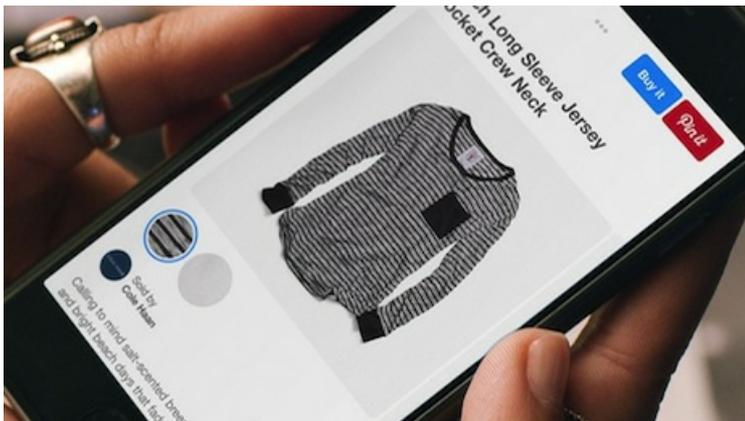


MARKETING

## Marketers that dive into UGC, data will win out: Brand Networks

November 3, 2016



*Social media is influencing purchasing decisions*

By BRIELLE JAEKEL

NEW YORK A Brand Networks executive at ad:tech New York 2016 detailed that social and ad-blocking usage will continue to grow, making it imperative that brands leverage data to create native experiences.

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During the Nov. 2 session, "Brand Networks: Social Ad-Tech in 2021: Will Powerful Consumers Show Us the Way?," the executive explained that as consumers grow more empowered than brands, marketers need to continue their presence on social, but in a highly relevant and native way. Creative, targeting and advertising all need to weave together a brand story that is relative to whichever social platform it lives on, or risk being overlooked by or frustrating to users.

"We think in the future audiences will want to spend more time in social," said Wayne St. Amand, chief marketing officer at brandnetworks. "As of today, almost 30 percent of all online tie across the US is spent on social.

"That does not even include messaging apps," he said.

Consumers have the power

User-generated content is a mine whose potential is not yet tapped by most brands. Social media content generated by users is not only significant in size, but can also help connect brands to other consumers.

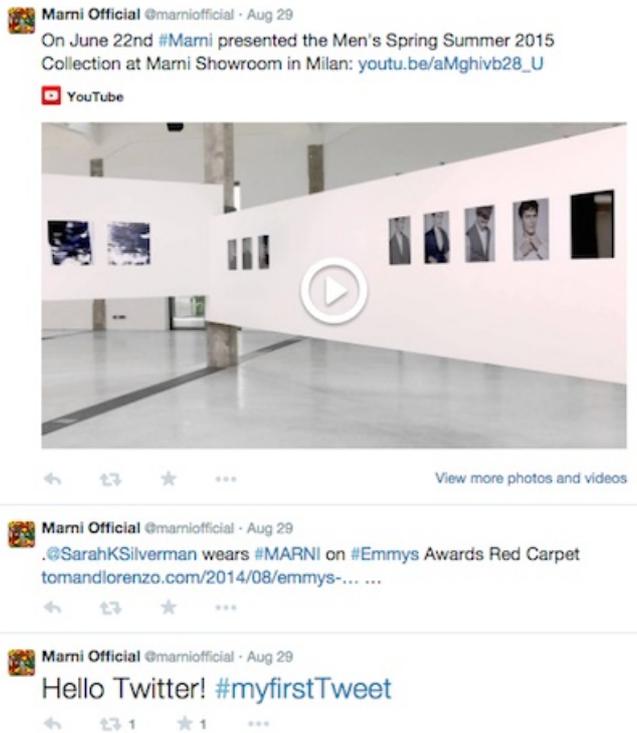


## *TUI social campaign on Instagram*

For instance, Crown Resorts tapped user-generated content from Instagram to showcase in its advertising campaign on Facebook. The campaign saw significant success with higher impressions and sentiment, but lower CPM.

Brands that also tie themselves into special causes and show themselves doing something good in the world to make a difference is another huge sentiment driver for consumers. With so much overload in content and a surplus in brands and retailers, consumers will choose to align themselves with a brand that is doing good in the world instead of those that do not.

Marketers need to continue leveraging technology to determine a better way to advertise. Advertising is inherently creative, but its disruptive nature can turn off consumers.



## *Marni Twitter beginning*

Luxury brands that use data to determine how to stay relevant and not disrupt users in their native experiences will win out and will see their advertising thrive like the art that it is meant to be.

### Other insight

During Luxury Interactive 2016 in New York last month a team of panelists came up with a similar conclusion.

Long-form video is effective at engaging consumers on a brand's site or social channels, but the expense of producing this content is causing marketers to seek alternatives.

With film production a time consuming prospect, brands are turning to influencers or shorter, snackable clips to get the same effect on a smaller budget, according to panelists from Four Seasons, Tacori and Olapic speaking. Beyond video, brands are turning to outside parties to help tell their story on social media, requiring careful curation and management to ensure that the message matches the brand ([see more](#)).

Another important strategy to note is that luxury and fashion brands that take advantage of Instagram have to weave a story together through all the platforms the application offers to fully leverage their abilities, according to a Fashionbi report.

The larger the presence on Instagram, the better for brands, and that means taking full advantage of all its tools such as partnering with influencers, leveraging InstaShop and advertisements. The simple "link in bio" of the past is out of date now that the social media app has beefed up its capability, and brands must take advantage or risk falling behind ([see more](#)).

"You have to stop the consumers from scrolling through their feeds, you have to capture them. You have to be native, social is vital," Mr. St. Amand said. "Personalized and relevant content is the only thing is going to get people to pause."

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