rest.
- 05. You get recommendations about what will work for your brand on social.

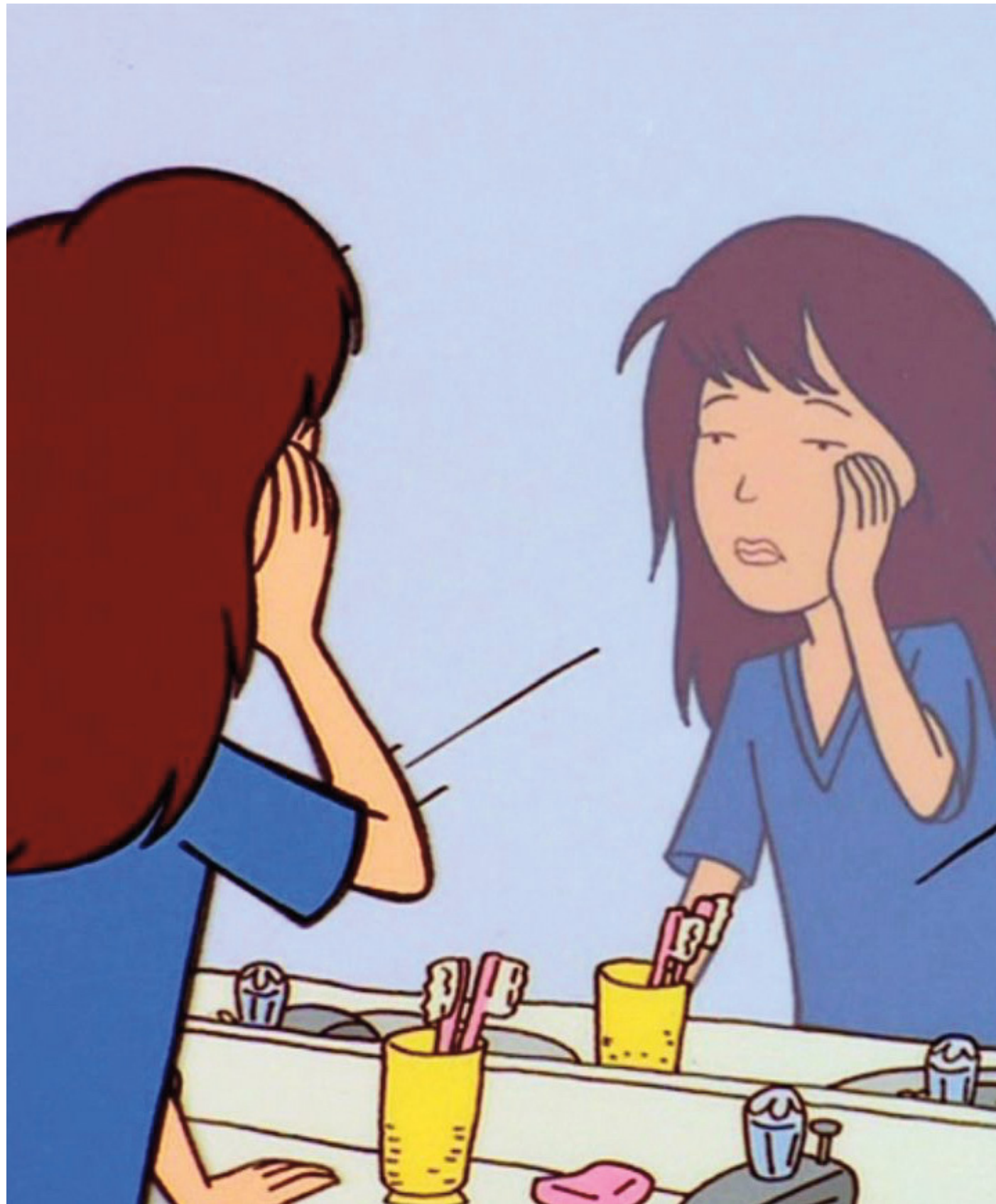


# BEAUTY

Instagram has become the preferred medium for beauty brands of all calibers. Whether they use it to create community, inspire cult favorites, or provide special insight into the making of their products, the photo-first channel is a crucial entity in most beauty brand's growth. Here are three beauty companies that have distinguished themselves as Insta-worthy trendsetters.







## ANIMEMEMES

The female-first shave and body brand attracts its exploding millennial following by peppering its feed with iconic cartoons that star strong lady leads. Nostalgic? Yes. Effective? Incredibly. Posts that feature 90s anime and cartoons, on average, outperform Billie's typical engagement rate by 144%.

+144%  
ENGAGEMENT





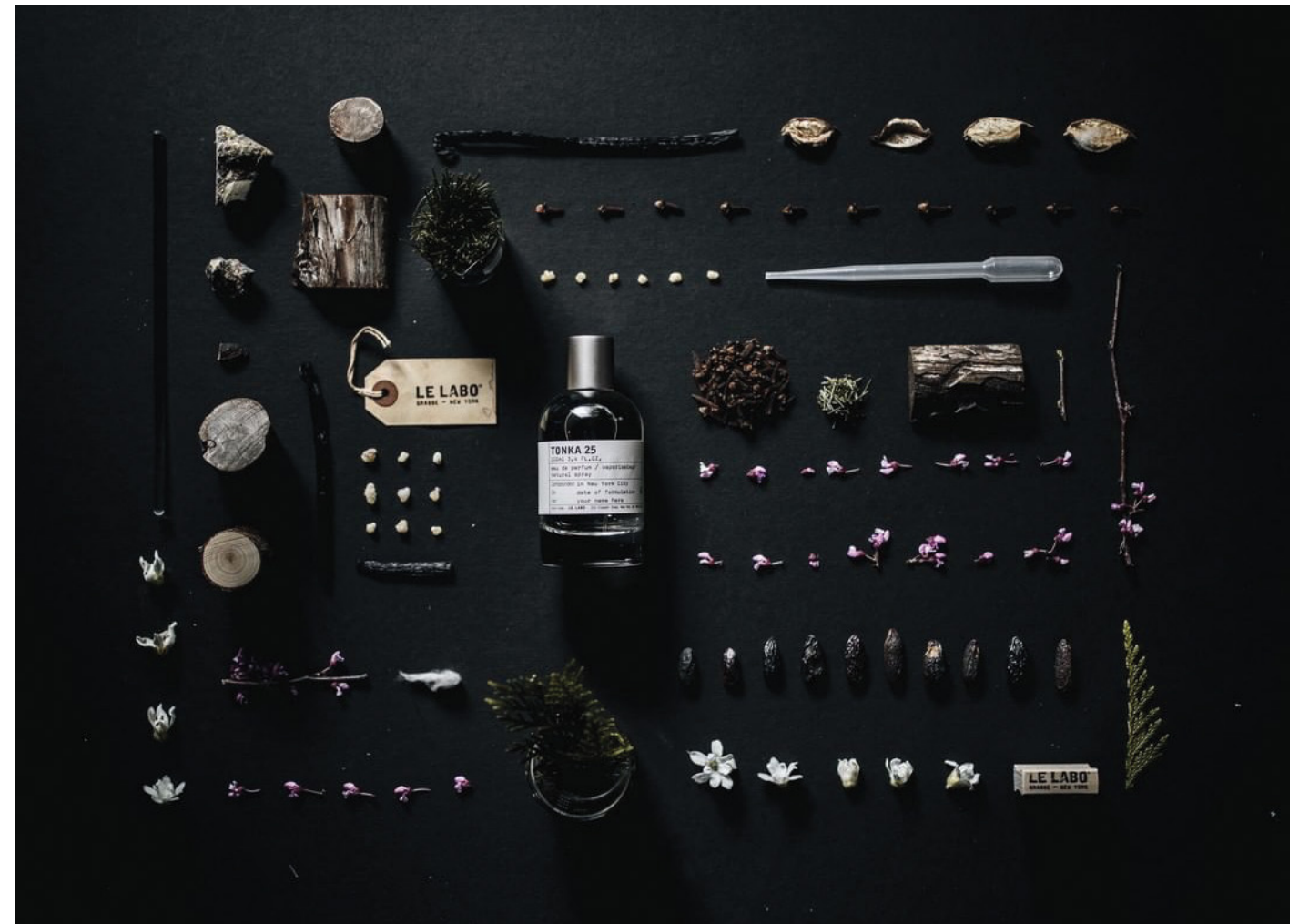
YVES SAINT LAURENT  
BEAUTÉ

## CLOSE RANGE ROUGE

As the pinnacle of classic luxury, Yves Saint Laurent has perfected the red lip—and its social team knows it. Close-up shots of the rouge YSL-inscribed lipstick blazon the page, and YSL fans are here for it.





