

Fashion Content Spotlight

Inspiring Social Media Campaigns



socialbakers





We have curated some of our favorite campaigns and posts from the Fashion industry to help marketers thrive within their social media community. Get inspired by groundbreaking social media campaigns and see how you can learn from top performing companies on social to enrich your content strategy!

Socialbakers used [Inspiration Pro](#), the largest social media content library with over 10 billion of the most effective content pieces to discover posts that audiences are engaging with most. To expand our analysis and dive deeper into the data we took a look at individual companies using [Socialbakers Analytics](#), to shed light on everything from promotion strategies to real-time interactions.

Get inspired and learn

- ▶ Best practices from the most engaging companies on Facebook, Instagram, and Twitter
- ▶ In-depth analyses that explains why these content pieces worked
- ▶ A diverse range of highlighted content strategies that have excelled



Tiffany & Co.

Diamonds are Social Media's Best Friend

Tiffany & Co. is celebrating their iconic Fall collection with a campaign titled “[Legendary Style](#).” While diamonds are normally the center of Tiffany’s content, strong women take center stage in this campaign with the diamonds subtly complementing their hosts. The campaign’s approach is to match celebrity women with jewelry that embodies their style and personality. Oscar®-winning actress Lupita Nyong’o, actress Elle Fanning, maternal health advocate and model Christy Turlington Burns, and model Natalie Westling are all featured in content throughout their social media channels as well as on their website.

The campaign saturated social media channels and linked viewers to the product page. Tiffany’s successfully leveraged their brand attribute of elegance, and used key influencers to promote the story behind their products. In one video, Elle Fanning discusses the experience and value of receiving a “Tiffany’s box”, rather than the gift inside. Tiffany’s is such a classic brand that they have outgrown their actual product, selling confidence as opposed to jewelry - and this is exactly what the Legendary Style campaign taps into. The signature Tiffany blue serves as the background for all of the campaign creatives, reinforcing the connection between the brand, the product, and the people featured in the campaign.

Tiffany & Co.
September 12 · 🌐

Elle Fanning stars in our **Legendary Style** campaign.
Discover **Legendary Style**: <http://tco.nyc/Q43bHK>

42K Views

👍 Like 💬 Comment ➦ Share

👍❤️ 1.9K [Top Comments](#) ▾

80 shares 12 Comments

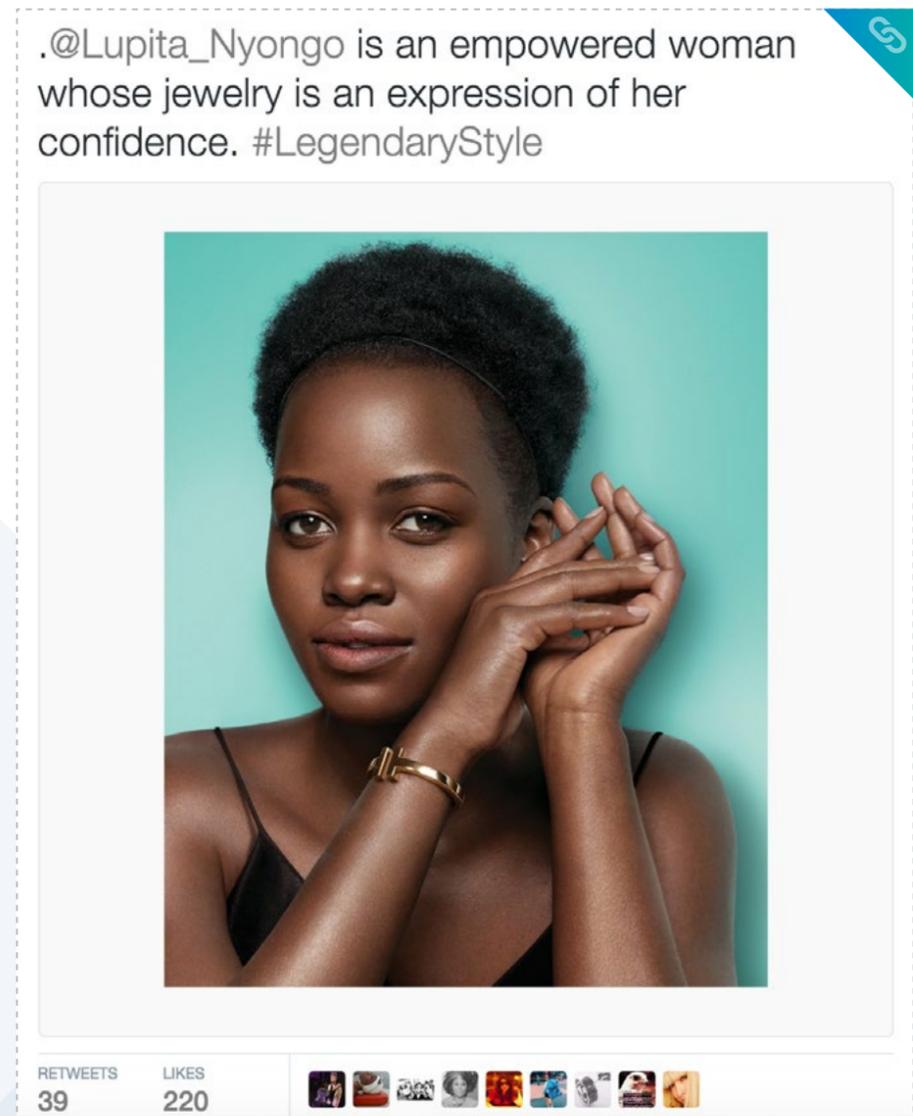
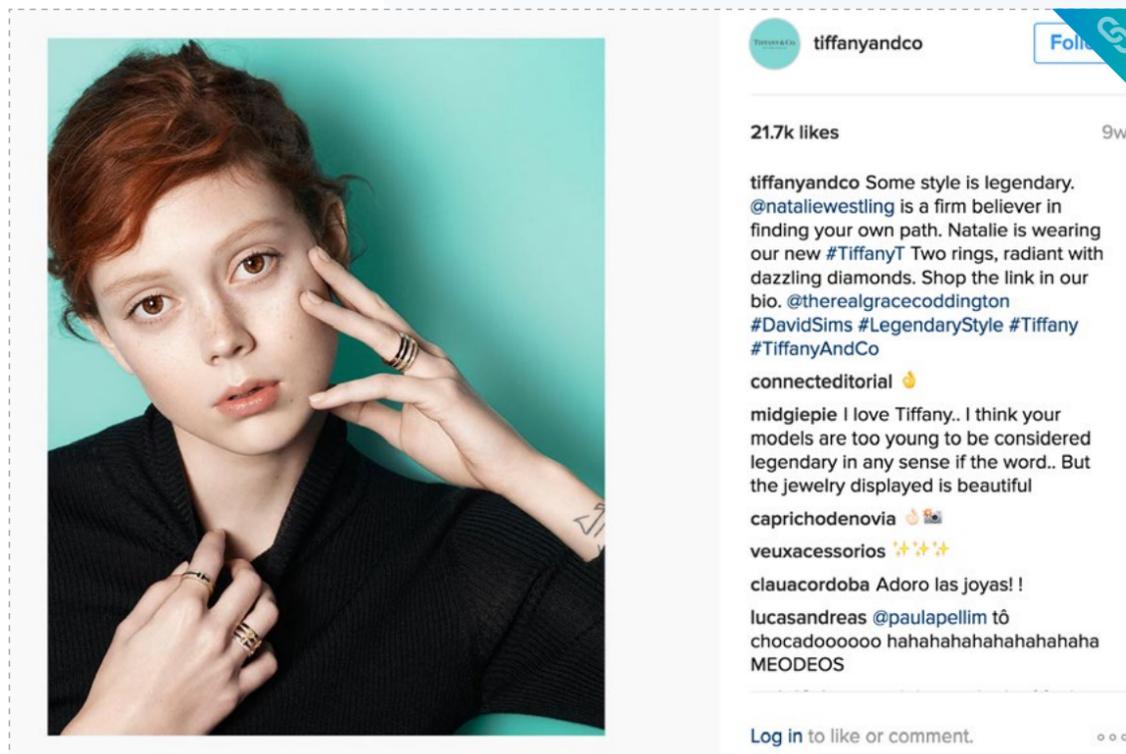


