

MARKETING

## Instagram expands advertising options on popular Stories feature

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*Ralph Lauren is one of the luxury brands making use of Instagram Stories. Image credit: Ralph Lauren*

By STAFF REPORTS

With the explosive popularity of Instagram's Stories, the platform has expanded the advertising capabilities afforded to brands using the feature.

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While Instagram Stories ads have been available for some time, they have normally been restricted to a single interstitial slide. Now, thanks to some internal changes to how the system works, Instagram will allow brands to advertise using its Carousel ad format, allowing them multiple slides of content, including photos and videos.

### Carousel ads

Instagram is the one of the most popular social media platforms for both luxury consumers and the valuable influencers that brands can employ to connect with those consumers.

And while the traditional Instagram post is still popular, the platform's relatively new Stories feature has become a mainstay in the way that consumers connect with brands through Instagram.

Initial engagement and interaction on Instagram Stories 200 million consumers are using the feature daily has proven that consumer adoption is exceptionally promising, and the opportunity for brands to capitalize on such engagement seems to be growing by the minute.

According to Instagram internal data, 70 percent of Instagrammers follow a business, one in five stories on Instagram receive a direct message from viewers and one-third of the most viewed stories are from businesses. So, brands need to act now, or risk becoming obsolete in an ever-evolving social sphere of influence ([see story](#)).



*Instagram is a valuable tool for luxury brands. Image credit: Cartier*

Instagram understands brands' desire to connect with these consumers through stories, so the platform is expanding the types of ads that brands can put on Stories.

Now, brands will be able to make use of Instagram's Carousel format, where customers can swipe through multiple slides of content, within Instagram Stories, rather than being limited to just a single image.

This will be a boon for the many luxury brands that make use of Instagram Stories.

For example, U.S. lifestyle brand Ralph Lauren weaved an interactive story leading up to its New York Fashion Week presentation through Instagram, intertwining storytelling with see-now, buy-now, as well as behind-the-scenes content.

The designer took on two rising trends in fashion week, hosting its runway presentation outside of New York and focusing on see-now, buy-now. However, Ralph Lauren is making a stronger impact with its use of Instagram Stories and unique interpretations of the trends ([see story](#)).