

APPAREL AND ACCESSORIES

Gucci beat other luxury brands in earned media value in December

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Gucci's spring/summer 2018 campaign is a collaboration with Ignasi Monreal. Image courtesy of Gucci

By STAFF REPORTS

Italian fashion label Gucci has once again come out on top on a list of top luxury brands, thanks to its strong presence in earned media on Instagram.

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The brand experienced a 30 percent growth year-over-year in earned media, with \$66 million in organic mentions and engagement. This data comes from Tribe Dynamics' report on the top 10 luxury brands of the year in terms of social marketing and earned media value.

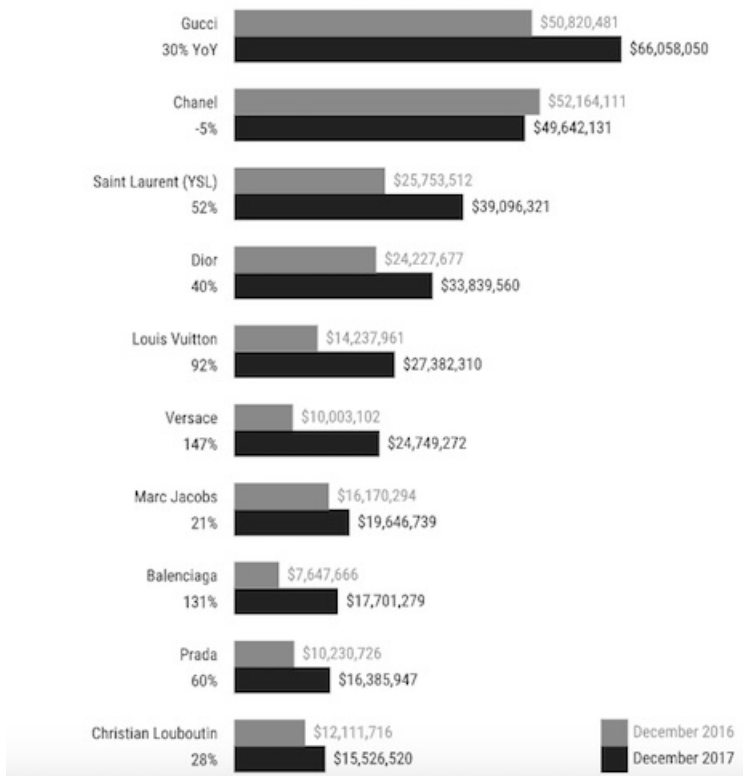
Earned media value

Gucci came out on top in Tribe Dynamics' year-end list of the top 10 luxury brands of December 2017.

Other brands among the top 10 list include Chanel, Saint Laurent, Dior, Louis Vuitton, Versace, Marc Jacobs, Balenciaga, Prada and Christian Louboutin.

These brands edged out competitors due to a reliance on connecting their digital presences with memorable, in-person campaigns such as YSL's pop-up beauty shop in New York's SoHo neighborhood.

Top 10 EMV and YoY Growth



The top 10 luxury brands by earned media value. Image credit: Tribe Dynamics

Versace also earned a place on the list thanks to a successful campaign honoring the late Gianni Versace during its spring 2018 show.

While focused on the brands, the list also served as a testament to the immense influence that Instagram has on a brand's earned media value. While the top performing brands on Facebook and YouTube earned an average of no more than \$3 million in earned media value, Instagram earned those same brands up to \$58 million in total.

In addition to more earned media, Gucci's social media and digital engagement is also translating to its ecommerce platform.

The Kering-owned fashion house had a banner year in 2017 due to increased traffic and engagement rates online.

According to SimilarWeb, Gucci saw its total site traffic increase 46 percent in 2017 compared to the year prior. In December 2017, for example, SimilarWeb found that Gucci had 4.2 million visits across desktop and mobile Web in the United States alone, much higher than December 2016's 1.9 million ([see story](#)).