Tiffany & Co.

Diamonds are Social Media's Best Friend

The campaign photos and videos were also posted to their Twitter and Instagram account, with modified language appropriate to the brand's voice on each platform. These channels also allowed Tiffany's to spread the word through hashtags, and tag featured celebrities in each post.

Tiffany's strategically sought out strong inspirational women to represent their brand, allowing them to showcase jewelry that represents their personality. This gave their audience the ability to identify with certain pieces, not because of the diamonds inside - but because of the woman they represent. Overall, Tiffany's successfully used their Legendary Style campaign to associate their traditional product with modern values like independence and strength.





L'Oréal

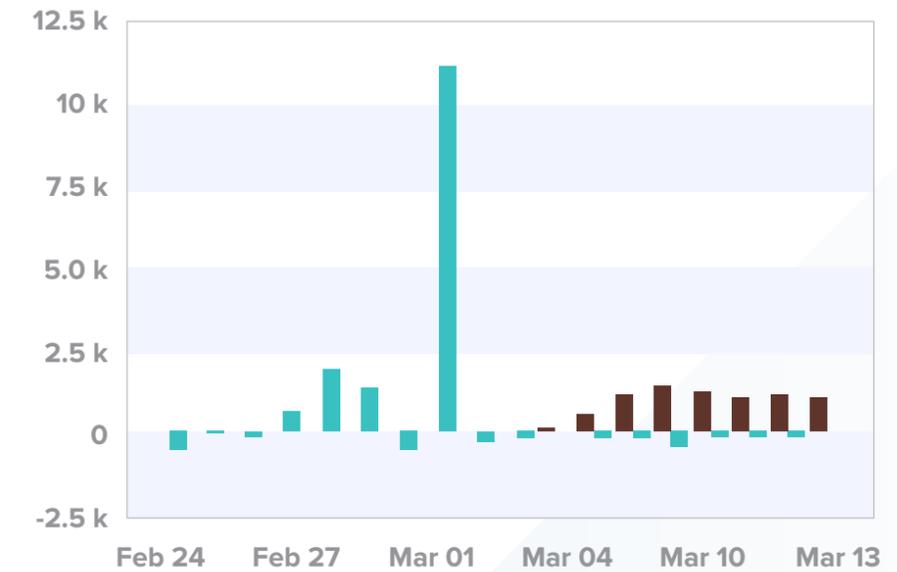
Going Unbranded with FAB Beauty

Beauty icon L'Oréal Paris [made news recently](#) for delving into unbranded content with the lifestyle outlet FAB Beauty. It's still in its infancy, with only several thousand fans on each major social platform, and a small selection of content created thus far. It also has some small kinks to work out, like that its name already belongs to a prominent brand, and that it has primarily targeted Americans - but its site is found most easily by searching for it in French. On a larger scale, the content they have published on-site and on-social so far is very beauty-focused. Which should make sense, of course - a beauty brand doesn't need to delve into non-beauty topics, does it?

But that logic, though rational, doesn't fit into the reasons that should drive content hubs and the future of content marketing. It's product-centric thinking. Instead, the question that should be at the heart of content hubs like FAB Beauty is, "Who is my reader and what drives her?" - questions which magazine founders have always had to ask. FAB Beauty may address one area of interest to the potential L'Oréal consumer, but it doesn't touch upon the rest of their lives. It isn't yet an essential destination, but rather is a destination like many others. Given the hefty investment of time, capital, and human resources that goes into this process of essentially starting a magazine, it's definitely important to make sure you're offering something unique and immediately recognizable. For a distinct and proud brand like L'Oréal Paris, it won't be hard to get that right soon.

Growth of Total Fans

Feb 24, 2016 - Mar 13, 2016



Total Fans

7.8k

1.7M

Total Change in Fans

+7.8k

+12.0k

Max Change of Fans on

+1.4k

+11.1k

Mar 08, 2016

Mar 02, 2016

Average Change of Fans per Day

+408.6

+629.5

FAB Beauty is growing slower than its regional parent page in its earliest days.



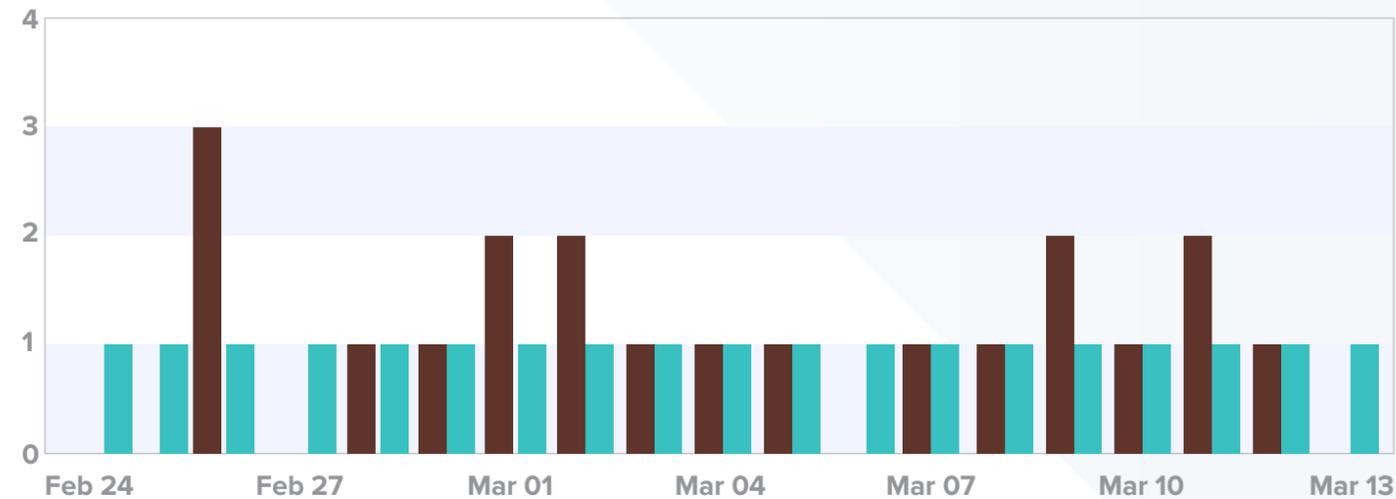
L'Oreal

Going Unbranded with FAB Beauty

For other brands, it may be better to keep content on their own pages than to create product-centric hubs (even if they're not their own products). There, the audience knows what to expect, and they can get their fix of deeply engaging content from partner pages, where experienced creatives will fit the brand organically into their own trustworthy content. This is a less painful process than trying to guide them to an unbranded source that is nevertheless, still not truly free of the brand.

