

DASH HUDSON

A woman with long dark hair, wearing sunglasses and a white long-sleeved shirt with a bow detail on the shoulder, is holding a stalk of grain in her right hand. She is standing in a field of tall, dry grass or grain, with the stalks reaching up towards the camera. The background is a clear blue sky. The entire image is framed by a white border.

VOLUME TWO

DASH HUDSON

VOLUME TWO



IN THIS ISSUE

4–5

A LETTER FROM THE FOUNDERS

6–7

HOW VISION WORKS

8–15

BEAUTY

Ulta Beauty | Milk Makeup | MAC Cosmetics

16–23

FASHION

Madewell | REVOLVE | H&M

24–31

LUXURY

The Row | Tiffany & Co. | Net-A-Porter

32–39

TRAVEL

Emirates | TripAdvisor | Four Seasons Hotels

40–47

HOME

Homepolish | Williams Sonoma | Crate and Barrel

48–55

FOOD

Silk | Udi's Gluten Free | Ben & Jerry's

56–63

PUBLISHING

Kinfolk | Forbes | The Washington Post

64–71

MEDIA BROADCASTING

Jimmy Kimmel Live | TODAY Show | CNN

72–75

DASH HUDSON VISION

Vision in Action | See Clearly. Get Vision.

A LETTER FROM THE FOUNDERS

Salutations.

Welcome to Volume Two of the Dash Hudson magazine. It's the world's only AI-surfaced visual trends publication, made possible by our Vision intelligence platform.

Inside these pages are the beginnings of a revolution. We've curated some of the best examples of how the world's most important brands can deepen engagement with consumers and create new ROI with visual touchpoints. Our findings are game-changing.

With artificial intelligence and computer vision, the need for spreadsheets, manual tagging, and expensive agencies becomes obsolete. The status quo is being replaced with accurate, real-time insights into which photos people care about at this very moment in time.

For those captivated by the glorious alchemy of creativity and data, this is our gift to you.

Dash Hudson works with the most discerning brands and publishers in the world to create and share images that audiences connect with. Our intuitive, elegant solution empowers them to take their digital strategies to another level.

Our amazing customers, including Condé Nast, Glossier, Kendo, REVOLVE, and Amazon, use Vision to analyze their media, identify trends, as well as measure and enhance engagement across their key visual marketing channels.

In this issue, we present the brilliant capabilities of visual intelligence using select influential brands.

We hope you enjoy.



Thomas Rankin
Co-founder & CEO



Tomasz Niewiarowski
Co-founder & CTO

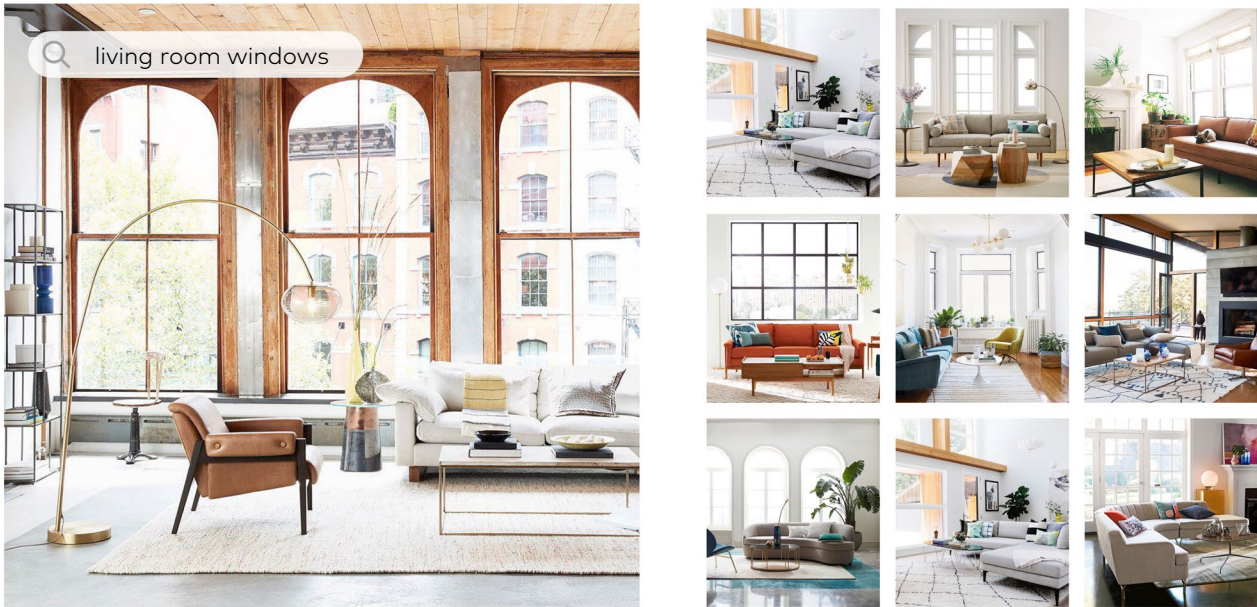
THE METHOD BEHIND THESE PAGES

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

Dash Hudson provides a visual intelligence platform that collects and understands photos, helping you to uncover your best content, analyze trends, scope out the competition, and get real-time recommendations on which photos to use now to drive meaningful ROI.

We use some pretty rad, emerging technology. Check out how we bring you insights that you have never seen before, including the trends outlined in these pages.

How Vision Finds Images



How Vision Reads an Image



TONE
Sophisticated, Calm, Refined

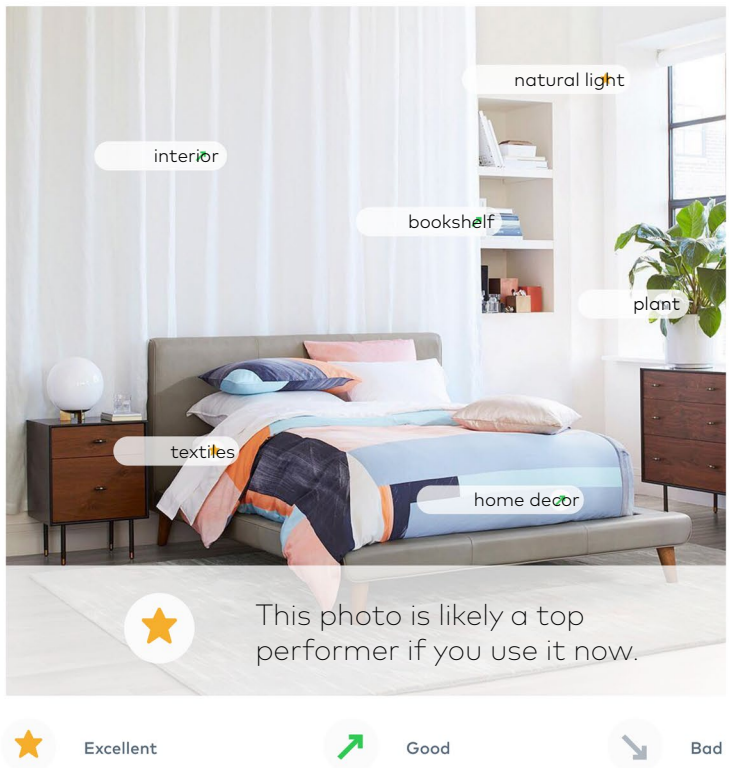
FEATURES
Home Decor, Neutrals, Furniture Design