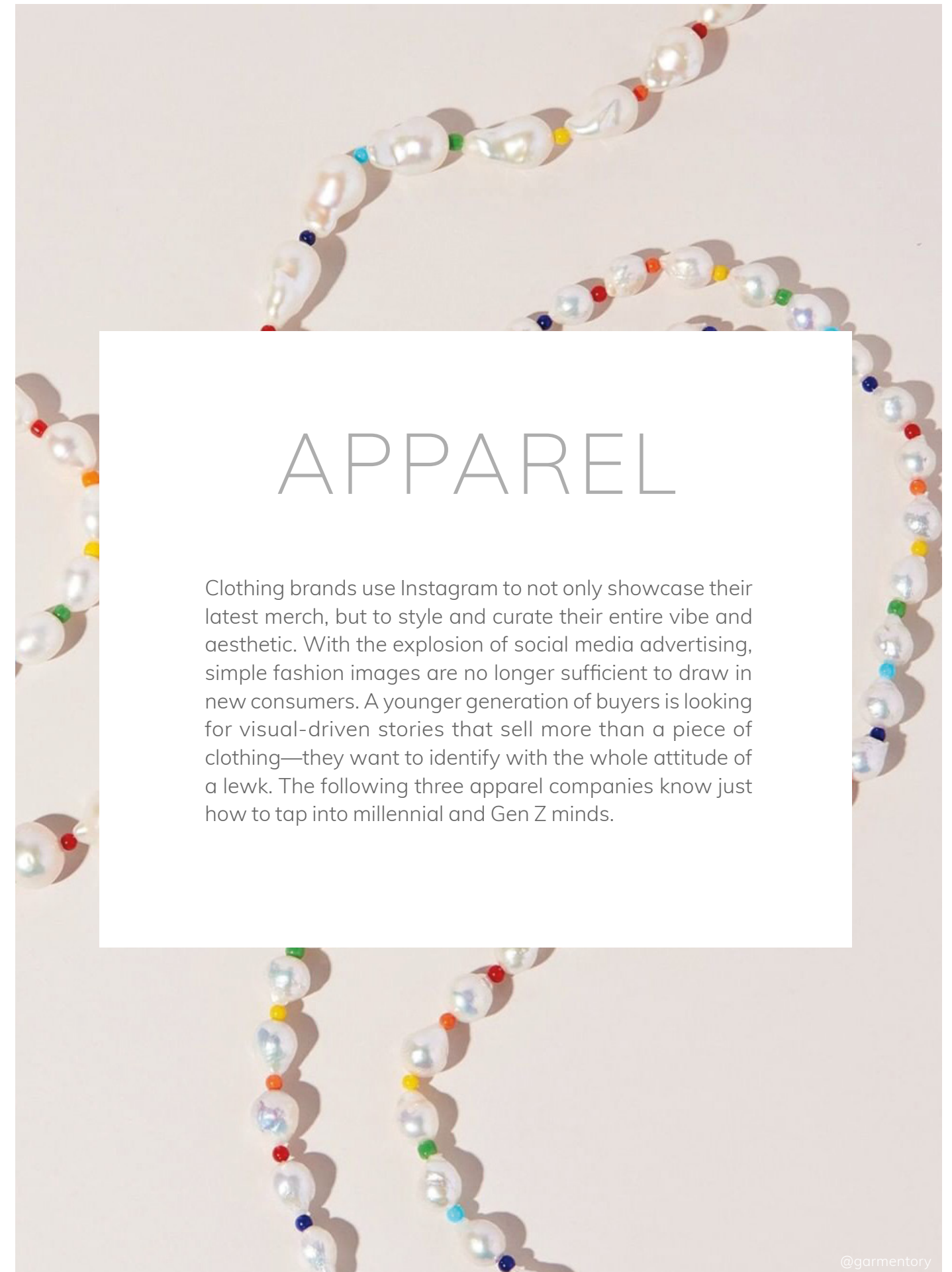


**LE LABO<sup>®</sup>**  
GRASSE — NEW YORK

## PART AND PARCEL

Le Labo is famed for its complex scents and textured fragrances. Why would its Instagram feed be any different? Photos that include a spread of the rich ingredients in Le Labo products frequently outperform the brand's average engagement.





# APPAREL

Clothing brands use Instagram to not only showcase their latest merch, but to style and curate their entire vibe and aesthetic. With the explosion of social media advertising, simple fashion images are no longer sufficient to draw in new consumers. A younger generation of buyers is looking for visual-driven stories that sell more than a piece of clothing—they want to identify with the whole attitude of a lewk. The following three apparel companies know just how to tap into millennial and Gen Z minds.





**PULL&BEAR**

REVVED UP

Pull&Bear leans into the rad teen vibe by including moody photos of young models in its notoriously chill apparel, while posing next to retro cars. Images that feature classic rides drive the brand’s average engagement rate up by 105%.

+105%

ENGAGEMENT







# rag & bone BLUE JEAN BABY

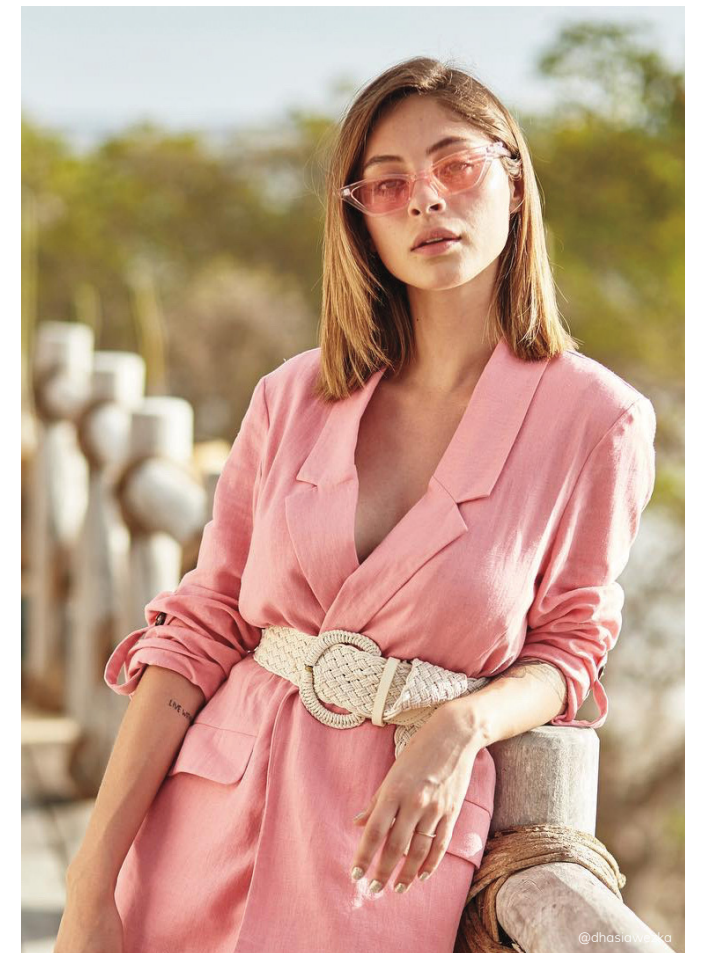
NEW YORK

Blue is tried and true. This visual trend is an oldie but a goodie that never ceases to stop scrolling thumbs in action. rag & bone knows how to take full advantage of Instagrammers' jean love, by giving its latest denim delights regular appearances on its feed.



## SUIT YOURSELF

There's no way around it: Oversized blazers are back in. While you might have thought this look lived and died in the 80s, followers of trendy Spanish brand Stradivarius are loving this effortlessly put-together look. Power suits for the modern age? Now that's something we can get into.







# LUXURY

Now that luxury brands have established themselves on Instagram, they're open to the same critiques and demands as early adopters of the channel. Long gone are the days of shrouded BTS and mysterious techniques for developing collections and individual pieces. Buyers want to know both the process and the people behind their favorite luxury legacies. These three high-brow brands know how to give the new era of indulgent consumers what they want.



IT TAKES TWO

The womenswear label born of designers Jack McCollough's and Lazaro Hernandez's time at Parsons School of Design has plucked its creators from behind the proverbial curtain on Instagram. Photos including the design duo outperform Proenza Schouler's average engagement rate by 74%.

+74%  
ENGAGEMENT





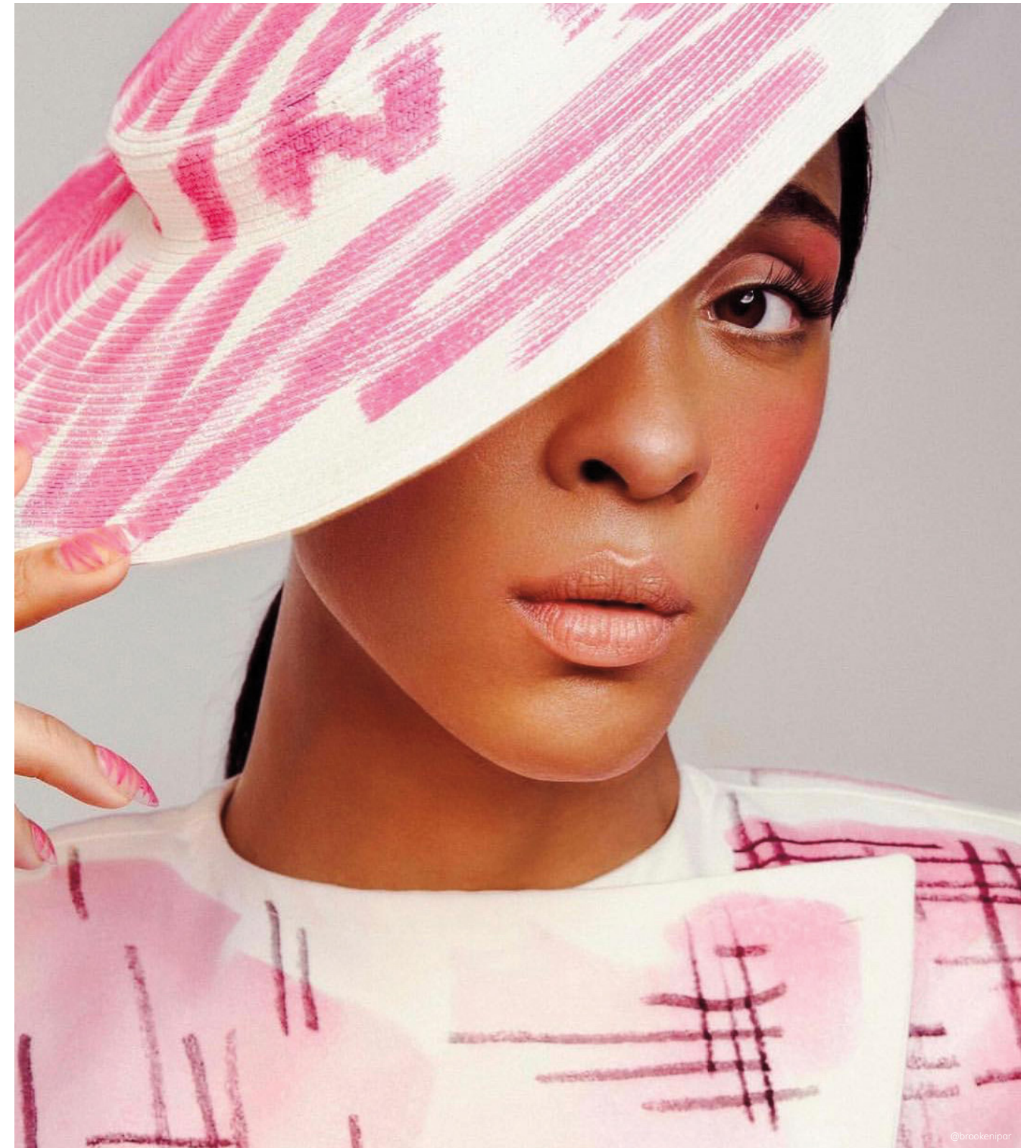
# RODARTE

## STAR QUALITY

"Celebrities are just like us!" They, too, love Rodarte's whimsical creations. What do people on the 'Gram love more than Kate and Laura Mulleavy's feminine ensembles? Their favorite celebrities wearing them.