Number of Page Posts

Feb 24, 2016 - Mar 13, 2016



Sum of Page Posts

20 **19**

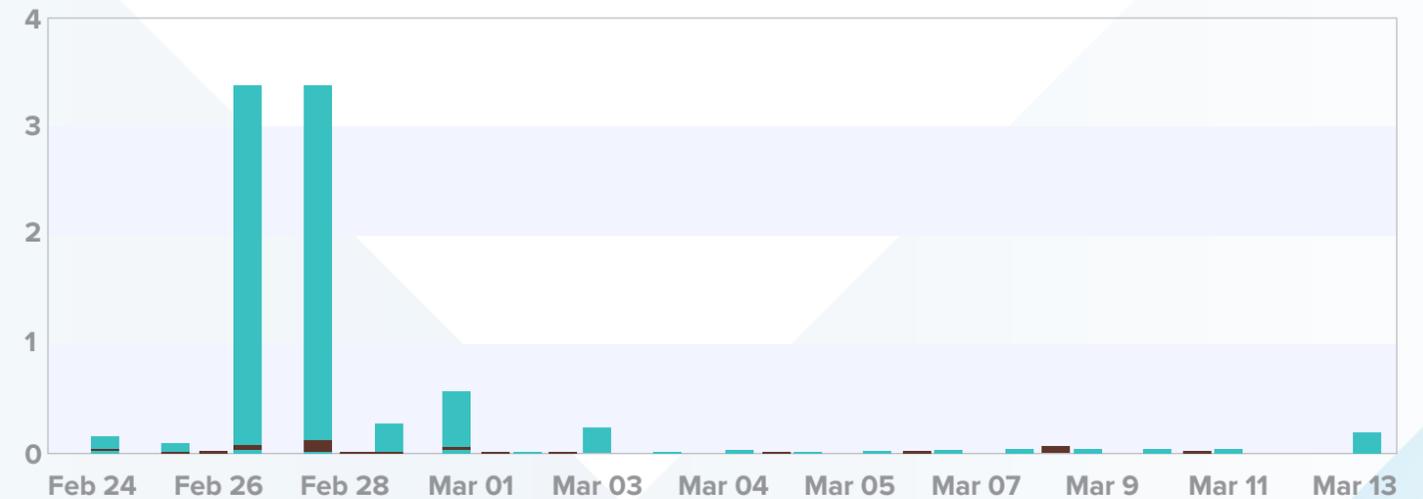
Average Page Post per Day

1.05 **1.00**

Both pages have posted about the same number of times, but...

Number of Interactions

Feb 24, 2016 - Mar 13, 2016



	Likes	Comments	Shares	Max	Min	Avg per Day
FAB Beauty	68.79%	19 3.78%	138 27.44%	182 Mar 09, 2016	3 Mar 12, 2016	26.47
L'Oréal Paris	14.899 93.90%	626 3.95%	342 2.16%	8.901 Feb 27, 2016	11 Mar 12, 2016	835.11

...L'Oréal Paris US still engages many more users than FAB Beauty.



L'Oreal

Going Unbranded with FAB Beauty

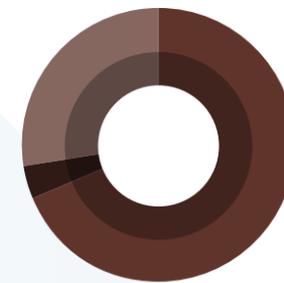
All of these results must come with the big warning: they represent an incredibly small sample size at a new project likely to continually shift creative directions as early results come in. But the lessons remain: the best content hubs to create, and from which your brand should draw inspiration, are the ones that don't focus on products or zeroed-in industries at all. Rather, the hubs that are designed totally for audiences are basically the lifestyle magazine that a brand would dream up.

For instance:

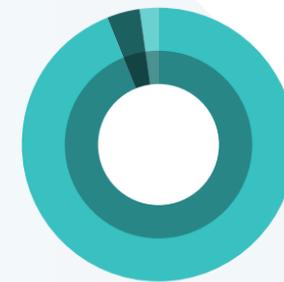
- ▶ A construction design, architecture, and materials market news magazine created and funded by a truck maker.
- ▶ A sustainability magazine created and funded by an eco-focused food chain.
- ▶ A tech news source created and funded by a mobile phone maker.

But these are just rough ideas. If your audience is also the perfect audience for another brand and their content hub, it's probably going to be the perfect place to poach content ideas. To that end, one of the best content hubs is LVMH's [Nowness](#).

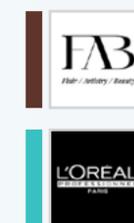
Number of Interactions



- 👍 Likes
- 💬 Comments
- 🔗 Shares



- 👍 Likes
- 💬 Comments
- 🔗 Shares



Feb 24, 2016 - Mar 13, 2016

Counts	Share
346	68.79%
19	3.78%
138	27.44%

Counts	Share
14,899	93.90%
626	3.95%
342	2.16%

Sum of Interactions

503

15,867

One big early positive for FAB Beauty is its share rate - at 27%, much better than L'Oréal Paris US.

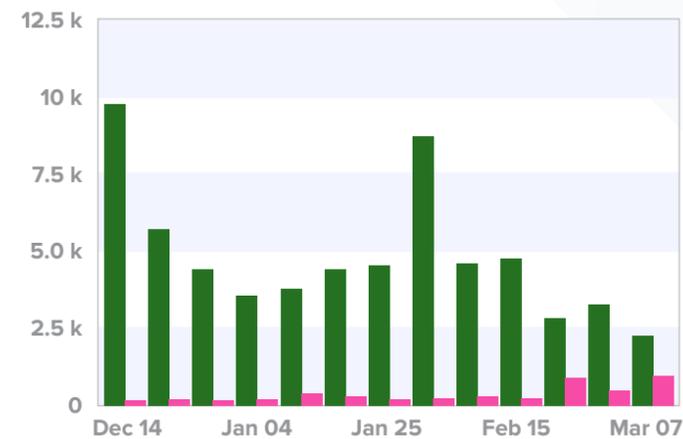


LVMH

Getting into Nowness

LVMH's Nowness content hub is plain awesome. More than six years into its life it is something much different than any other property of the brand. It is the content hub, fully evolved.

