

MEDIA/PUBLISHING

YouTube is critical for increasing long-term brand value: report

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Through a series of YouTube videos for its SS21 collection, Versace increased its media impact value by more than 500 percent. Image credit: Versace

By NORA HOWE

In an evolving technological age, the fashion industry has quickly pivoted to meet digital expectations and engage consumers where they are: social channels.

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Static communication is becoming antiquated, and brands are turning to omnichannel strategies and creative digital content to stay connected with audiences. In their "YouTube's Effect on Fashion" report, fashion cloud technology platform Launchmetrics and video-sharing platform YouTube review best-in-class brand examples and strategies for amplifying long-form video performance, and examine the power of YouTube as a tool for long-term success.

"YouTube is a time capsule of fashion's most iconic moments," said Allison Bring, chief marketing officer at **Launchmetrics**, London. "Longtail video marketing provides a huge opportunity for brands to continue engaging audiences and ensuring they will come back to rewatch their shows."

In partnership with YouTube, Launchmetrics conducted its research from Sept. 15, 2020-Sept. 3, 2021, measuring brand Media Impact Value (MIV), reach, engagement, engagement rate, voice and long-term impact through the lens of YouTube.

Power of YouTube

With more than 2 billion monthly active users, YouTube has become a critical avenue for brands looking to create a strong video strategy that will build lasting momentum.

According to Launchmetrics, brands are turning to the video-sharing platform to create moments that are continuously rewatched and reevaluated over time, ultimately enhancing their performance in the long term.

Italian fashion house Prada debuted its spring/summer 2021 womenswear collection, the first collection from Raf Simons and Miuccia Prada, through a digital show.

Prada's SS21 womenswear digital show propelled the brand's digital engagement and overall brand value

Prior to the show, the brand asked its social media followers to submit questions for the two designers, allowing dedicated fans to connect intimately with the house. Following the show, Mr. Simons and Mr. Prada answered the questions live.

In the two months following the show, the collection witnessed a 350 percent increase in engagement, a 400 percent increase in views and a 150 percent increase in MIV.

Prada elevated its consumers from spectators to participants through its digital strategies, breaking down the wall between audience and brand.

Content quality and increased frequency are also key when it comes to building a YouTube strategy.

For its spring/summer 2021 show, Italian fashion house Versace explored the land of "Versacepolis," creating a scene of an underwater fantasy.

While in-person attendees were limited to brand employees, the brand focused on digital channels to spread global awareness of the collection.

In addition to livestreaming the show, Versace released five videos relating to the collection on its YouTube channel.

Viewers are invited to Versacepolis

The brand saw an increase of more than 500 percent in MIV and more than 700 percent in engagement as a result of frequent posting within the 60 days post-show.

According to Launchmetrics, the key to increased brand performance is creating a long-term strategy like introducing a video series as opposed to a one-off posting.

The report also highlighted critical strategies from the Pyer Moss show in July 2021, which marked the first time the Fédération de la Haute Couture invited a Black American designer to present a collection in the couture calendar.

Two months after the show, Pyer Moss's MIV on YouTube grew by more than 16,000 percent, while engagement increased 13,500 percent. The massive jump in brand value came primarily from media coverage, including Vogue and Harper's Bazaar.

JW Anderson bridged the gap between online and offline through a creative and interactive campaign. Jonathan Anderson sent "guests" his spring/summer 2021 collection, along with other materials, in a box so they could build the show at home.

The campaign secured media buzz and increased the brand's MIV by 750 percent, views by 555 percent and engagement by more than 2,500 percent.

Power of voice

The influencer voice has become increasingly relevant, as consumers want to discover and review products through people they trust and admire.

French fashion house Christian Dior strategically partnered with American rapper and music producer Travis Scott for its spring 2022 menswear collection and show due to the artist's vast and highly engaged YouTube audience ([see story](#)).

Dior's collaboration with Travis Scott brought massive viewership to the brand

In addition to Dior's own social channels, the brand expanded its reach through the artist's YouTube channel, whose livestream of the show ranked second in MIV.

According to Launchmetrics, leveraging celebrities or influencers in marketing strategies is a proven formula in driving brand performance. However, to create impact specifically on YouTube, brands must consider the right collaborators who have established their presence on the platform.

YouTube has a strong relationship with music, which makes Dior's choice of working with a musical artist particularly strategic. After 60 days following the event, Dior's MIV from YouTube increased 65 percent, views went up 176 percent and engagement increased by more than 450 percent.

In December 2020, Dior tapped YouTube star and comedian Liza Koshy, who has more than 17.5 million subscribers and 2.5 billion views on the platform, for a campaign featuring its Lady D-lite bag.

The campaign documents Ms. Koshy backstage at Dior's fall/winter 2021 show as she shares the contents of her Lady D-lite ([see story](#)).

"Collaborating with influential voices with strong audiences on YouTube is an easy way to amplify impact and drive brand performance," said Derek Blasberg, head of fashion and beauty at YouTube, New York. "As we all know, collaborating with talent can help brands reach new audiences.

"But what made this really special was Dior chose to work with a talent that was specifically popular on YouTube and leveraged that talent's YouTube channel to bring attention to the activation."

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