ELEMENTS
Flowers, Natural Light, Chair, Tables

COMPOSITION
Long-shot, Portrait Style

SETTING
Interior, 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 on social, your site, and in ads, right now.



BEAUTY

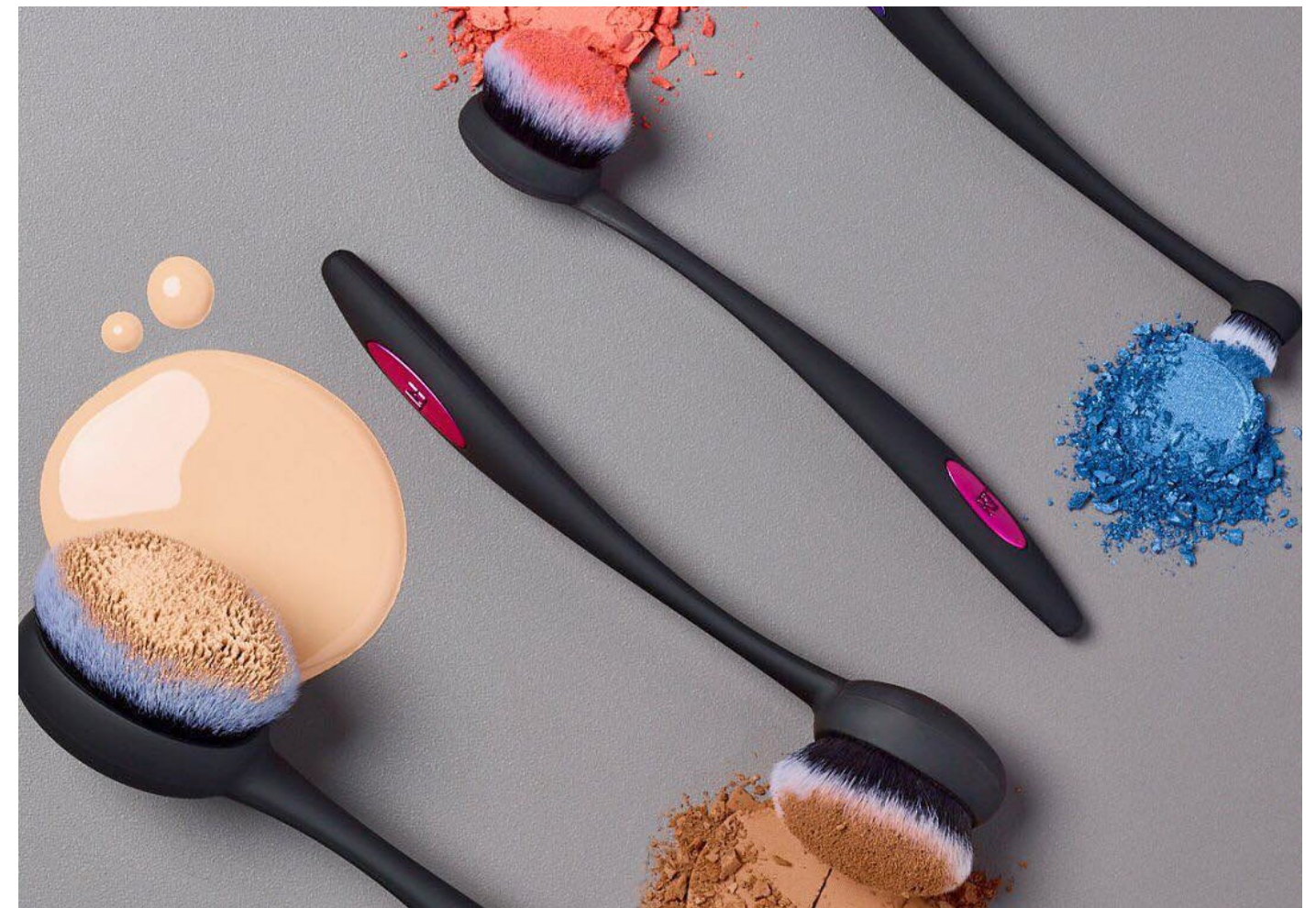
The beauty industry is social media's perfect match thanks to photogenic packaging, cult-like fan devotion, and video content that lets products shine. Some of the world's most savvy brands operate in this sector's specialized niches. Here, we chose to highlight three that sit atop the pyramid: a leading multi-brand retailer, a respected veteran professional, and a millennial social powerhouse. Flip the page to see some of the image compositions that are trending with their followers.