Growth of Total Fans



Dec 14, 2016 - Mar 13, 2016

Total Fans
420k (NOWNESS) vs **201k** (LVMH)

Total Change in Fans
+ 62.6k (NOWNESS) vs **+ 4.8k** (LVMH)

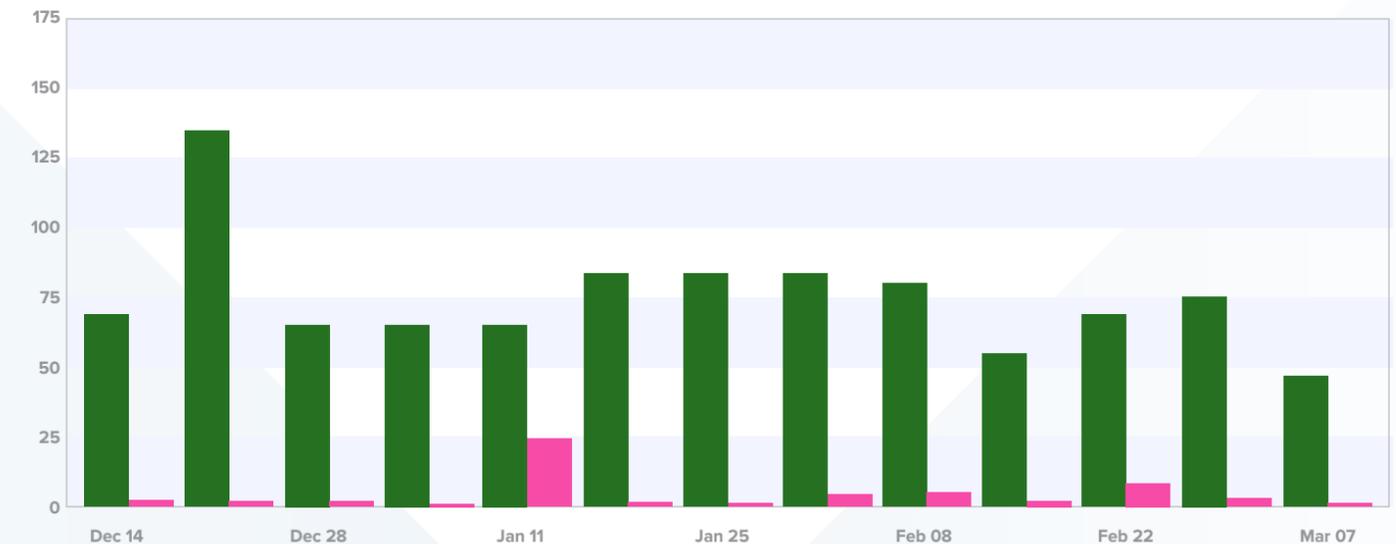
Max Change of Fans on
+ 9.7k (NOWNESS) vs **+ 976** (LVMH)
Week of Dec 14 vs Week of Mar 07

Average Change of Fans per Week
+ 4.8k (NOWNESS) vs **+ 370.6** (LVMH)

Nowness outgrows its parent brand on social media, giving LVMH a massive go-to audience.

Number of Interactions

Feb 24, 2016 - Mar 13, 2016



	Avg per Post	Max	Min	Sum per Period
NOWNESS	0.96	152.03 Week of Feb 01	47.91 Week of Mar 07	1,083.54
LVMH	0.68	24.36 Week of Jan 11	1.41 Week of Mar 07	63.59

Most importantly, Nowness Facebook content is shared almost 4x as often as LVMH content.



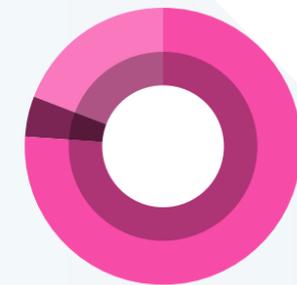
LVMH Getting into **Nowness**

The excellent outcome Nowness has given LVMH is a content marketing fan's dream, and it happened because its creation was so audience-centric. By first figuring out the brand's ideal audience and what that audience ideally wanted to experience in terms of content, they were able to craft the perfect media outlet for that audience. Now that they have grown it for years into a truly groundbreaking site - where innovative artists and technicians want to be seen and devoted audiences know to find them - they have a perennial source of brand value. Think La Guide Michelin. You may know the story. What was originally conceived as a way to expand tire sales in a new market led to the world's most-definitive restaurant ratings guide. Like The Michelin Guide, a perfect content hub lives outside of the other brand products - but not so far outside that it loses the narrative entirely.

Number of Interactions



- 👍 Likes
- 💬 Comments
- 📄 Shares



- 👍 Likes
- 💬 Comments
- 📄 Shares



Dec 14, 2015 - Mar 12, 2016

	Count	Share
👍 Likes		
💬 Comments	19	3.78%
📄 Shares		

	Counts	Share
👍 Likes	11.305	90.10%
💬 Comments	519	4.14%
📄 Shares	723	5.76%

Sum of Interactions

422 460

12 548

Most importantly, Nowness Facebook content is shared almost 4x as often as LVMH content.



LVMH Getting into **Nowness**

Nowness is on its way to being for vogue art creators and consumers what The Michelin Guide became for restaurateurs and gourmets everywhere.

NOWNESS
December 9, 2015 · 🌐

Lauren Cuthbertson on the highs and painful lows of a life in ballet:
<http://bit.ly/1Nb5bFF>

6M Views

Like Comment Share

👍❤️😲 50K Top Comments ▾

90,667 shares 4K Comments

Its top post of the last two years achieved its success by being shared twice as often as it was engaged with any other way.





LVMH

Getting into **Nowness**

Their other top posts follow similar trajectories, and exhibit similar artistry - that comes from working with top creative talent who are attracted to the content hub itself (not necessarily the parent company or its other products).

This exemplifies the kind of content that having a content hub frees a brand to make. It is incredibly exciting to Fans, and ties LVMH into that excitement, while having nothing to do with the brand's other products.

No matter what your industry, some brand in it will soon be trying to create what is in essence a lifestyle magazine, perfectly tailored to your audience. Some will succeed and some will not. But those that truly create a brand-disinterested outlet will find themselves able to engage audiences like they never have before, because they will in part become media publishers rather than brands. If you're not trying to make one for your own brand, those will be the content hubs worth watching for absolutely incredible content inspiration.

Getting your yoga fix:
<http://bit.ly/1PmLkY8>

386K Views

Like Comment Share

2.9K Top Comments

6,515 shares 217 Comments

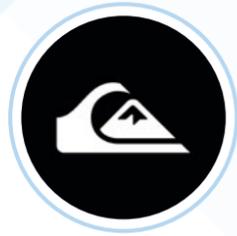
One bad bitch #CaraDelevingne:
<http://bit.ly/1CUnebV>

1.2M Views

Like Comment Share

38K Top Comments

13,385 shares 1.5K Comments



Quiksilver

Getting Videos Right

Quiksilver has taken advantage of the most effective type of Facebook post today, using different types of videos to perfection.

With this short, simple, one-shot video, Quiksilver presents their product in a funny situation and then adds a “Shop Now” call-to-action at the end of their post. By checking their conversions from that post, they can directly connect their social marketing to site visits.