# MOSCHINO

## MAD FOR HATS

A Moschino design is always recognizable from afar. The Italian fashion house never shies away from making an impact with bold colors and playful styles. Photos featuring its fearless hats have particularly captivated fans on social.





# TRAVEL

If you don't want FOMO, you know not to check your friends' Instagram when they're on vacation. Traveling is more accessible than ever, and every tourism board is touting its location as the most desirable. Influencers and globetrotters alike are constantly scoping out the next best destination for their out-of-office pic. Travel brands are clued in and offer content brimming with wanderlust-inspiring images. Let's check out three of the top-performing travel-focused accounts.

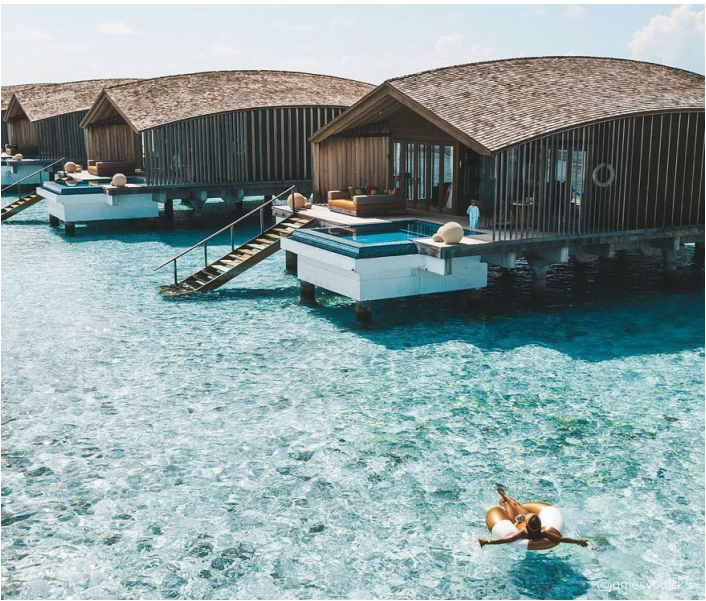




# PERCHED PARADISE

Club Med has all-inclusive resorts scattered around the world, but it's the picturesque villas on the water that grab the attention of jetsetters. Photos featuring the perched homes in tropical paradises outperform Club Med's average engagement rate by 74%.

+74%  
ENGAGEMENT

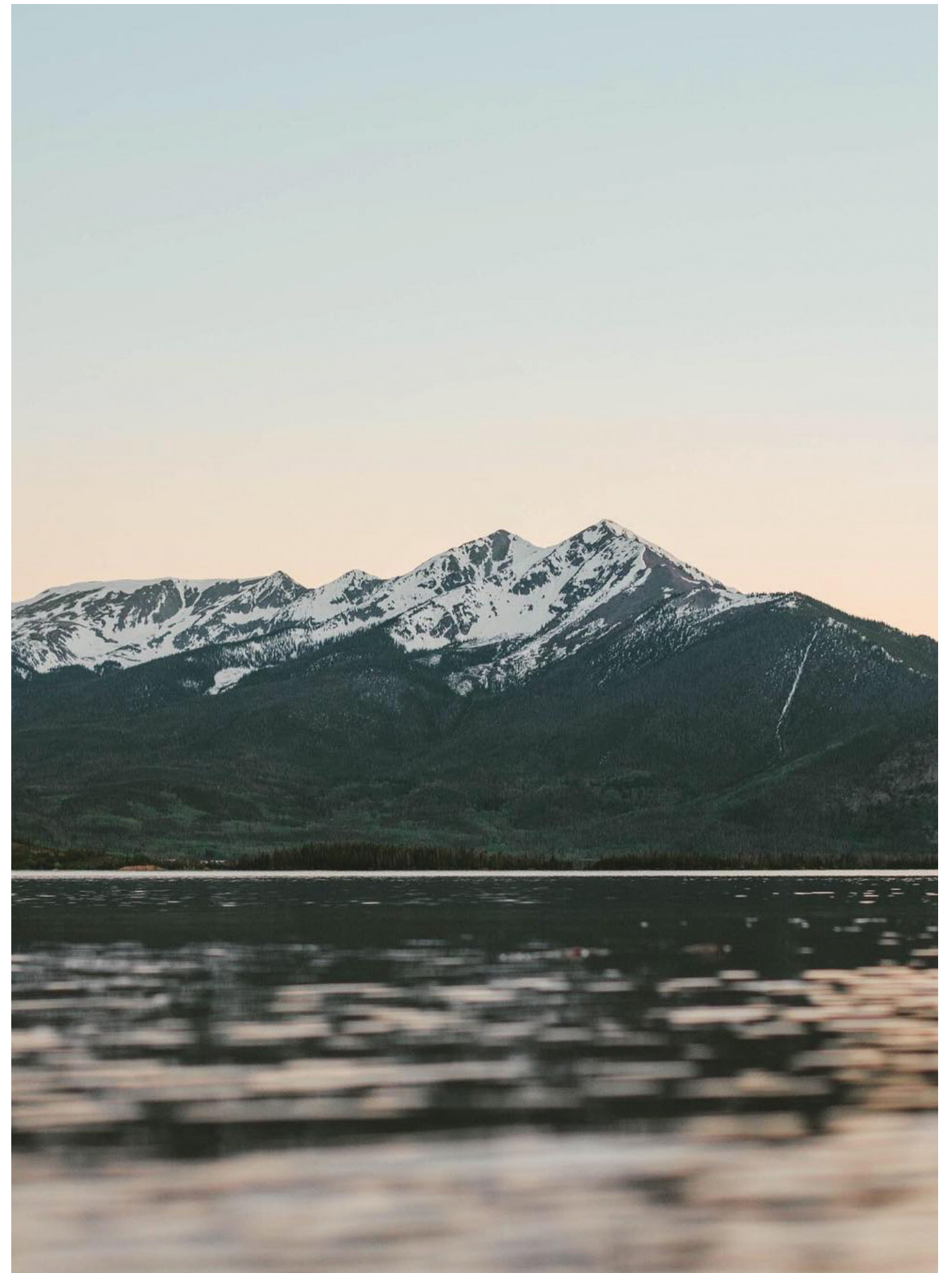
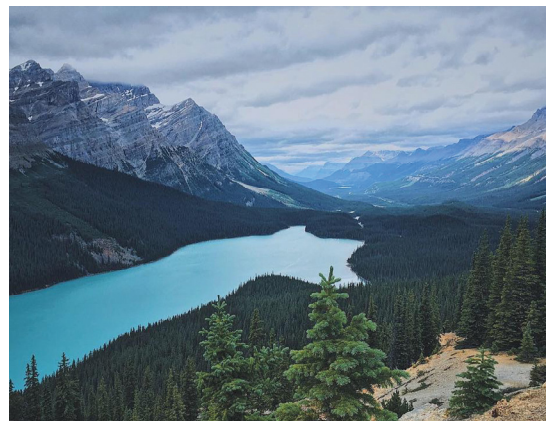
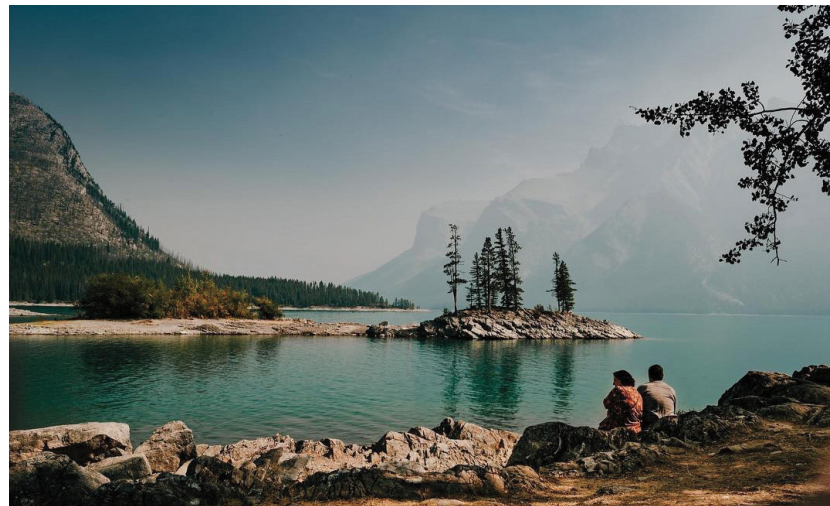