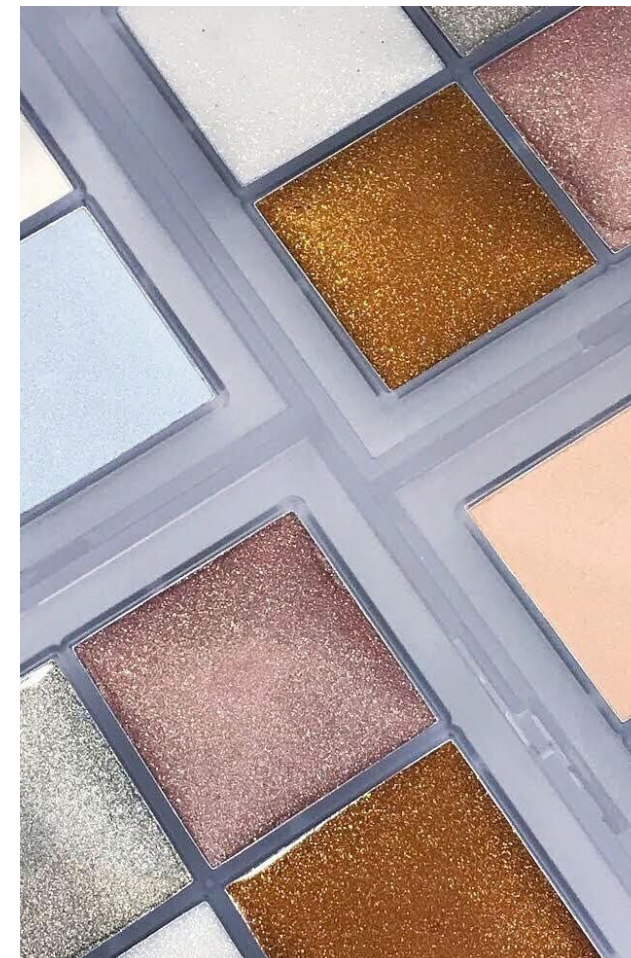




TOOLS OF THE TRADE

To the makeup aficionado, tools are just as important as product. Something Ulta Beauty is clearly aware of, as its visual social channels regularly present the most coveted tools in the game in delightful little setups. Needless to say, fans are into it.





QUAD SQUAD

If three's a crowd, then four is a crew. Milk Makeup gives its Instagram followers its unique version of squad goals by consistently

featuring its alluring signature 4-shade palettes, positioned perfectly to show off the pretty packaging.

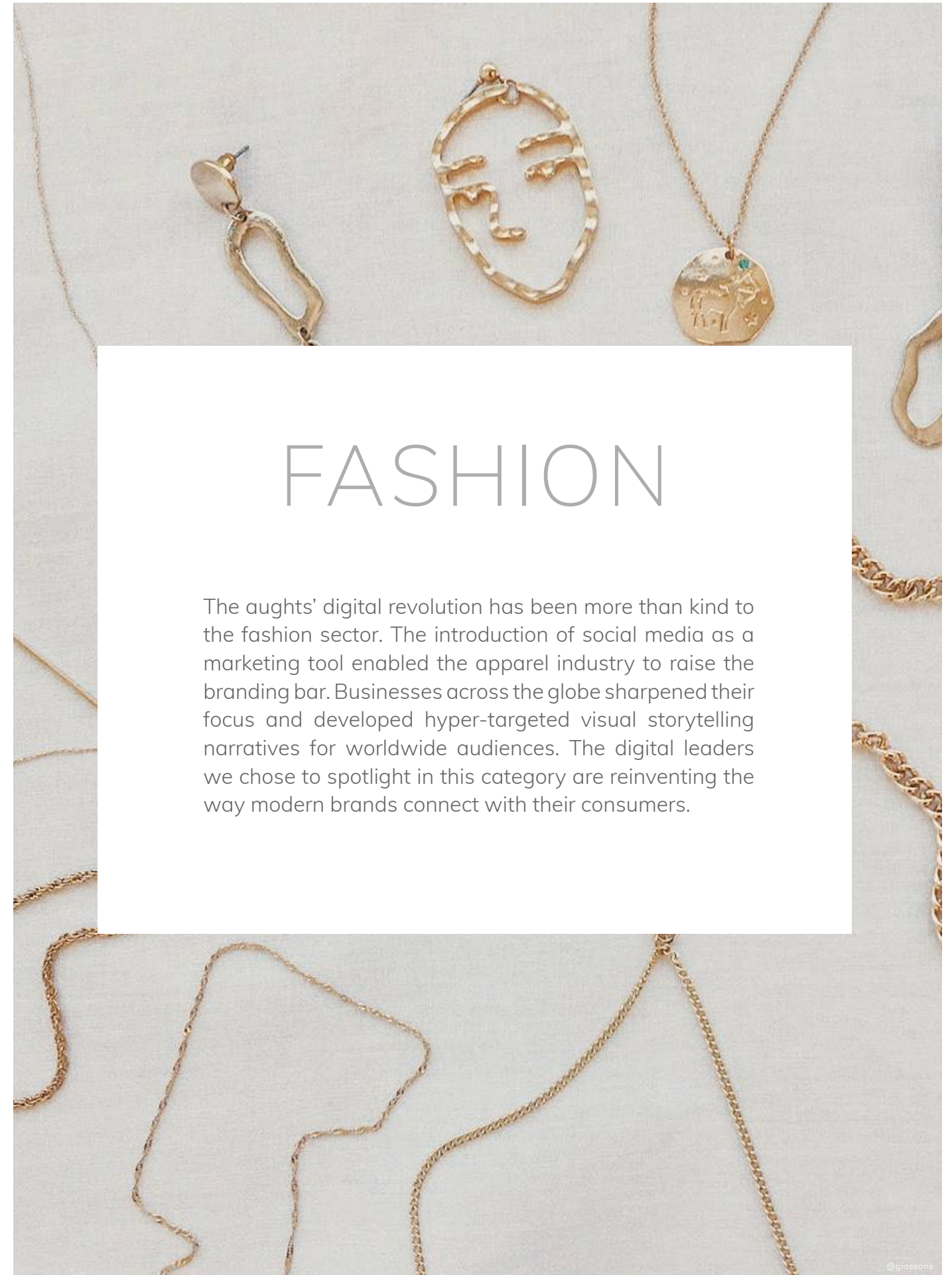
MAC

LIPSTICK JUNGLE

It's a jungle out there and MAC Cosmetics is feeling the heat. Its Instagram account is plastered with tight shots of bewitching lipstick tubes, all in beautiful hues that pack a

major visual punch. Almost makes you want to eat them (or is just us?!).





FASHION

The aughts' digital revolution has been more than kind to the fashion sector. The introduction of social media as a marketing tool enabled the apparel industry to raise the branding bar. Businesses across the globe sharpened their focus and developed hyper-targeted visual storytelling narratives for worldwide audiences. The digital leaders we chose to spotlight in this category are reinventing the way modern brands connect with their consumers.

Madewell



BAG IT UP

The Madewell brand is synonymous with cool and effortless, and its leather bags are part of that chic DNA. The label often peppers its Instagram feed with displays of soft, buttery leather carryalls, something that its social audience is undeniably very fond of.