They also used longer videos well. By posting both “teaser” Facebook videos that link to the full version on their microsite (embedded from YouTube), they maximize their videos’ potentials. Whichever version gets the best early engagement, they are able to smartly promote. It makes sense to do so - [videos get the best Reach of any post type](#).

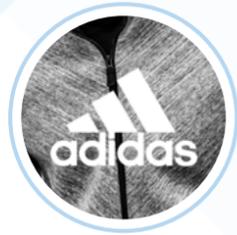
Shared with: Public
133,106 Views

Quiksilver
For Not Surfing

quiksilver.com/streettrunks
Like · Comment · Share · February 13, 2015

2,236 people like this. [Top Comments ▾](#)
66 shares 24 Comments

[Embed](#)
[Report video](#)



Adidas

Going All Out

Adidas perfectly executed a strategy that works best for brands that know they've got something great on their hands. In this case, that confidence comes from the number of diverse athletes they've signed to be brand spokespeople. These world-famous sportspeople come together in a slick commercial with a strong message.

The interactions build up pretty steadily over 10 days - an extraordinarily long period of consistent success that shows how successful the combination of promotion and content worked. But the strong lesson to take away from their success isn't that you need Luis Suarez around to get a bite out of your market. Instead, it's the way Adidas promoted their content that matters most. Considering that even the most successful posts generally get almost all of their interactions in the first two to three days they're posted, check out the real time evolution of this post's interactions.



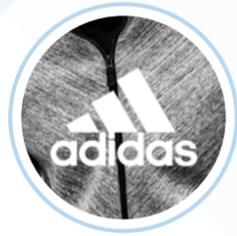
Shared with: Public
17,829,317 Views

adidas
Yesterday is gone. Today is up for grabs.
Do something and be remembered. Take it.

Leo Messi, Luis Suarez, Gareth Bale, Derrick Rose, Joakim Noah, John Wall, Damian Lillard, DeMarco Murray — with Joshua Wilcox, James Screen, Andres Zuluaga, Ody and Andrei Albescu.