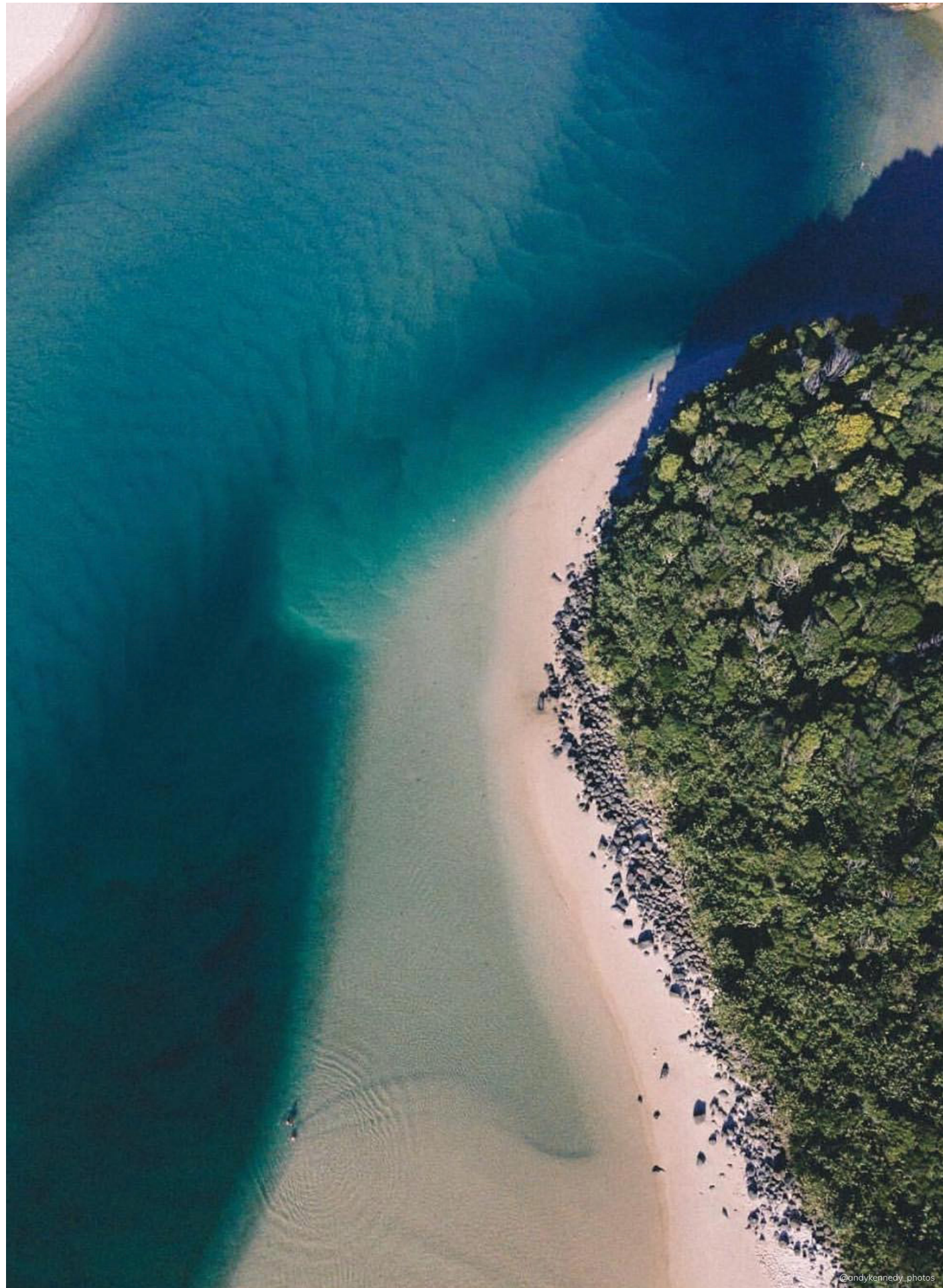


# HEAD FOR THE HILLS

Looking to escape? Vrbo's account is here to help you. The company is ready to plop any of its users in a myriad of high and hard-to-reach places. Vrbo's top-performing posts give followers Von Trapp family (on vacation) vibes.

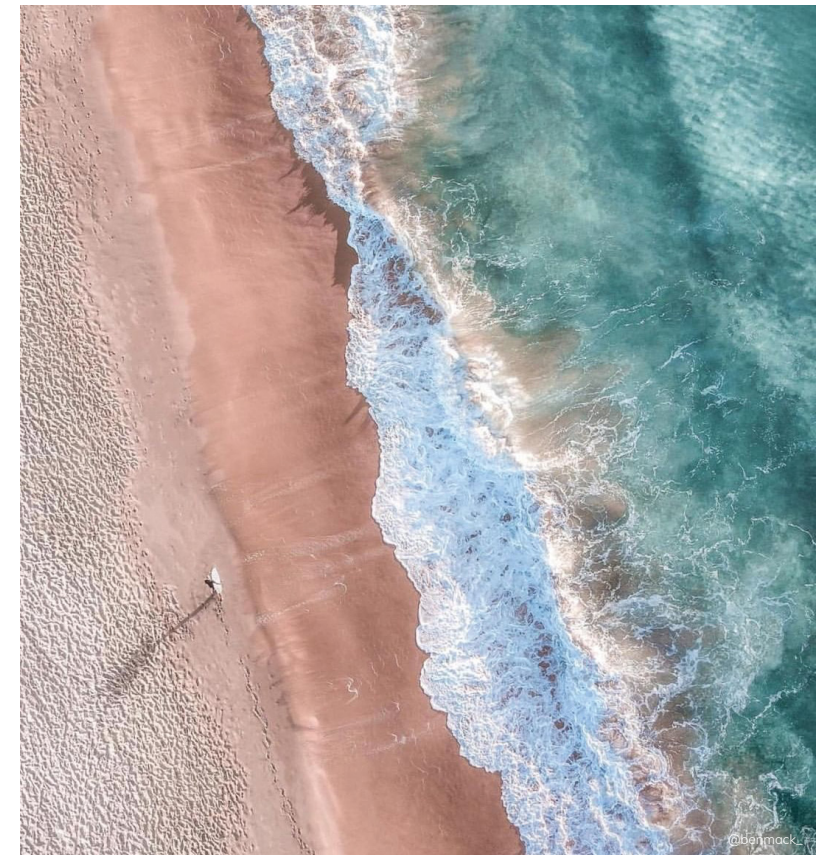
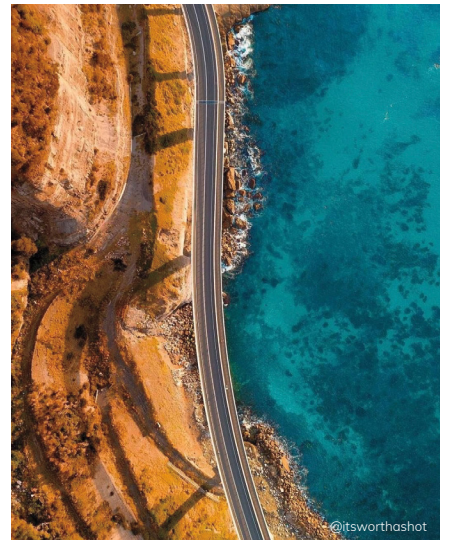
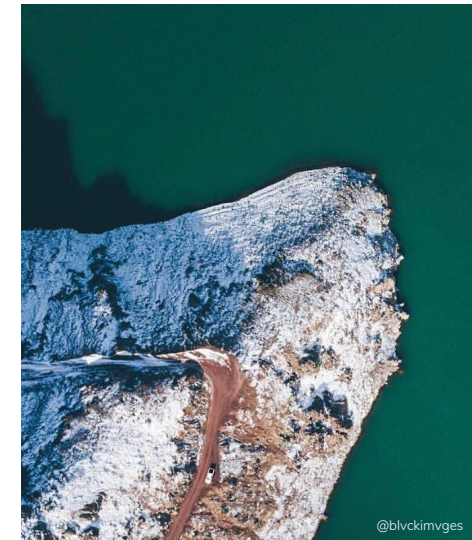
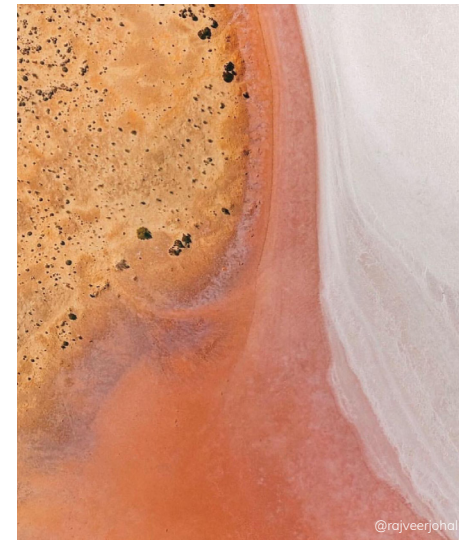






## EYE IN THE SKY

What's a better way to capture Australia's richly diverse landscape than an aerial shot? Qantas sends followers to the skies with these top-performing pictures.







# HOME

These days, it takes a lot more than just “heart” to establish a stylish and enviable home. Each room is an opportunity to express one’s personal taste and create the desired energy in a space. Interior design and home furnishing accounts are multiplying, but the following three brands have clean, comfy, and personable décor locked down for their homebody scrollers.



@casey Zhang



@floydetroit



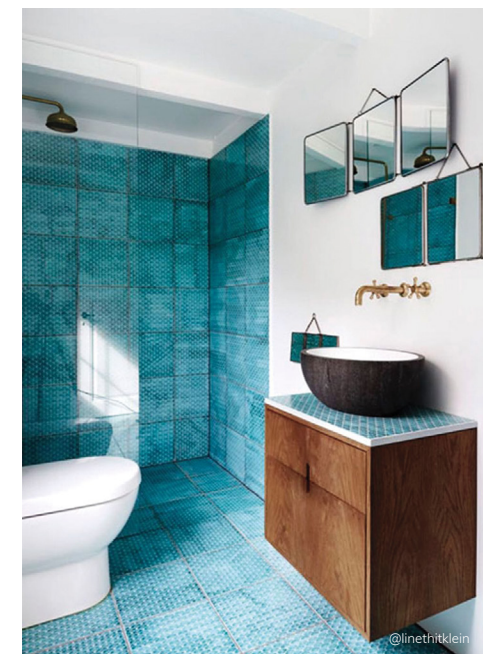


# hunker™

## PAINT BY NUMBERS

Who says data-backed content can't be creative? Hunker's best-in-class social strategy allows the team to paint by numbers on their feed. They're all about color blocking and data tracking in Dash Hudson, to make sure their audience is picking up what they're putting down on the 'Gram. And it's working—Hunker sees five times the overall engagement of other home brands.