REVOLVE

BEACH BUMS

The leading Los Angeles-based e-tailer has a very strong brand image, and it often involves babes in bikinis on a beach. Its #RevolveAroundTheWorld influencer series

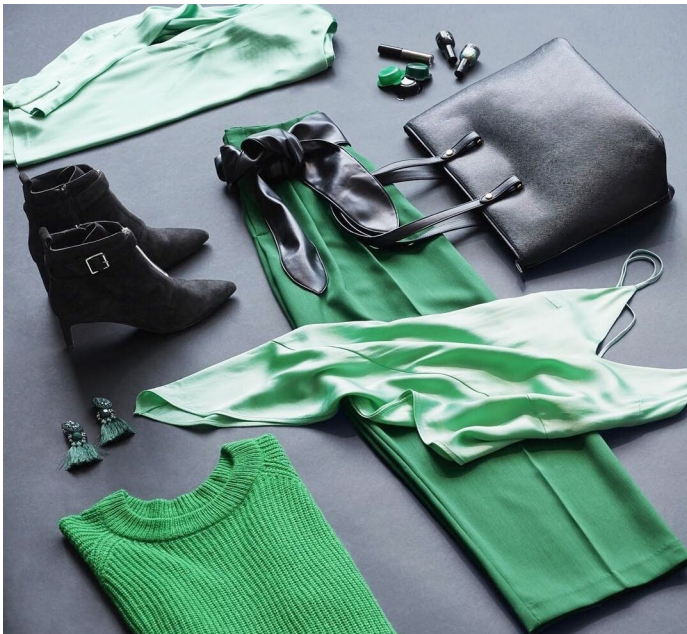
ensures that the social team's well of oceanic content is never dry, to the delight of followers everywhere aspiring to live the sandy frolic lifestyle—mermaids not included.





FLAT 'FITS

The Swedish mega-brand has a thing for fun flat lays, and so do its Instagram followers. The social team often takes to the floor to showcase new pieces, and places them together to present cool outfit ideas. This image composition style never fails to be a big hit with fans.



A close-up photograph of several white orchids, showing the delicate petals and the central column of the flowers. The lighting is soft, highlighting the texture of the petals.

LUXURY

Luxury labels have always relied on name recognition to win over consumers, pushing refinement and reputation to bolster an image of exclusivity. The sector viewed the arrival of social media as a threat to decades-old traditions, anxious that a more accessible brand was a less prestigious one. Now that these maisons are creating their own digital dialogue, they are regaining control of their image on social and looking to the future as opposed to living in the past. The following three illustrious category leaders offer proof.

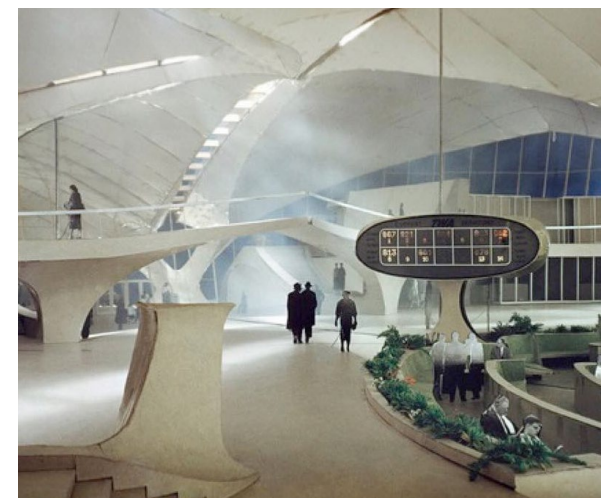
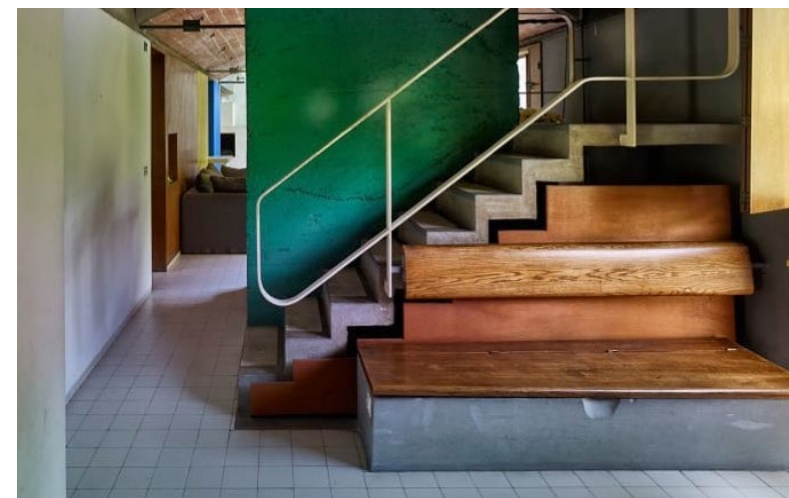
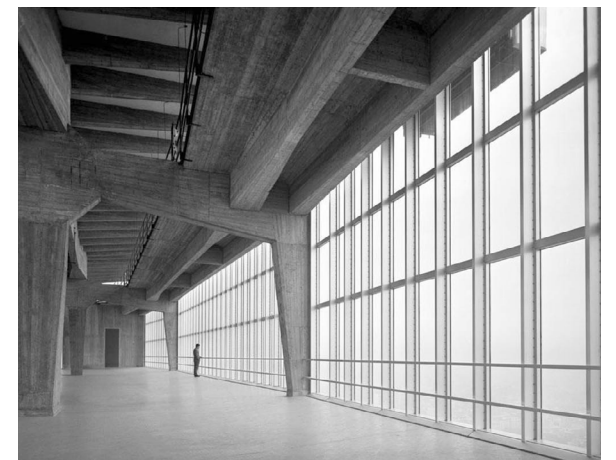


THE ROW

ANGULAR DIGEST

The Row's refined customer is a connoisseur of not only fashion, but of all things artistic, including beautiful architecture. The luxury house often uses this type of inspiration to complete its brand story on Instagram,

showcasing various kinds of sophisticated interiors. The approach clearly resonates with followers, as the earned double taps for these images are plentiful.



TIFFANY & Co.

A TOUCH OF (THAT) BLUE

Don't mess with the classics—point proven by Tiffany & Co.'s Instagram feed. The prestigious jeweler's brand is inextricably linked to a particular shade of blue, and it's not about to drop the legendary hue just because it's adopted modern social channels. Tiffany's blue is as resonant and relevant as it ever was.