Like · Comment · Share · February 13, 2015

585,959 people reacted to this.	Top Comments ▾
25,541 shares	6.2K Comments



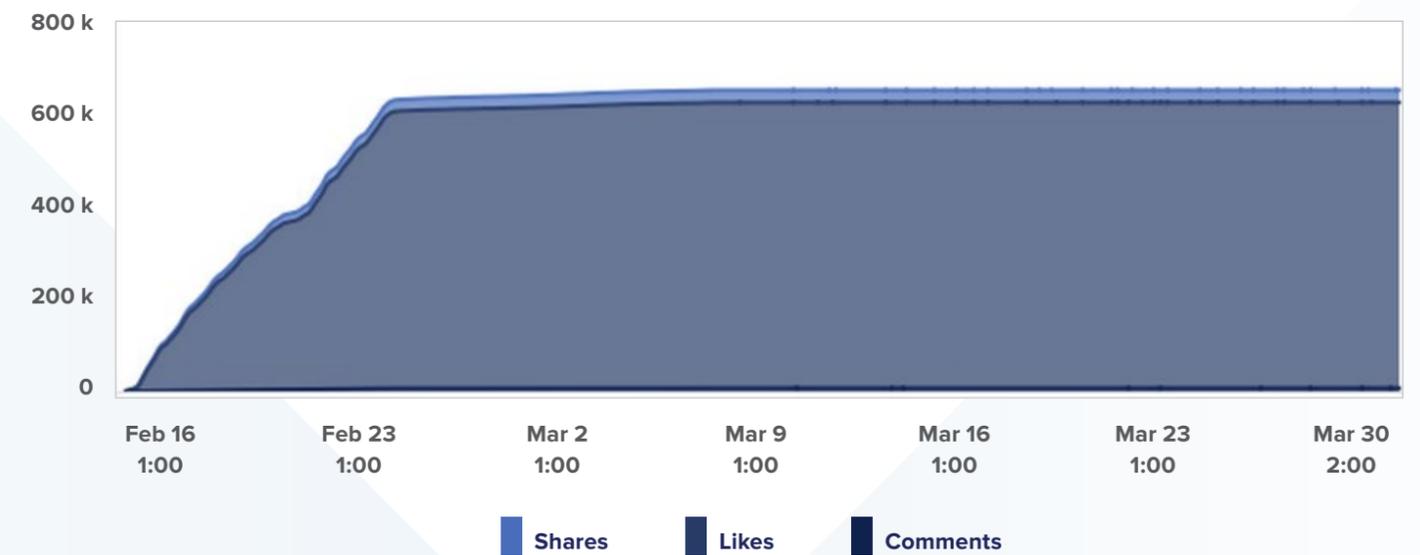
Adidas

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Realtime Interactions

Feb 01, 2015 - Mar 15, 2015





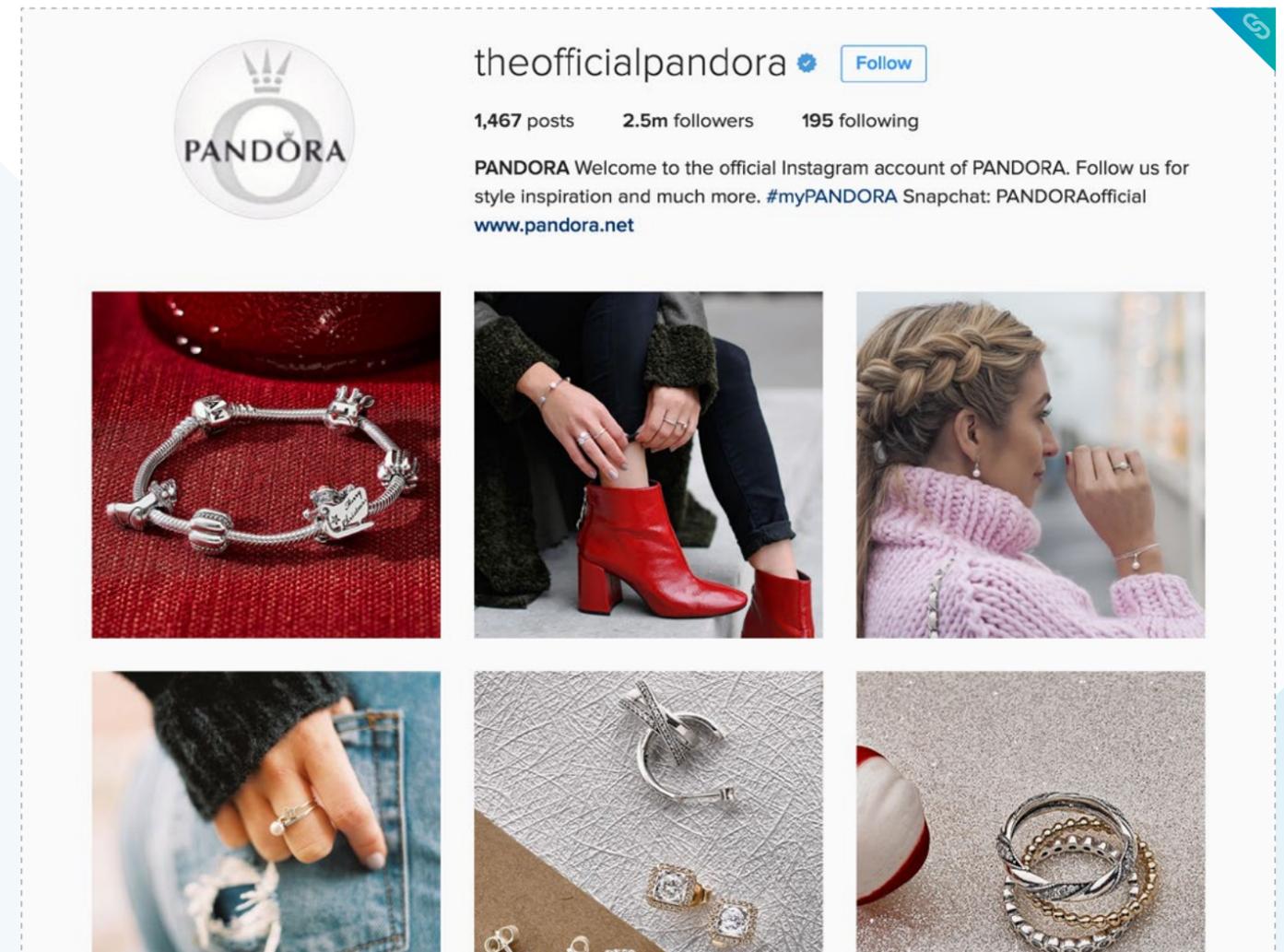
Pandora

Little Content, Big Impact

For Pandora, the key to getting great engagement on their visual content -an average of 30 Interactions per 1000 Instagram Followers - is in shades of white. Their most-discussed and most-liked posts all included white or muted backgrounds with the Pandora jewellery laid atop it. It's a smart visual strategy for three reasons:

1. It removes all potential for distraction from the product.
2. It makes light and editing manipulation easier (softening the edges).
3. It creates a unifying, thematic visual identity that complements the products.

Pandora made things simple for themselves by gaining those three advantages with one elegant solution. But other brands can achieve the same goals - highlighting the product, making advertisements easy on the eyes, and strengthening a visual identity - with other solutions specific to their particular challenges.





Chanel

The Model For Event Marketing

In May, all of Chanel's most-shared posts featured the same continuity of style that we've seen from the best fashion brands. Only, with a presence at events like the Cannes Film Festival, Chanel wisely decided to keep their most valuable assets front and center. That means posting a steady diet of simple, centered shots of their signature models wearing the new collection.

The best part about content featuring clothes and people who most excite Fans, is that it takes very little of your ad budget to promote. Check out this post's lifeline, courtesy of Socialbakers Analytics.

Realtime Interactions

May 01, 2015 - May 31, 2015



All of the post interactions came within the first few days of posting. That means that it was almost certainly all organic - a big win that shows the power of Fan-focused content. That, ultimately, is the one inspiration that can never be repeated enough: Make your content into what Fans want to see.

CHANEL added a new photo to the album: [Fashion](#).
May 4, 2015 · 🌐

Finale from the Cruise 2015/16 show.
See more photos on chanel-news.com/-cruise-2015-16

Like Comment Share

👍❤️ 231K Top Comments ▾

5,917 shares 1K Comments



Jordan

Brand Shatters the Earth, but It's All Part of the Plan

Just when it seemed like Marvel's Avengers franchise was taking every prize for teaser marketing, the basketball folks from Oregon give them a run for their money. That's right, folks - the generation that grew up adoring the 1996 film Space Jam are now working adults, some with children of their own, and the dollar value on cartoon bunny-basketball nostalgia has never been higher. To ramp up that anticipation, Warner Bros., Nike, and Jordan brand have all taken progressive steps to indicate that the sequel is coming, while announcing nothing formally. It's a teasing way to capture attention early.

On August 4th, at 9am, Jordan took things a step further by releasing the first ad to feature a potential Space Jam 2 star with one of Warner Bros. beloved cartoon characters.

Jordan
August 4, 2015 · 🌐

Fight or flight.
Marvin's finally found [Blake Griffin](#) and his [#SuperFly4](#).

14M Views

👍 Like 💬 Comment ➦ Share

👍 😄 🍷 375K [Top Comments](#) ▾

173,294 shares 12K Comments



Jordan

Brand Shatters the Earth, but It's All Part of the Plan

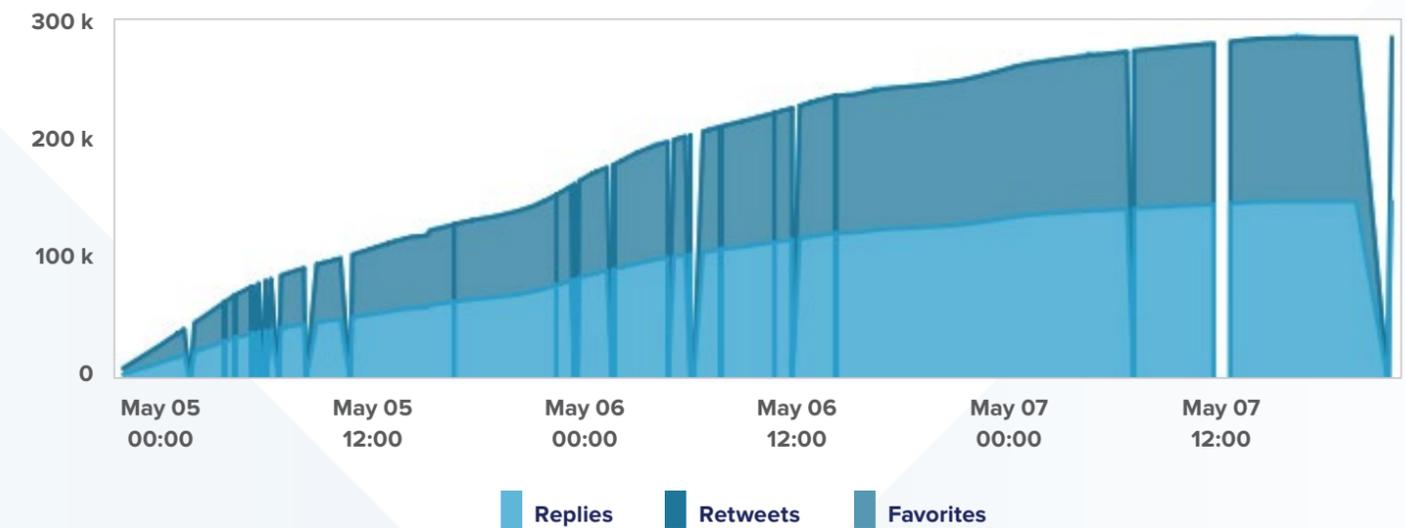
On each platform, the ad soared. In one day, just a picture and a text link to the video gained Jordan's Instagram Page nearly 20,000 new Followers; Jordan's tweet racked up nearly 70,000 total interactions.

Additionally, the brand's native video post to Facebook saw more than half a million total interactions in under three days, and their video was YouTube's 4th-most watched in all of August.