5x  
ENGAGEMENT

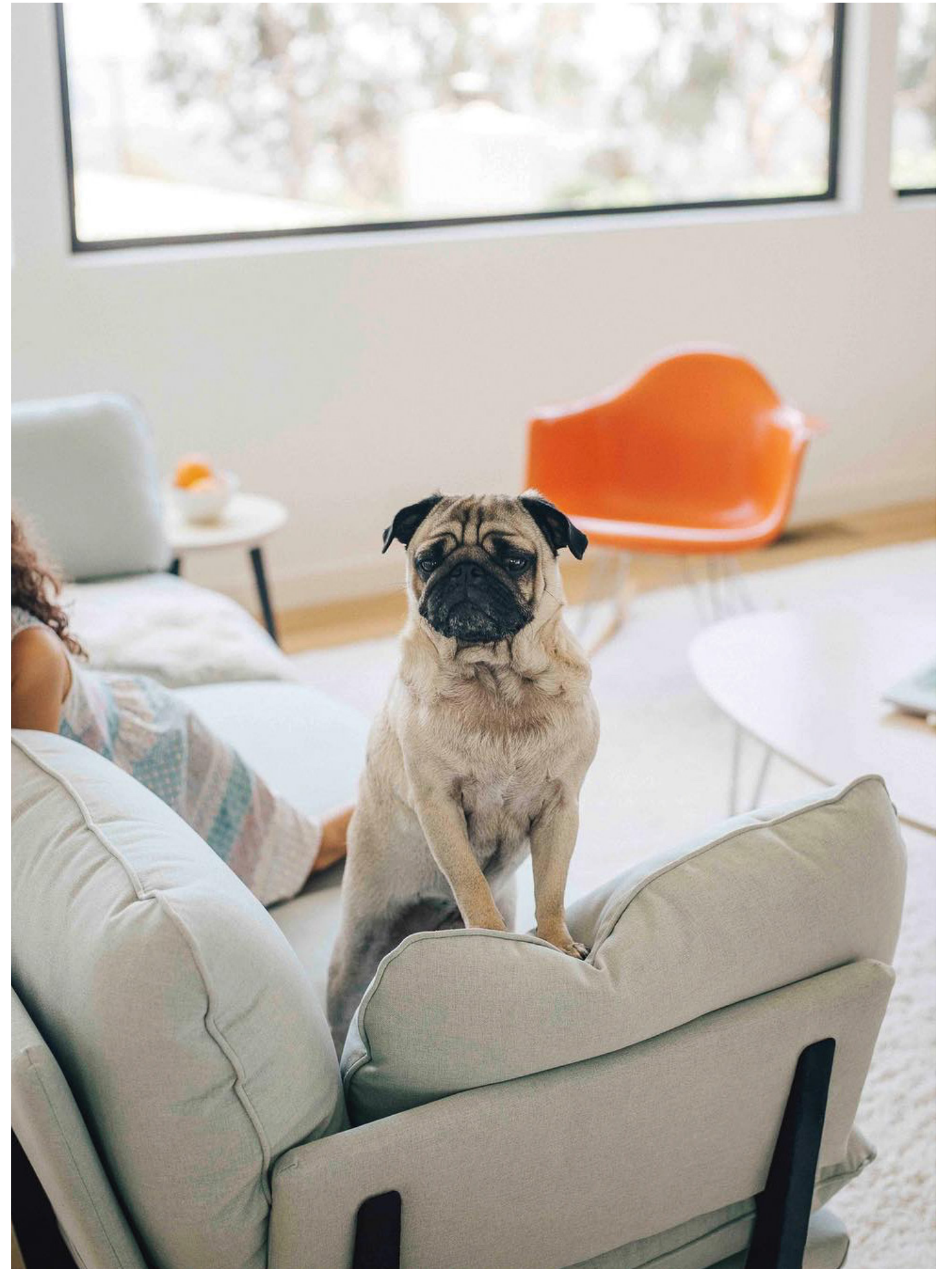




# FLOYD

## FUR BABIES

When you're scrolling through your feed during a break at work, what's a better brain break than looking at cute animals in tidy homes? FLOYD showcases the durability of its furniture while entertaining its Insta audience with the fur babies of happy customers.





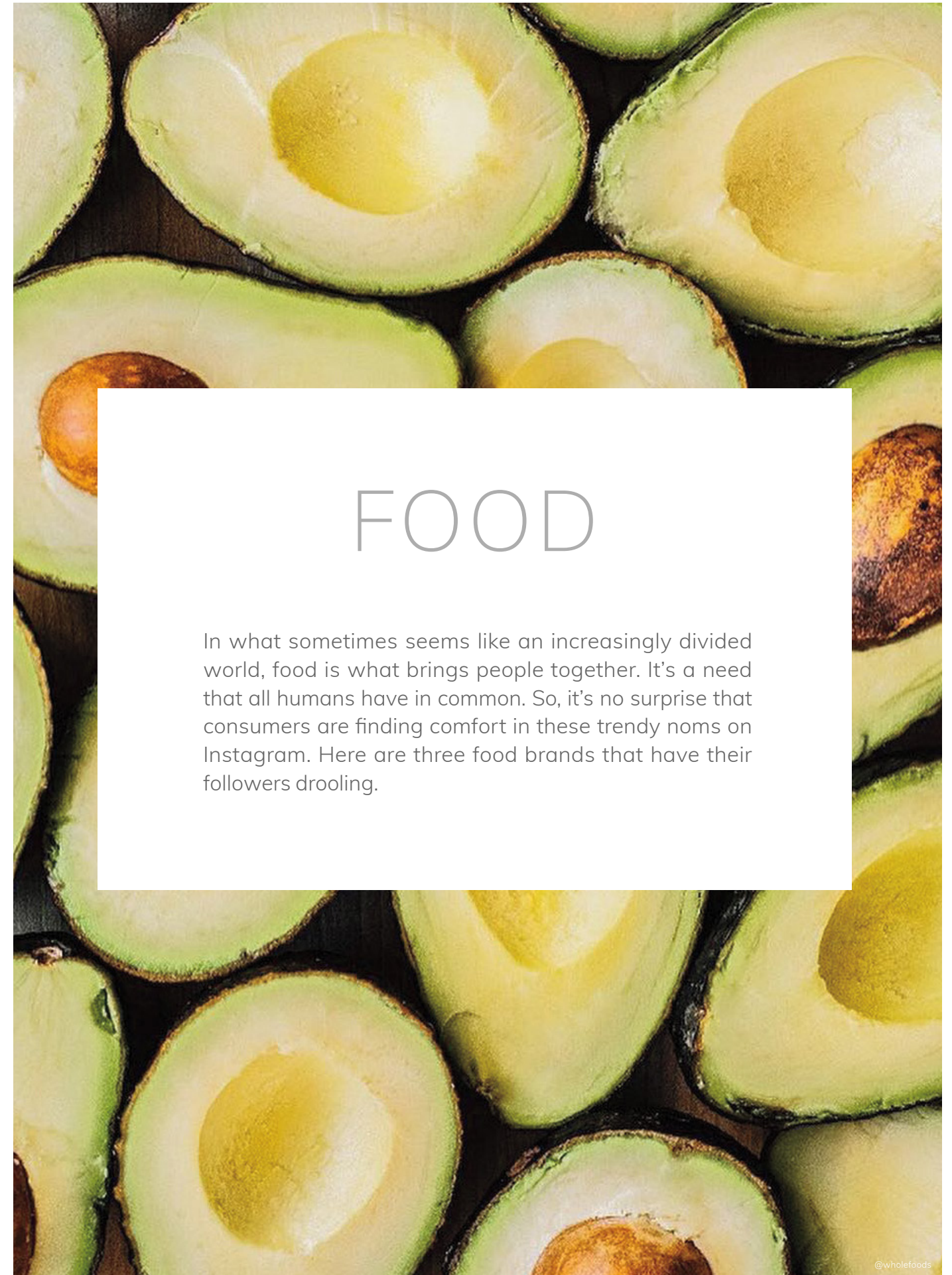


## HOME IS WHERE THE ART IS

You don't need to be the owner of a manor to have your own gallery. Houzz makes home galleries accessible with trending shots of them in various sizes, themes, and prestige—and fans are loving it.







# FOOD

In what sometimes seems like an increasingly divided world, food is what brings people together. It's a need that all humans have in common. So, it's no surprise that consumers are finding comfort in these trendy noms on Instagram. Here are three food brands that have their followers drooling.





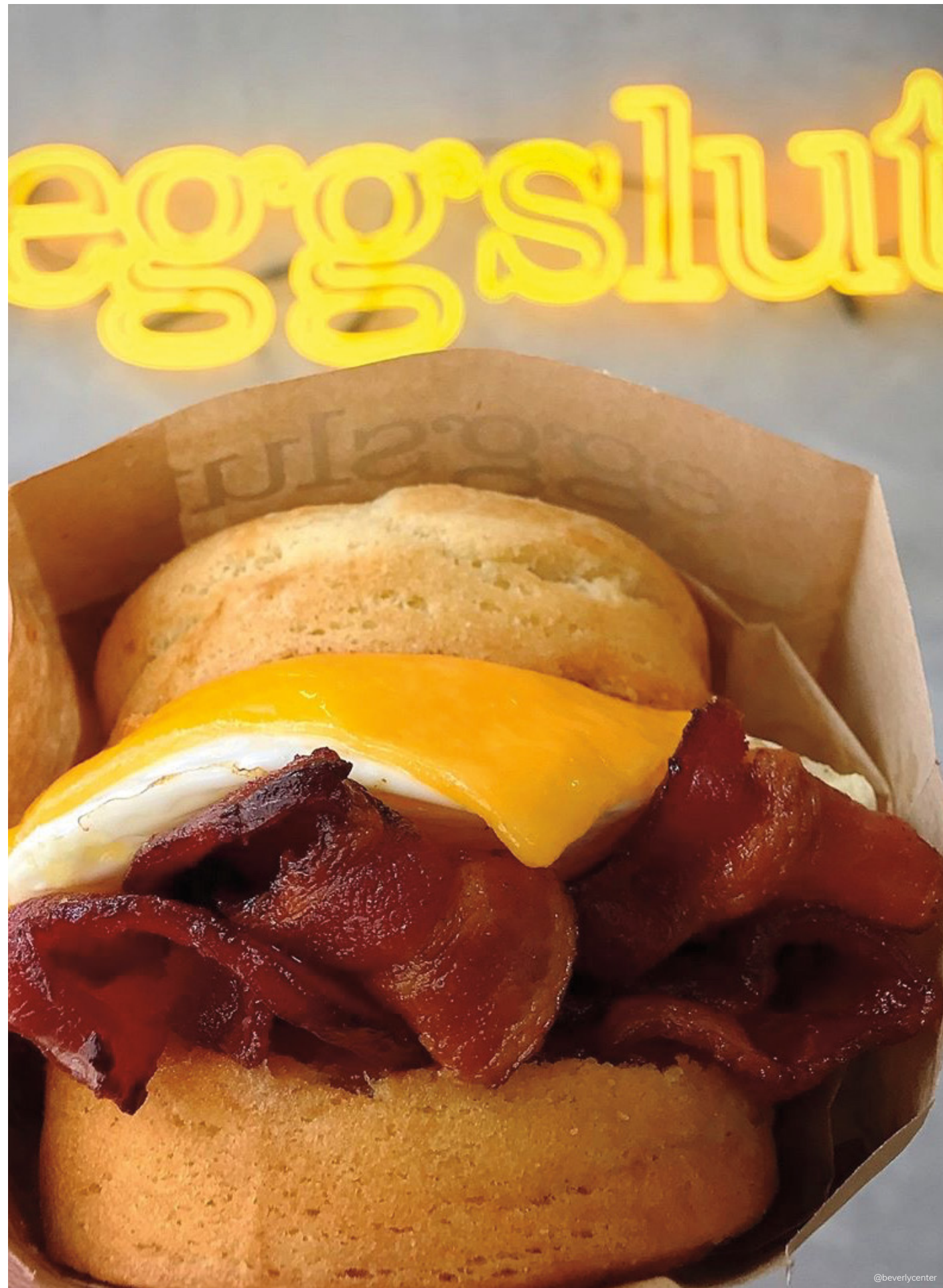
# GLAZED OVER

Glossier isn't the only brand benefitting from glazed models: Krispy Kreme's photos that embrace the glaze, on average, outperform the American snack staple's normal engagement rate by 54%.

