

INTERNET

Dior, Burberry go head-to-head in social domination: report

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By TRICIA CARR

Marketers such as Burberry, Louis Vuitton and Hugo Boss are among the top luxury fashion brands across Facebook, Twitter and YouTube. However, Dior reigns supreme, according to Unmetric's new Luxury Fashion Report.

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Dior earned a combined score of 211 across the three most-popular social networks due to its above-average growth, engagement and interaction rates. Burberry followed with a score of 199 and Louis Vuitton with 165. While brands are faring well across these channels, there is room for more one-to-one brand interactions.

"The biggest luxury brands have consistently ranked top month after month according to the Unmetric score," said Lux Narayan, CEO of **Unmetric**, New York.

"The content strategy plays a large part as observed by Unmetric," he said. "The launch of new collections are particularly engaging with fans.

"Brands could extend the amount of content marketing they do around the launch of new collections."

The Luxury Fashion Report examines the activity of nine of the most active luxury fashion brands on social media May 1-July 30. Results are based on which brands are most

effectively gaining new fans, keeping followers updated with engaging content and carrying on conversations via Facebook, Twitter and YouTube.

A brand's score is a blend of 24 qualitative and quantitative social media metrics.

Face it

Strictly looking at fans, Burberry comes out on top with 14 million connections on Facebook, Twitter and YouTube.



Burberry Facebook page

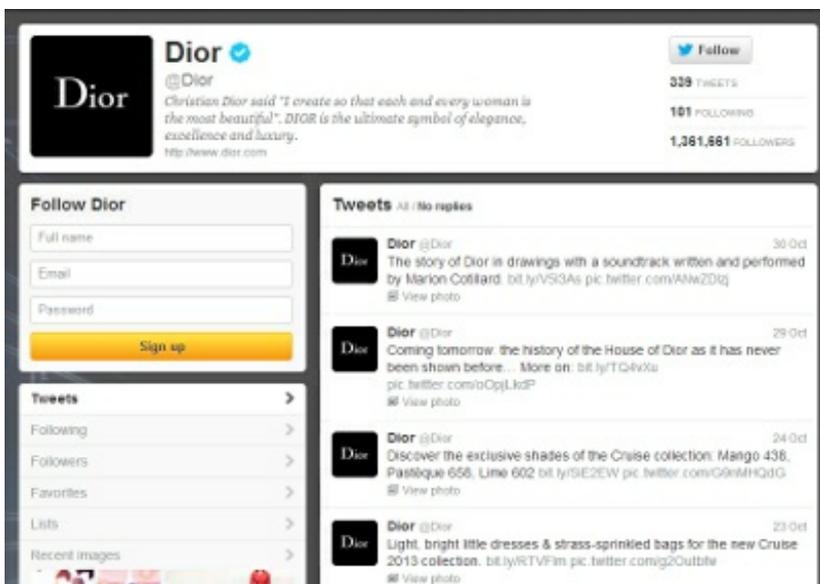
Next comes Lacoste with 10 million total social connections.

However, other luxury fashion brands are leading in terms of growth and engagement.

German label Hugo Boss has seen the most growth on what can be said is the most influential social network – Facebook. Its fan base grew 48 percent during the three months that the results were measured.

Hugo Boss also had a 78 percent growth on Twitter, putting it one spot behind Dior.

French label Dior saw the highest growth on Twitter and YouTube of 103 percent and 28 percent growth, respectively.



Dior Twitter page

Talk to me

An average Facebook post by a generic brand receives an engagement score of 58. In the fashion sector, this score is 69.

Louis Vuitton, for instance, has an average engagement score of 104.



Louis Vuitton Facebook page

Dior's score is 97 and Burberry earns a score of 81.

As expected, posts on Facebook that are most likely to spur engagement are those that encourage a response from fans. These posts have an average engagement score of 76.

Out of the nine brands examined, Burberry, Ralph Lauren and Dolce & Gabbana are the only ones that let fans post on their Facebook page.

But none of these brands publicly replied to a Facebook post during the time period of the report.

“The image of exclusivity is still important to luxury brands, but social media cannot be ignored,” Mr. Narayan said.

“Luxury brands largely muted any community engagement, which still hints at this image, but they have also adopted engaging content strategies to keep their fans engaged with the company,” he said.

Tweets and the tube

Engagement on Twitter and YouTube is also taken into account in the Luxury Fashion Report.

Gucci, for example, did not have much growth on Twitter in comparison to other fashion brands, but it is known to respond to tweets in an average of three and a half minutes.

In addition, 61 percent of Burberry's tweets are replies.

Chanel, Dior, Lacoste and Louis Vuitton do not reply to tweets.



Chanel Twitter page

On YouTube, luxury brands struggle to attain virality, per Unmetric.

The most successful video campaign from June 1–July 30 from a brand examined in the report was a video from Dior that received 53 million views.

Burberry released a video that got 15 million views and a video campaign from Dolce & Gabbana’s received 13 million views.

Overall, social media should not be viewed as a popularity contest, but as a tool for engagement.

“This takes into account fan numbers, growth rates, average reply times, fan engagement and post frequency,” Mr. Narayan said. “It is not just popularity – it is a matter of responsiveness and engagement as well.”

Final Take

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