All of this for a movie that hasn't come out yet. It creates a fantastic feedback loop of anticipation - [it gets the media talking](#) and fans excited for the products, which in turn excites them for the film. It's a neat way to use brand associations to help all parties build on each others' strengths.

Realtime Interactions

Aug 01, 2015 - Sep 13, 2015





DC

Taking Viewers on the Water, Behind the Scenes

By any metric, DC's excellent "[Robbie Maddison's Pipe Dream](#)" was the month's signature success. With more than 18 million views on YouTube in the month alone, it sent the shoemaker towering above its competitors, like a wave over the ocean.

The video is a neat combination of athlete endorsement, destination videography, and stunt marketing. Many ads get at least two parts of that in one ad, but not many have all three - think of the Pepsi Max test drives if they were shot in Antigua Bay, or Van Damme's split for Volvo Trucks, but if it were filmed in the middle of the Pacific Coast Highway instead of on a closed course. The sight of Maddison's motorcycle-surfboard weaving through a crowd of surfers inspires fear and awe like few ads ever have.

Realtime Interactions

Aug 01, 2015 - Sep 13, 2015



Four hours before posting the video on their YouTube page, DC Shoes posted it as a native video on Facebook. As the Realtime Interactions chart in Socialbakers Analytics shows, they let their post catch on organically instead of promoting it.

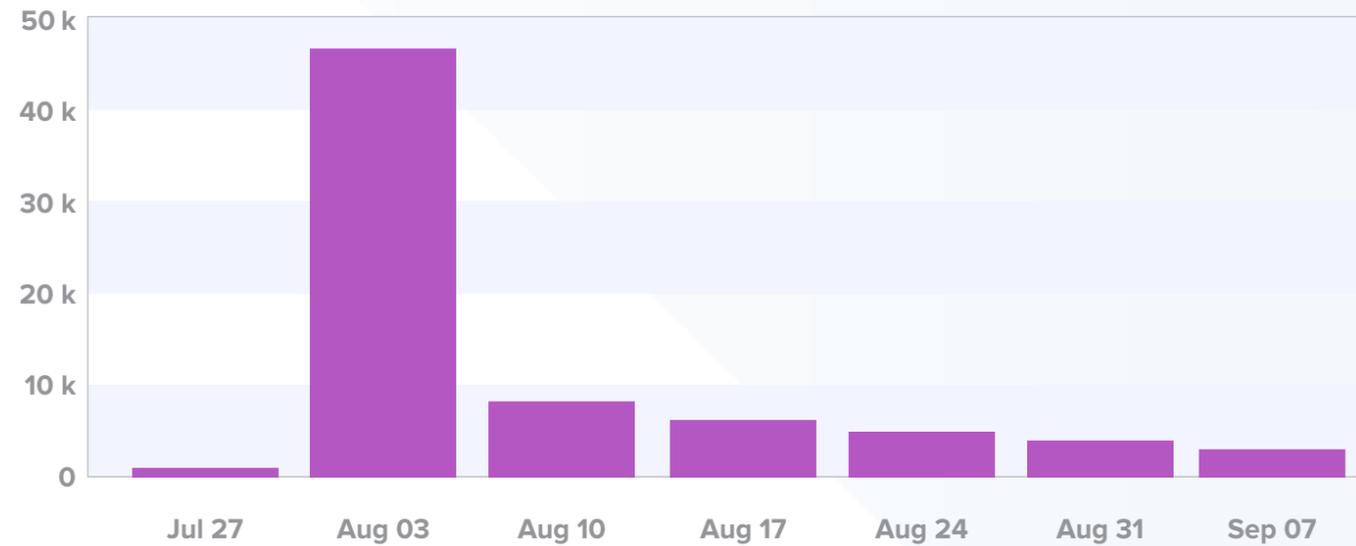


DC

Taking Viewers on the Water, Behind the Scenes

Growth of Total Subscribers

Jun 27, 2015 - Sep 13, 2015



But the real takeaway lesson to be found here is in the [three seemingly less-exciting](#) behind-the-scenes videos they produced afterward.

They saw less traffic, with only 268,521 views combined, but more engagement per view (there were 1.2% as many interactions as views on the three videos, compared to 0.9% for the original video). All this led to serious subscriber growth for the DC Shoes channel.

While the “Behind the Scenes” videos didn’t get the same type of subscriber growth, engagement on follow-up videos like these provide advertisers key inferences for audience selection. The hundreds of thousands who interacted with the three follow-up videos are going to be a more receptive audience than any random portion of the 18m+ who perhaps only viewed the original video. They’re the ones who will more likely respond better to content driving them to the POS.



Max Change of Subscribers on	Min Change of Subscribers on	Average Change of Subscribers on	Total Change in Subscribers
47 431 Week of Aug 03	548 Week of Jul 27	9 740.71	68 185

In one week, the DC Shoes YouTube channel grew by 5.2%.



Nike+ Running

Using Social Media to Distribute Real-Life Content

Nike+ Running took the challenge of creating a running culture where none existed head-on, using social media to get Indonesians to think of Jakarta as a running city in advance of their December marathon there. Their results have been astonishing: From the start of the year, the Nike+ Running Page has added 250,000 new Fans from Indonesia - **a 724% growth**. Indonesia has gone from its 21st-largest audience, to its 4th.

And, just in time for the third Nike Run Club Marathon in Jakarta, Nike Running organized an effective multimedia campaign that used social channels to impressively distribute events and real-life art as social content.

Building on their earlier Jakarta races, Nike spray-painted stenciled messages around the city, including starting blocks, racing lanes, and calls to “BajakJKT”, or “Hack Jakarta”. Instead of setting up a race course and then advertising the prizes, or the competitors, etc., they built anticipation by using social channels to call attention to the act of creation itself. The more monumental their challenge seemed, the more effectively they could advertise it. Since they were building an event with no history, the campaign had to emphasize the participants’ agency - their ability to choose to do something differently, and in so doing, become a part of the event’s history.

Of course, Nike+ Running was able to operate massive events throughout the city and cast light shows on tall buildings. But they got the word out, and built a massive audience from practically nothing, by using Facebook as a content re-discovery channel, drawing attention to sights their social audience likely saw around their city. By distributing evidence of your events and real-life content, you can build a social community and maximize your ‘return on event.’