+54%  
ENGAGEMENT







@beverlycenter

# eggslut

## SEX SELLS

The bacon, egg, and cheese will never go out of style, and Eggslut is making sure of it with its attention-grabbing branding. The provocative name mixed with #foodporn shots of its sandwiches has the restaurant dominating the breakfast food landscape.



@allaboutthesauce



@hkfoodbae



@americanabrand



@nuangyise



@hkfoodbae





# LIGHTNING IN A BOTTLE

Who hasn't tried a juice cleanse in an attempt to get their life in order? Pressed Juicery's combination of color blocking and carefully positioned bottles amps up potential new juicers. And followers are drinking up the brand's striking layouts.







# PUBLISHING

Savvy publications have been using Instagram to hype their stories—but that's just the beginning. Legacy outlets have gotten a clue and are investing in their social presence in order to acquire more readers in the digital and visual age. Instagram allows publications to post segments or tease their top stories, increasing the avenues by which content can be reached and consumed. Here are three leaders in the publishing space that have figured out what their followers on Instagram—and around the world—have been looking for.





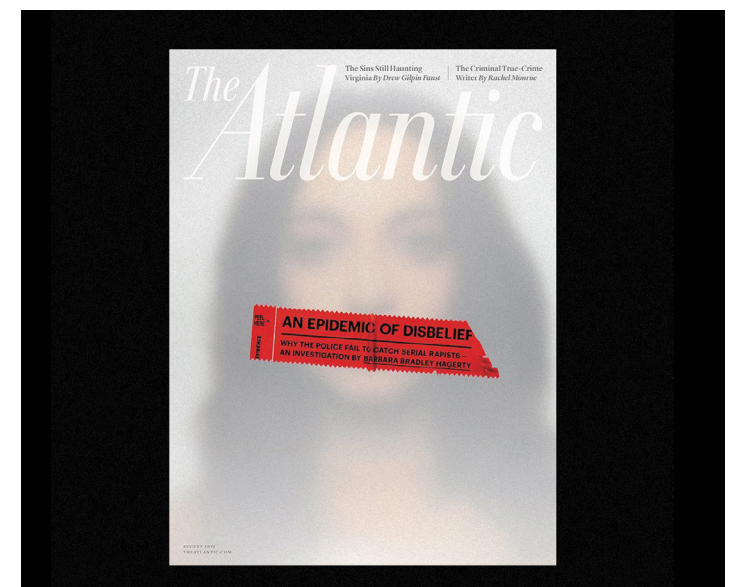
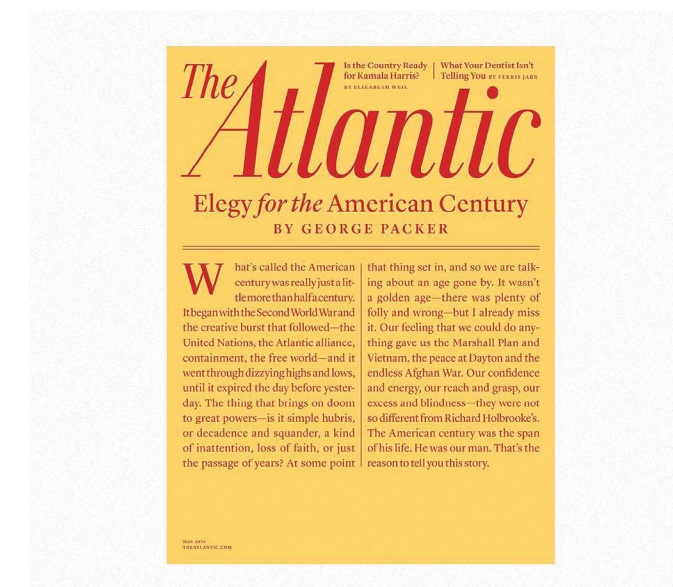
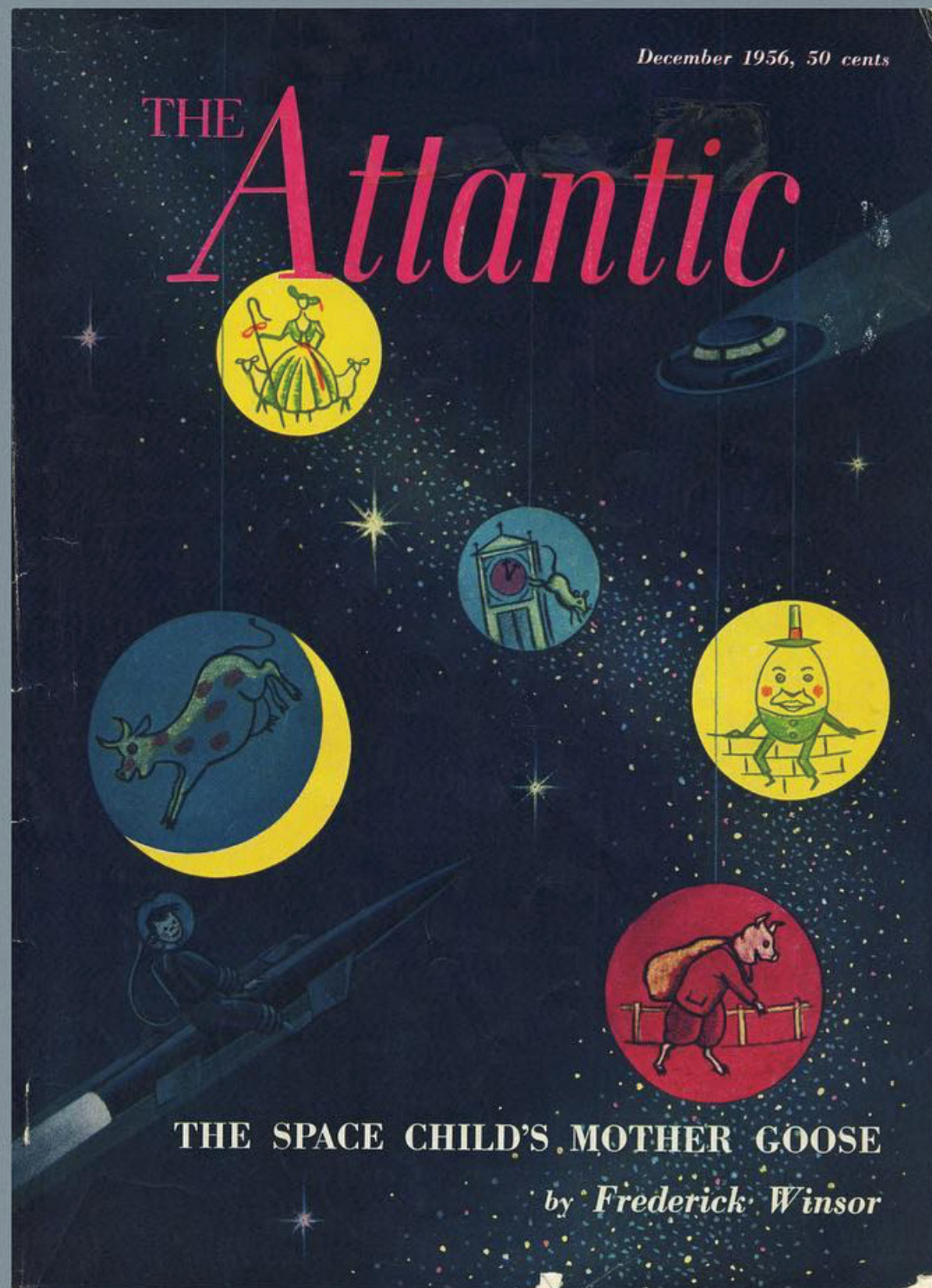
# The Atlantic

## COVER LOVERS

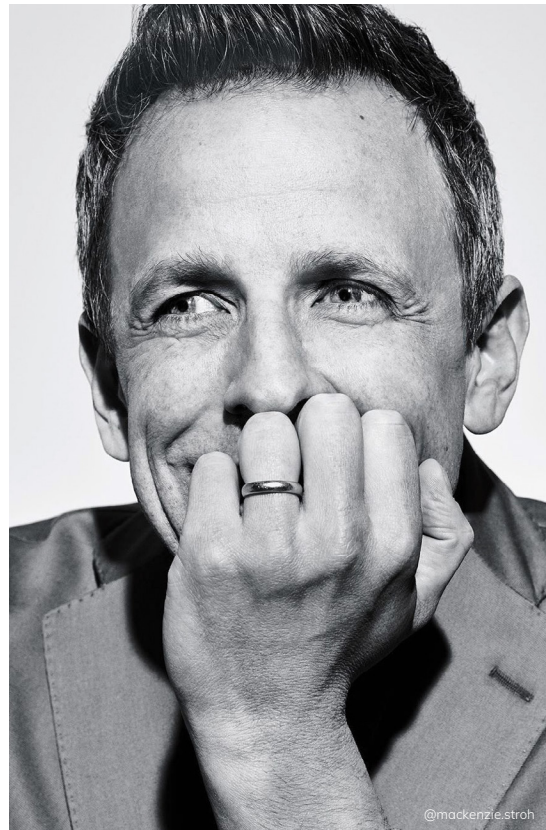
Since the establishment of The Atlantic in 1857, the outlet has needed to switch it up here and there. One thing that's never changed? Readers love a blow-out cover story. Photos featuring an image of a cover story typically outperform The Atlantic's average engagement rate by 44%.