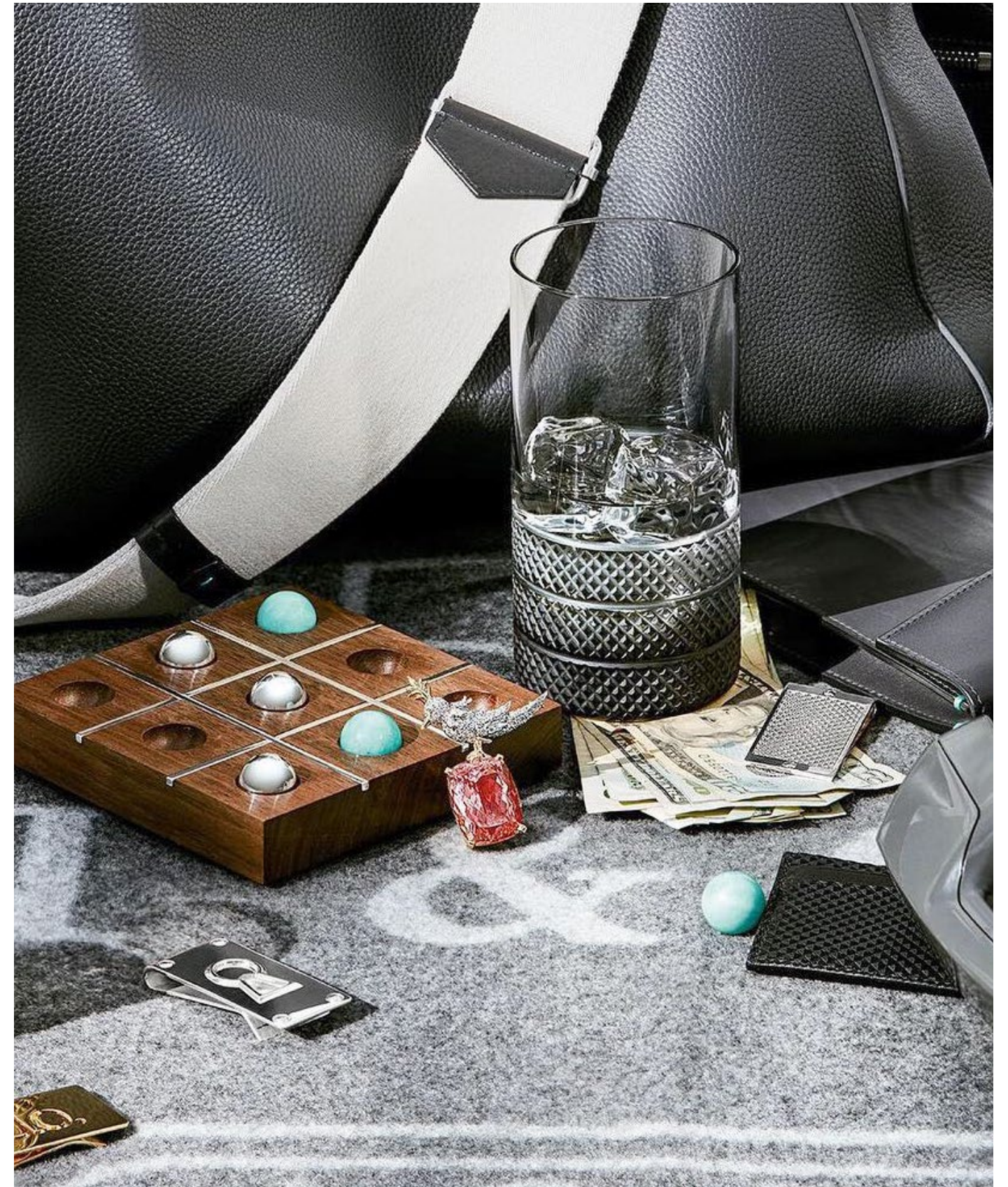
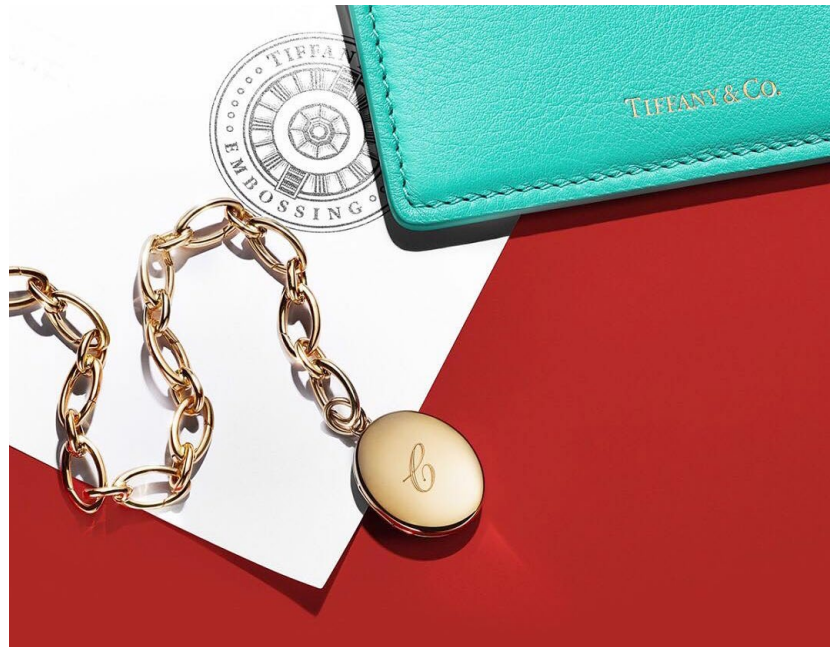




Photo by Norman Jean Roy

NET-A-PORTER SEAT YOURSELF

Who says fashion can't be comfortable? The ladies of the world's premiere luxury e-tailer insist it can, as its Instagram feed frequently features stylish lasses contentedly seated in the most fetching head-to-toe garb.



