

MOBILE

Bally keeps consumers coming back to Instagram for backstage content

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Instagram image from Bally

By STAFF REPORTS

Swiss footwear and accessories label Bally is sharing behind-the-scenes images from its fall/winter 2014 campaign photo shoot every hour on the hour to get consumers returning to its account.

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Luxury Daily

Bally's "8 a.m. to 8 p.m." shows the process the brand and Baron & Baron went through to create the advertising images for this season. Promising new content at set times gives consumers something to tune into.

Clockwork

After promoting the series across its Facebook, Twitter and Instagram accounts, Bally kept the series on Instagram alone.

The first photo, labeled 8 a.m., shows the crew building the set. Following posts show the products being lined up at 10 a.m. and the set coming to completion with a coat of paint.



♥ 249 likes

● **bally_swiss** 8:00AM Bright and early, the team gathers at Silvercup Studios in NY to build the set for the Bally AW14 advertising campaign photoshoot. #Bally8to8

Instagram post from Bally

During the actual filming, Bally shared the lighting test and the view from director Fabien Baron's seat.



♥ 121 likes

● **bally_swiss** 2:00PM - Light Test. The spotlight for the AW14 advertising campaign is firmly set on Bally's core values of functionality and modernity. #Bally8to8

Instagram post from Bally

To make the images easy to find, the brand used the hashtag #Bally8to8 on all posts.

This joins Bally's one-minute YouTube video showing the making of the campaign.

Embedded Video: [//www.youtube.com/embed/vac5gl0miB4](http://www.youtube.com/embed/vac5gl0miB4)

BALLYAW14 Advertising Campaign - Behind the Scenes with Fabien Baron

Instagram has become a popular platform for unveiling new collections.

For instance, French jewelry house Van Cleef & Arpels engaged with its social media audience by unveiling a new collection solely on Instagram.

On June 27, Van Cleef & Arpels shared its new fairytale-themed high jewelry collection on Instagram through a series of posts. This likely helped the jeweler raise engagement and following of its Instagram account, while making those consumers who participated feel part of its inner circle ([see story](#)).