+44%

ENGAGEMENT





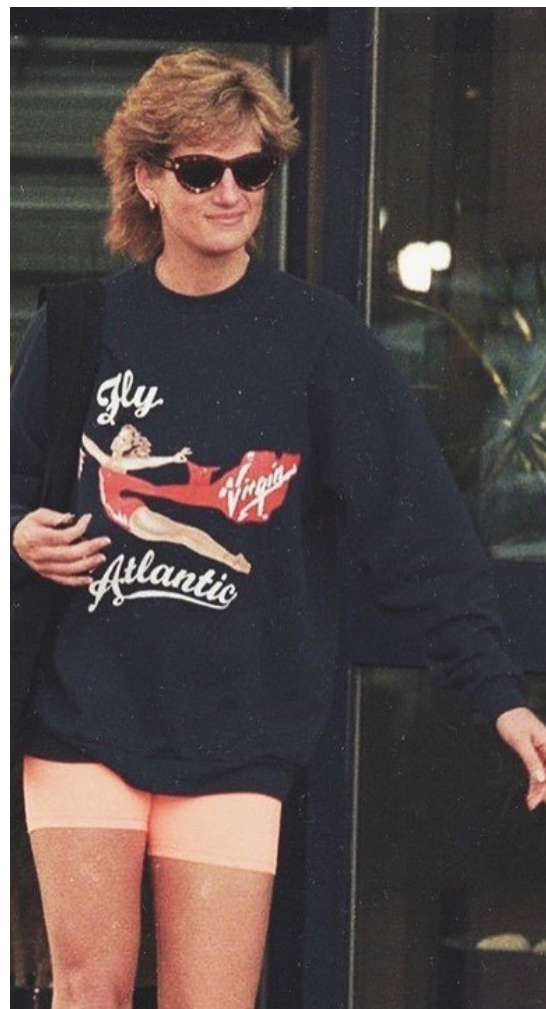


# FAST COMPANY

## BLACK, WHITE, AND READ

Readers of Fast Company love learning about the trials and tribulations of the world's most successful business people. The publication inspires many to build their own businesses. And the classic, approachable black-and-white portraits of those who have prospered make it appear within reach.





## THE NOT-SO-DISTANT PAST

Sometimes when the present is too hectic, people find comfort in the past. The Cut benefits from posting some of the most iconic pop culture moments on its feed.





## MEDIA BROADCASTING

In an era of fake news and alternative facts, media outlets are struggling to maintain the trust of the visual generation. Broadcasters are pushed to create more attention-grabbing images for their feeds. Some have chosen to lean on nostalgia to remind consumers why they fell for them in the first place. Here are three media companies that are making moves that resonate with their viewers.



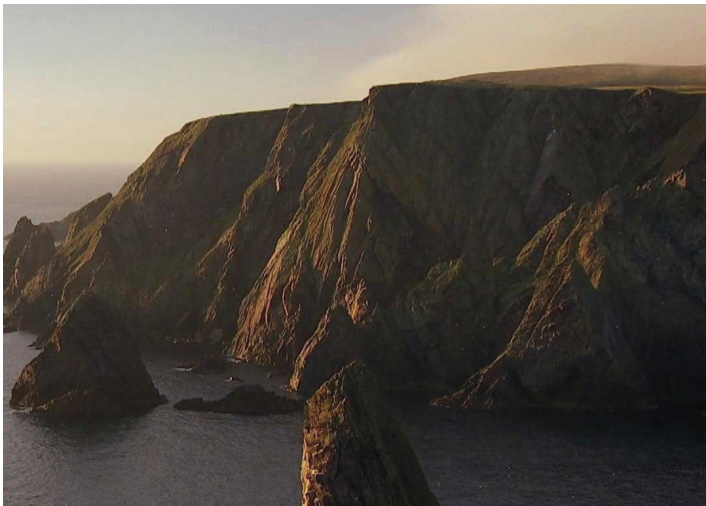




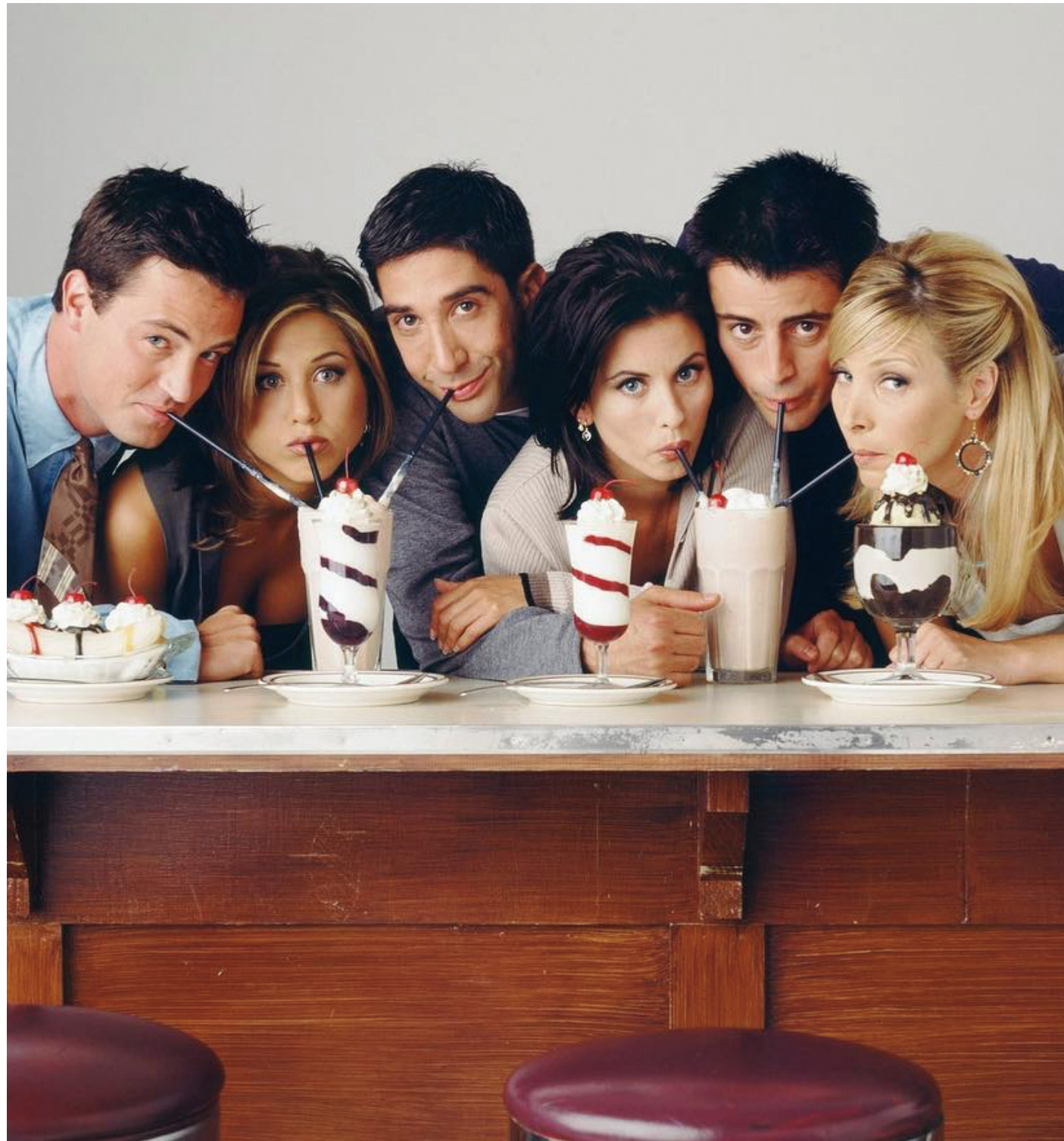
# THE PLANET EARTH EFFECT

It's no surprise that the company responsible for the production of the award-winning series Planet Earth continues to post and benefit from its high-definition photos of wild and enchanting nature scapes. Photos in this trend outperform BBC's average engagement rate by 50%.

+50%  
ENGAGEMENT







## FRIENDS FOREVER

Friends is internationally one of the most popular and easily recognizable shows ever made. Recently, the hit show gained a resurgence of popularity after Netflix included it on their streaming site. Naturally, Warner Bros. continues to post shots of the quintessential show, and followers couldn't be happier to relive the golden years.







# SEEING IS BELIEVING

As the media landscape continues to change and audiences skew younger, public radio struggles for the attention of the visual generation. NPR has found a solution by including illustrations corresponding to stories. Those posts have proven to be very effective on the 'Gram as they outperform their photographic counterparts.







Goody has been the go-to hair accessory brand for American girls and man bun growers since the early 20th century. What's amazing about this heritage hair brand is the company's ability to remain innovative and relevant in its category for over 100 years. Goody's present day strategy—to stay in the hearts and hair of consumers—involves everyone's favorite social channel, Instagram.

### TOUCHLESS OPPORTUNITIES

On Instagram, Goody communicates its cheerful and lively brand identity through vibrant photos and videos that showcase its products and the personality of the Goody customer. The channel

provides an opportunity for Goody to interact directly with its fans, and to create and share content that resonates with its community. The social team at Goody uses the Dash Hudson Boards tool to achieve this goal.

In Boards, the team at Goody groups its photos and videos into categories like product type, stylized product shots, quotes, hair images, model photography, and more. Boards then provides Goody with performance data for each of these content pillars. With this data at hand in real-time, Goody can optimize its content mix to appeal to the aesthetic tastes of its following, driving engagement and growth for the brand on Instagram.