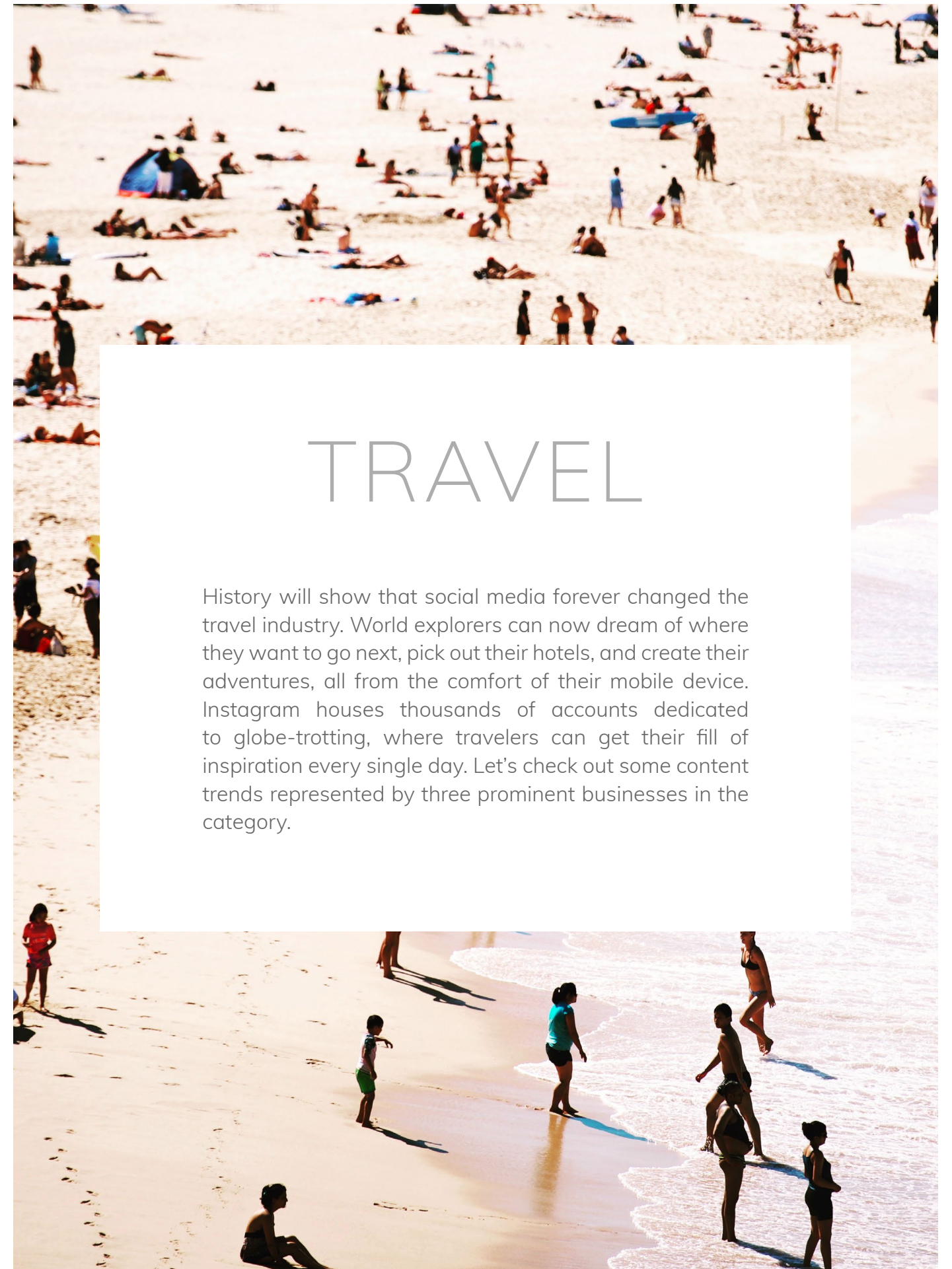
@jaceyduprie



@viennawedekind

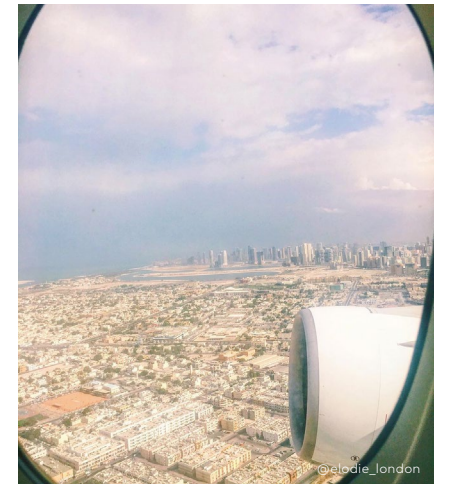


@lainyhedaya



TRAVEL

History will show that social media forever changed the travel industry. World explorers can now dream of where they want to go next, pick out their hotels, and create their adventures, all from the comfort of their mobile device. Instagram houses thousands of accounts dedicated to globe-trotting, where travelers can get their fill of inspiration every single day. Let's check out some content trends represented by three prominent businesses in the category.