Distribution of Fans

Jan 01, 2015 - Nov 15, 2015



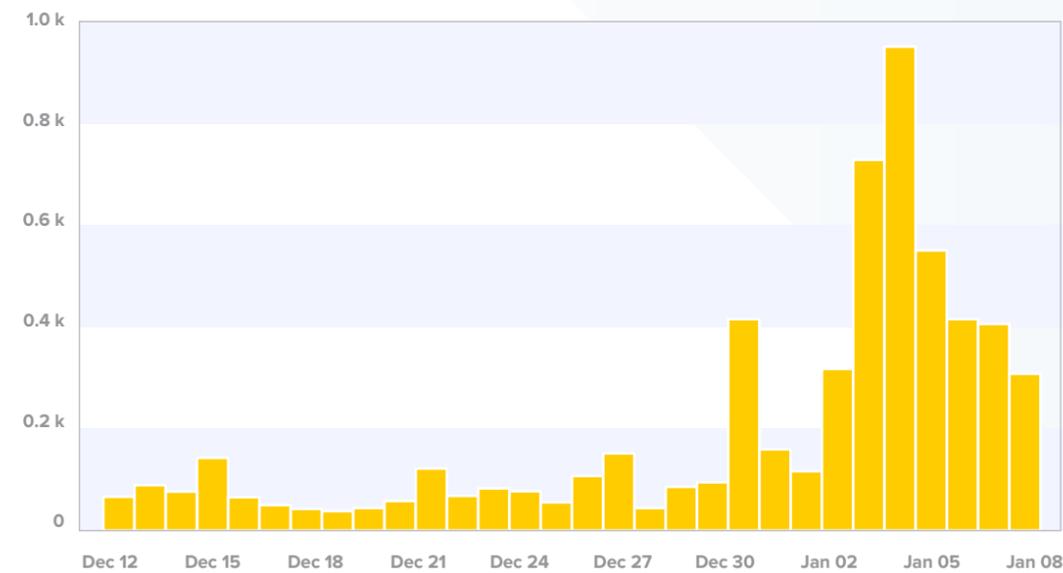
	Local Fans	Percentage of Fans Base	Growth	Relative Growth
1. United States	1 082 155	18.47%	+ 37 175	+ 18.47%
2. India	608 173	10.53%	+ 489 508	+ 412.51%
3. Philippines	309 496	5.36%	+ 191 857	+ 191.857%
4. Indonesia	283 036	4.90%	+ 248 715	+ 724.67%
5. Peru	279 591	4.84%	+ 233 644	+ 508.51%



Equinox Fueling a Fire

You may have seen Equinox's controversial ads. Two of them in particular have made waves, but not just because they shock some viewers. People are also questioning whether the ads have any viable ties to the Equinox brand, or if they aren't just pushing boundaries so blatantly for the sake of attracting attention.

Growth of Total Fans



Dec 12, 2015 - Jan 10, 2016

Total Fans
216k

Total Change in Fans
+ 5.5k

Max Change of Fans on
+ 947
Jan 06, 2016

Average Change of Fans per Day
+ 184.6



This was interacted with 2.5x more than their next-most popular recent post on Instagram. The same image had more than 33,000 interactions, and coincided with a huge jump in Equinox's Fan and Follower bases across platforms.

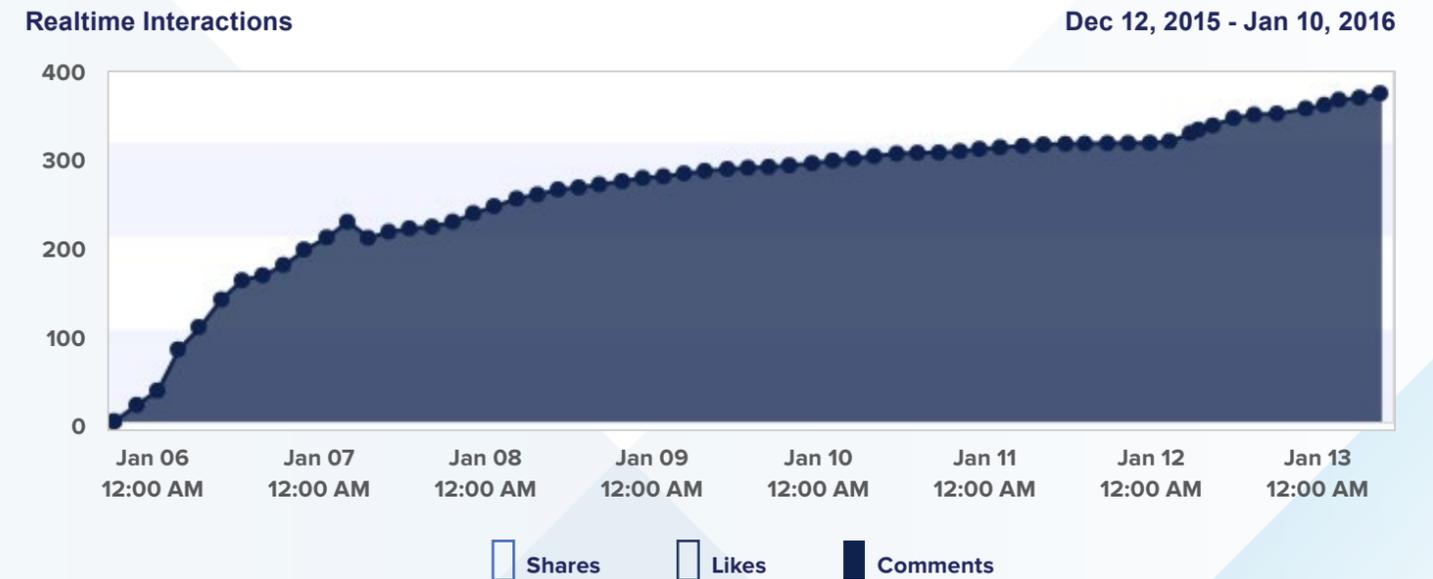


Equinox

Fueling a Fire

The question, then, is if all of this is worth it. Using Socialbakers Analytics we found that people were indeed talking about Equinox more after the campaign than they were before it. Just look at these two Realtime Interactions charts, customized to only show Comments. The first one is the breastfeeding ad, and the second is Equinox's second-most popular recent post (and is decidedly less controversial).

The second (breastfeeding) post has a longer shelf life, gets more people talking, and is more likely to earn media coverage - so if getting social buzz and earned media was the goal, then mission accomplished.





Louis Vuitton

Picking Exciting New Faces

Louis Vuitton has racked up very interesting celebrity models lately - Jaden Smith, Lea Seydoux, Alicia Vikander...and Lightning, the virtual heroine of Square Enix's famed Final Fantasy series.

By partnering with Square Enix and crossing the line between VR and reality, Louis Vuitton manages to take their commitment to innovation in the new year - already exhibited with their news-making move to have Jaden Smith headline the SS16 Womenswear collection - to an unprecedented level. It's earning them some of the most engagement to scale of any content they've published on any social platform all year.

Comparing campaigns that are using the new year to orient their brand around something daring and buzzworthy, Louis Vuitton is sticking to a much more coherent narrative than Equinox. While the gym has a hashtag organizing their various content, the ideas it covers are purposefully so different that it's hard to see where they're going with it all the time. Louis Vuitton, on the other hand, is clearly calling back to their innovative roots, and using these new convention-breakers to energize an existing facet of the brand's culture. It's daring, but rooted in convention - it makes perfect sense and still gets all that earned media.

Louis Vuitton
Monday Jan 04, 2016 3:24 PM UTC +1:00

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 Introducing the new Louis Vuitton Series 4 Campaign, in which several artists weave together the narrative of Nicolas Ghesquière's multifaceted heroine. The authors of this latest chapter are Juergen Teller, Bruce Weber and Square Enix. #LVSERIES4 <http://www.louisvuitton.com>

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