### DOUBLE TAP DATA

With engagement being such an important factor in the Instagram algorithm, focusing on increasing this metric is key to attaining visibility on the channel. The social team at Goody also leverages the power of Dash Hudson's Visual IQ tool to discover opportunities to grow engagement—and in turn, the brand's following.

“The visual predictions help us to understand how our product photography works with our followers. It reaffirms trends and allows us to be precise in our content creation.

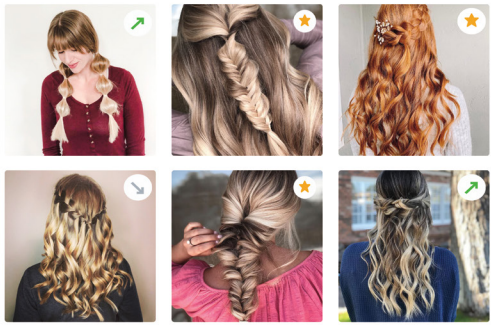
Nicole Krinsky,  
Social Media Manager at Goody

Visual IQ works by applying AI technology to a brand's Instagram imagery and historical performance data. The machine learning tool can organize a brand's owned, earned, and competitive content into segments, to uncover trends and content styles that have the potential to generate a higher share of engagement. In the owned section of Visual IQ, Goody discerned that they should be sharing more quirky quotes to drive engagement. In terms of community content, the team learned that images of interesting braids and hairstyles would perform well on the brand's Instagram.

#### Owned: Quirky Quotes



#### Earned: Interesting Braids



### GOODY'S INSTAGRAM AUDIENCE GROWTH

+831% in **one** year with Dash Hudson

+1,478% in **two** years with Dash Hudson

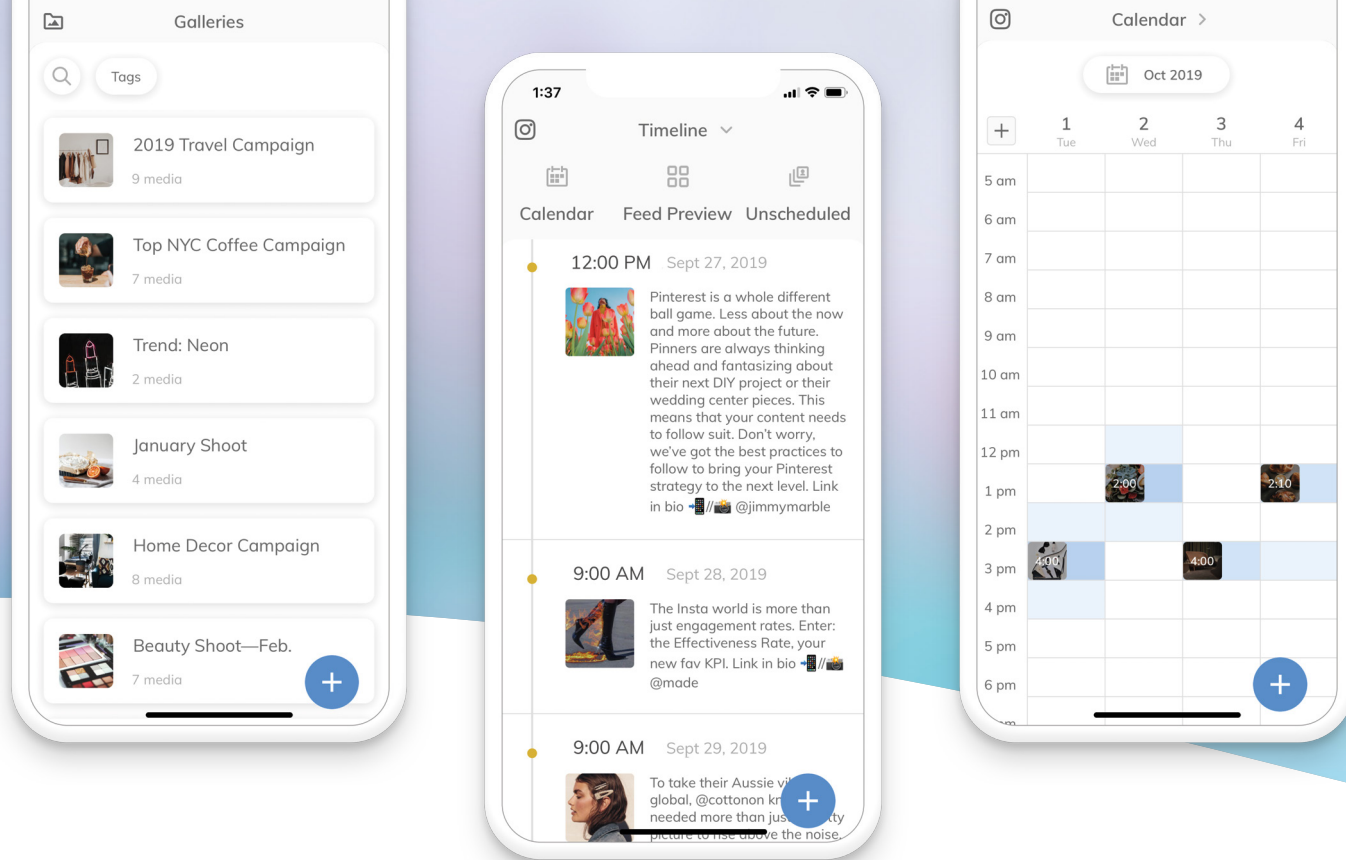
### GROW TO GREAT LENGTHS

Goody's data-driven creative strategy has propelled the brand's growth and success immensely on Instagram. When the brand started working with Dash Hudson its followers sat below the 7K mark. Just one year in, Goody was able to grow its fan base by 831%, and has now cultivated a community of over 100K, increasing its audience by 1,478%!

“Dash Hudson really helps Goody to create a visual brand story. I live in the platform!

Nicole Krinsky,  
Social Media Manager at Goody





DASH HUDSON

## WHAT'S NEW AT DASH HUDSON

Driving photo and video performance is critical for building your brand and rising to the top (of the feed) in this content-saturated era. It's not only your competitors' content that you need to break through—in a world of options, there's no shortage of creative in your owned and earned content. You need to put your best post forward by selecting the right creative to stop your audience mid-scroll, every time.

Dash Hudson Library with Vision predictions provides data-backed performance indicators so you can choose from your, like, 50,000 photos with confidence. Paired with our robust multi-channel scheduler and auto-publishing, choosing and sharing top-performing content has never been more powerful (or easy).

### VISUALLY INTELLIGENT

Integration with our visual intelligence technology means you'll always know which posts are data-backed to engage your audience. Never miss the mark by trusting Vision to find your crowning glory content, even on the go.

### ON THE GO

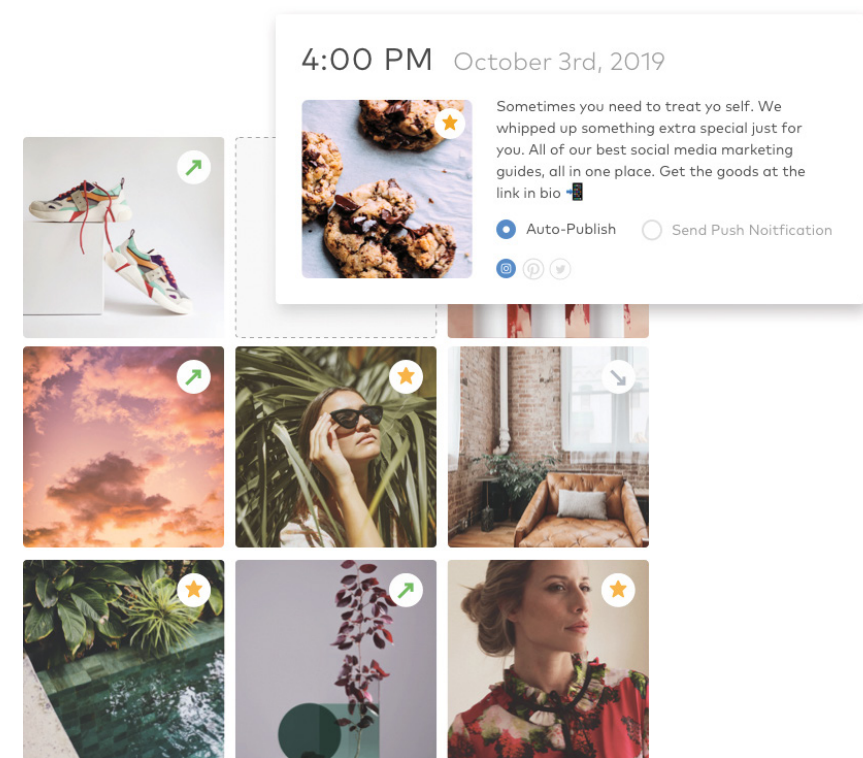
Dash Hudson Mobile is the most powerful way to take your scheduling and publishing along for the ride. With full multi-channel scheduling and integrations with Library and Story Studio, our mobile app enables you to get it done in one place—no matter where you are.

### LIBRARY ACCESS

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

### MULTI-CHANNEL SCHEDULER

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



## INTRODUCING AUTO-PUBLISHING

What happens when you combine a fully integrated media library, brand-specific real-time performance predictions, multi-channel scheduling, and auto-publishing for your most important marketing channels? Social nirvana.

Auto-publishing for Instagram, Pinterest, and Twitter transforms your workflow, making scheduling and publishing engaging content an easy check off your growing to-do list.

## SEE HOW THE MAGIC HAPPENS

Join the savvy brands who use Dash Hudson daily to create and share better photos and videos. Visit [dashhudson.com/mag](https://dashhudson.com/mag) to sign up for a demo.



# CONTRIBUTORS

## FOUNDERS

Thomas Rankin  
Tomasz Niewiarowski

## SENIOR DIRECTOR OF MARKETING

Julie Meredith

## HEAD OF CONTENT

Michaela Atkinson

## PRODUCT MARKETING MANAGER

Maggie Hickey

## DESIGNERS

Becky Ryan  
Morgan Munroe

## MARKETING & EVENTS COORDINATOR

Kelsey Skinner

## MARKETING INTERNS

Anna Mroczkowski  
Gillian Gamble

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