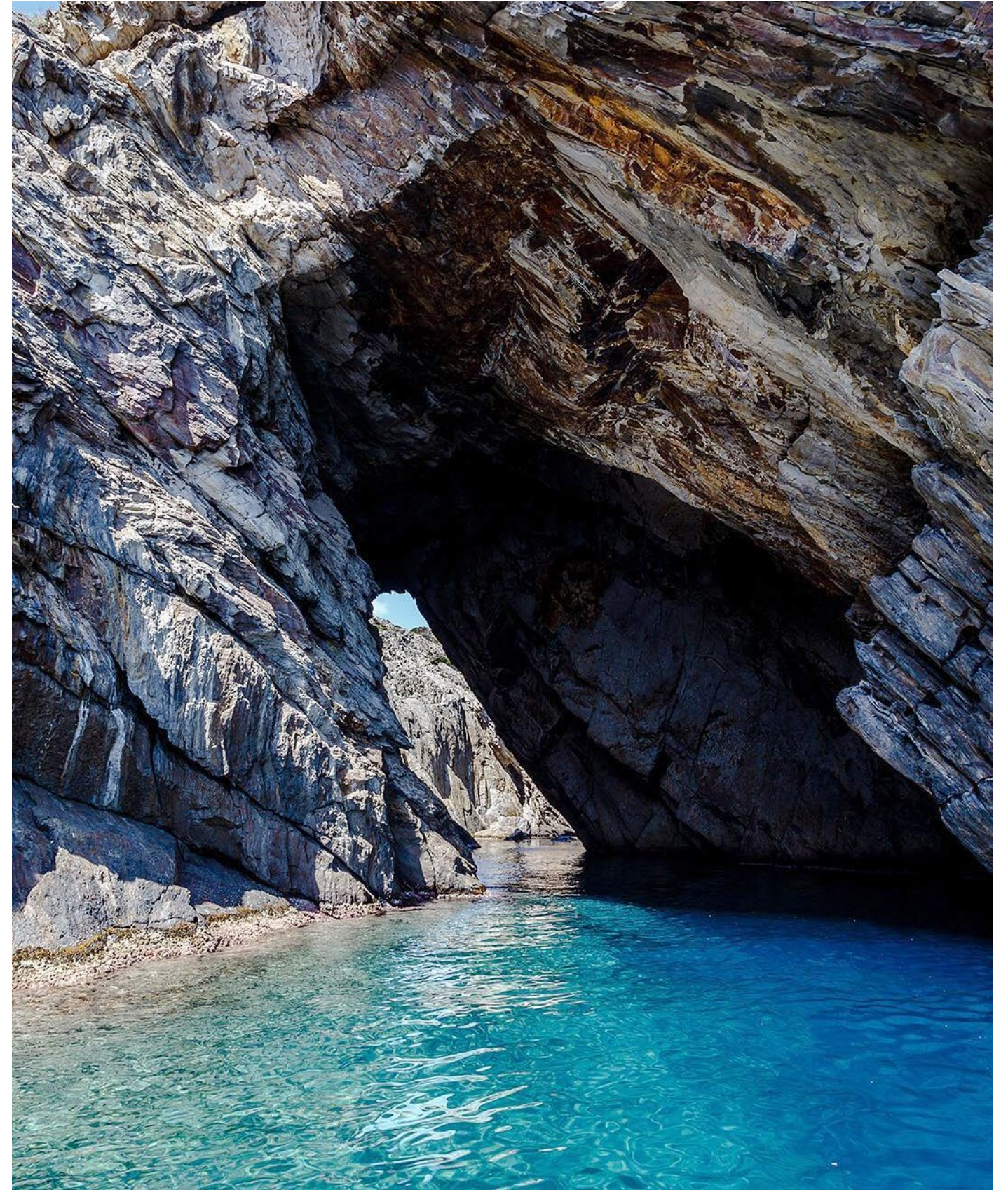
WINDOW SEAT

Whether you prefer the aisle seat or the window seat when you fly, one thing's for sure: the latter makes for far more interesting social

media shares. The Emirates Instagram content delivers exotic scenes perched from up above, successfully idealizing a journey.

BLUE CRUSH

There's something mythical about aqua blue waters of lands far, far away. TripAdvisor's Instagram audience is there for vacation inspiration, and nothing triggers wanderlust (and double taps) like crystal clear oceanic lagoons.



BREAKFAST NOOK

The Four Seasons brand lends itself perfectly to the era of social media. Exotic locations in every corner of the world? Check. Ridiculously chic digs in the most glamorous regions of the globe? Check. Exclusive resorts boasting regal rooms in utopian settings? Check. We're talking über photogenic stuff here—breakfast included.

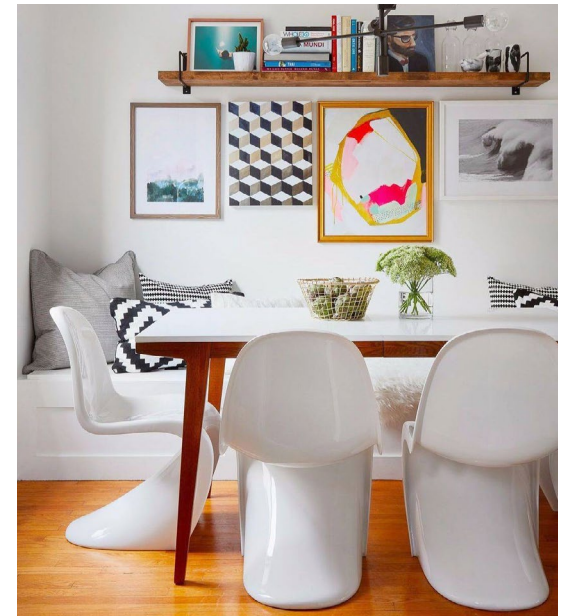




HOME

The interior design industry revolves around aesthetic visual appeal, so it's no wonder the sector has been on the receiving end of much Instagram success. The niche's lifestyle sensibility is an ideal social media fit for consumers increasingly infatuated with idyllic living scenes. Home décor is best conveyed through images, and the following three brands have embraced this type of storytelling to boost their marketing efforts.





DINE-IN

HomePolish followers seem to have a pronounced penchant for dinner table scenes. And for good reason: a proper dining room is adulting at its finest—this is #goals to the brand's audience.



WILLIAMS SONOMA

CALIFORNIA

FANCY COOKERY

What kind of cookery is this? The fancy kind. Williams Sonoma lives up to its polished kitchenware image on Instagram by offering

followers dreamy visuals of high-end meal-making apparatus. Wannabe chefs rejoice.



Crate&Barrel

DARK 'N COZY

A little bit masculine, a lot hygge, and big-time appealing to Crate and Barrel's audience. The home brand's followers appear to crave a refined, cozy grown-up aesthetic that is perfectly lived-in and thoroughly memorable.





FOOD

The food sector on social is bursting with sub-categories and specialty niches. Nothing surprising here, as it reflects a universal sentiment: people love to feast. Whether it's to be inspired on a health and wellness journey or to break a diet, Instagram users gobble up this kind of content. Businesses around the globe are capitalizing on #foodporn, including the following three packaged goods companies.



SUPER BOWLS

Talk about yummy bowls of superfood goodness. The non-dairy milk company knows that its consumers are on a journey to well-being, and makes sure that all social visuals it publishes feed this ethos. Just follow the Silk road to smoothie bowl utopia.





TOAST PORN

Nothing like good ol' fashioned bread to turn on gluten shunners. But these carby slices are taken to another level of delicious by being loaded with all sorts of creative tasty toppings. A celiac's dream, surely.





CUP RUNNETH OVER

Is there anything more appealing than an overstuffed cup of ice cream? The Ben & Jerry's audience certainly doesn't think so, as they tend to show these mouthwatering shots a lot of love. Hot summer day or not.



PUBLISHING

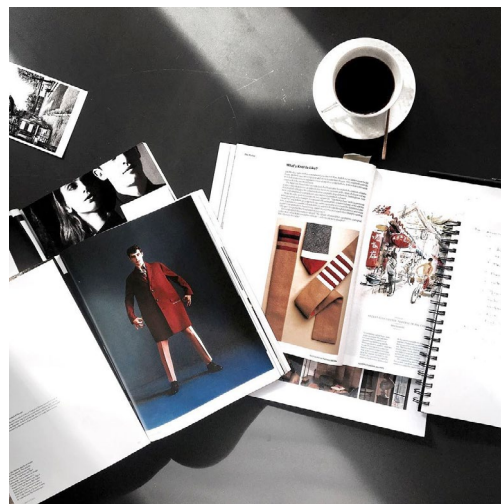
Digital mediums present amazing visual storytelling opportunities for publishers the world over. When your bread and butter is reporting with words and images, social media can enhance your dialogue, improve your reactivity, and empower you to become more nimble. Instagram has, unsurprisingly, emerged as a plum opportunity for publishers to expand their narrative by crafting additional, engaging content that is complementary of their main distribution channels.

KINFOLK

PRINT EDITION

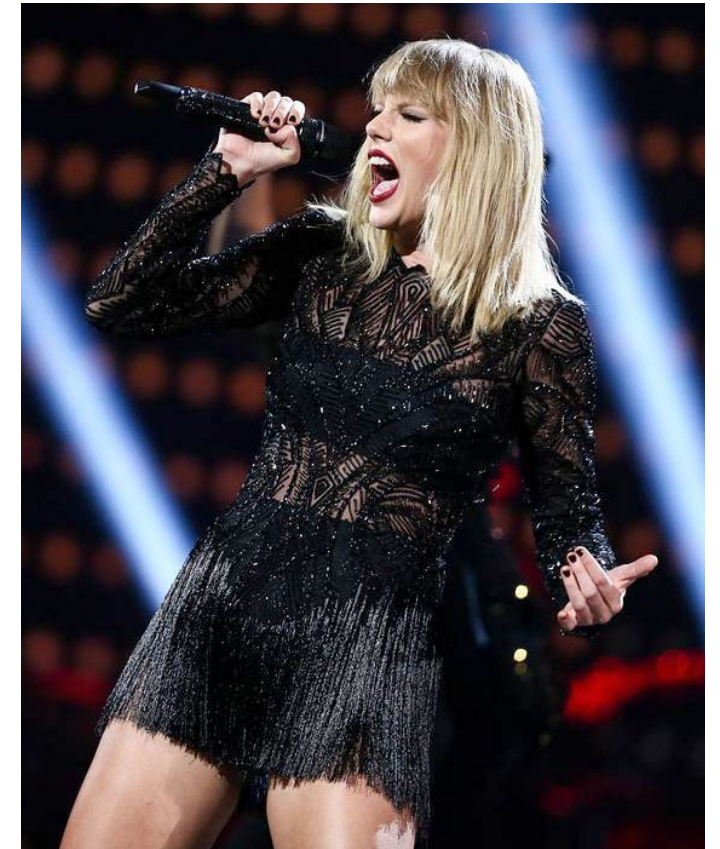
The thoughtful minimalist's bible has found quite the success on Instagram. The publisher's credo makes for an incredibly photogenic lifestyle, and social media is proving to be its

ideal vehicle. But in true slow-living Kinfolk form, the content featuring its print magazine is what seems to be notably resonant.



SHOWSTOPPERS

Because the world of business is not immune to the lure of the entertainment industry, images of performing artists surfaced as a conspicuous trend for Forbes. Showbiz has a universal appeal, even to those who might look up more to Gates than to Gaga.





The Washington Post

ERUPTION

Powerful. Moving. Transformational. These are the emotions evoked by the Washington Post's social visuals, which are representative of its prestigious media integrity. The

newspaper's audience is undoubtedly captivated by gripping subject matter, as photos of active volcanoes proved to be a recurring, well-loved content segment.



Photo by Annie Leibovitz



MEDIA BROADCASTING

Social media channels are an extension of television broadcasting, serving as content reinforcement. With cord-cutting on the rise, visual platforms like Instagram present an increasingly important opportunity for boob tubers to connect with YouTubers. Video content might be core to these accounts, but it's not to say that they don't also crush it with static images, the following efforts being received with much fervor.



DESK DIARIES

Jimmy Kimmel is one of the greats of late night comedy. He's socially engaged, his sketches are funny, and his delivery never fails to get a reaction. His fans love seeing him mid-interview behind his desk, fully immersed and engaged in conversation with a famous face.





HODA & FRIENDS

It seems there is no more beloved daytime television personality than Hoda Kotb. And it seems that in a lot of ways, she is the saving grace of the TODAY Show, trading in turmoil for genial. Everybody loves Hoda—on both their TV and mobile screens, natch.





A ROYAL AFFAIR

Everything touched by the Royals turns—fittingly—to gold. CNN might be known for its political shows and world news commentary, but what really tugs at its Instagram audience's heartstrings are images of the British Royal family. Mostly when they involve the wee little ones. Can you blame them?



VISION IN ACTION

We put Vision’s recommendations to the test by comparing Vision-recommended photos to a pre-selected batch of Instagram posts.

The control group consisted of photos selected previously by Clique using their existing resources, and all of the Vision-recommendations were

predicted to be highly engaging with Clique’s audience.

Here’s what we found:

Vision-recommended images out-performed the control group by 65%.

CLIQUE

+65%
ENGAGEMENT

★ Vision-recommended Images

Avg. Engagement 0.92%



VS.

Control Group Images

Avg. Engagement 0.56%



“ Vision helps us to understand our consumer better, and aids us in delivering the content that our consumer wants, at the right time.

Kelsey Simmons
Senior Business Intelligence Analyst at Clique

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 to sign up for a demo.

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 to sign up for a demo.


Your Competitors

Add Account





KKW Beauty







Fenty Beauty








NARS








fentybeauty




Less  More


PAST 3 WEEKS 

MOST ENGAGING 





% of Egmt.






% of Photos






% of Egmt.


27%

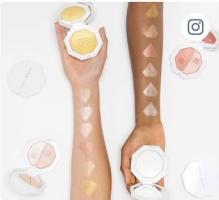
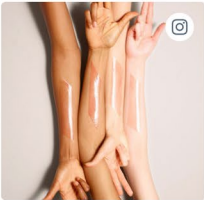
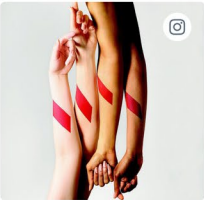
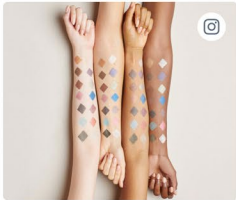





% of Photos

15%





See More

CONTRIBUTORS

FOUNDERS

Thomas Rankin

Tomasz Niewiarowski

SENIOR EDITOR

Hélène Heath

MARKETING MANAGER

Michaela Atkinson

DESIGNER

Becky Ryan

PRODUCT MARKETING MANAGER

Brent MacKinnon

MARKETING INTERN

Kelsey Skinner

SPECIAL THANKS TO

Jenny Ong from @neonblush for the cover photo.

Matthieu Petri for bringing us this idea.

