

INTERNET

Brioni favors Instagram to Facebook for social media expansion

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Brioni spring/summer 2014 collection image

By SARAH JONES

Italian menswear label Brioni has expanded its social media presence beyond a solitary Twitter profile with a new Instagram account.

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Luxury Daily

Brioni timed its Instagram launch to Salone del Mobile, for which the brand has a window display, in order to have compelling visual content to gather followers. Even though Instagram is an important platform for fashion brands, Brioni may want to consider spreading out further, since different social media platforms have different audiences.

"Facebook is the 900-pound gorilla of social media, and for most businesses, a presence on Facebook is a must," said Krista Neher, CEO and lead trainer at [Bootcamp Digital](#), Cincinnati, OH. "Facebook has over a billion users compared to Twitter with almost 250 million users and Instagram with about 200 million users.

"While Facebook is declining in popularity among younger audiences, and making it difficult for businesses to participate, it is still a staple in any solid social media marketing plan because so many people spend so much time on Facebook," she said. "I would definitely not recommend ignoring Facebook; it is a channel that has a developed

advertising platform that allows businesses to target their audiences in a meaningful way and generate mass awareness.

"Instagram is ideal for a younger audience. Most of the users are under 35 years old, so a brand focusing on Twitter and Instagram may be looking to reach younger audiences."

Ms. Neher is not affiliated with Brioni but agreed to comment as an industry expert.

Brioni, owned by Kering, did not respond by press deadline.

Branching out

Brioni's Twitter account is active, promoting its brand through its own posts and retweets of content from media and consumers. It shares tweets about its customer service and editorial images its garments are featured in.

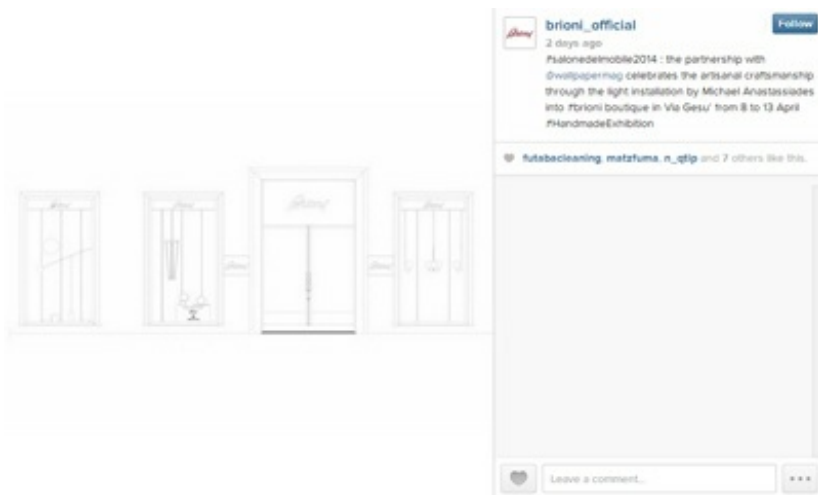


Retweet by Brioni

As of press time, the brand had more than 3,000 followers on Twitter.

To gather eyes for its Instagram in its early days, Brioni tweeted about the new account, telling consumers they should follow them on the second channel and linking to its profile.

The first image is of a drawing for the brand's current window display in its Milan boutique featuring lighting installations by Michael Anastassiades. This was created in collaboration with Wallpaper magazine for home furnishing trade show Salone del Mobile.



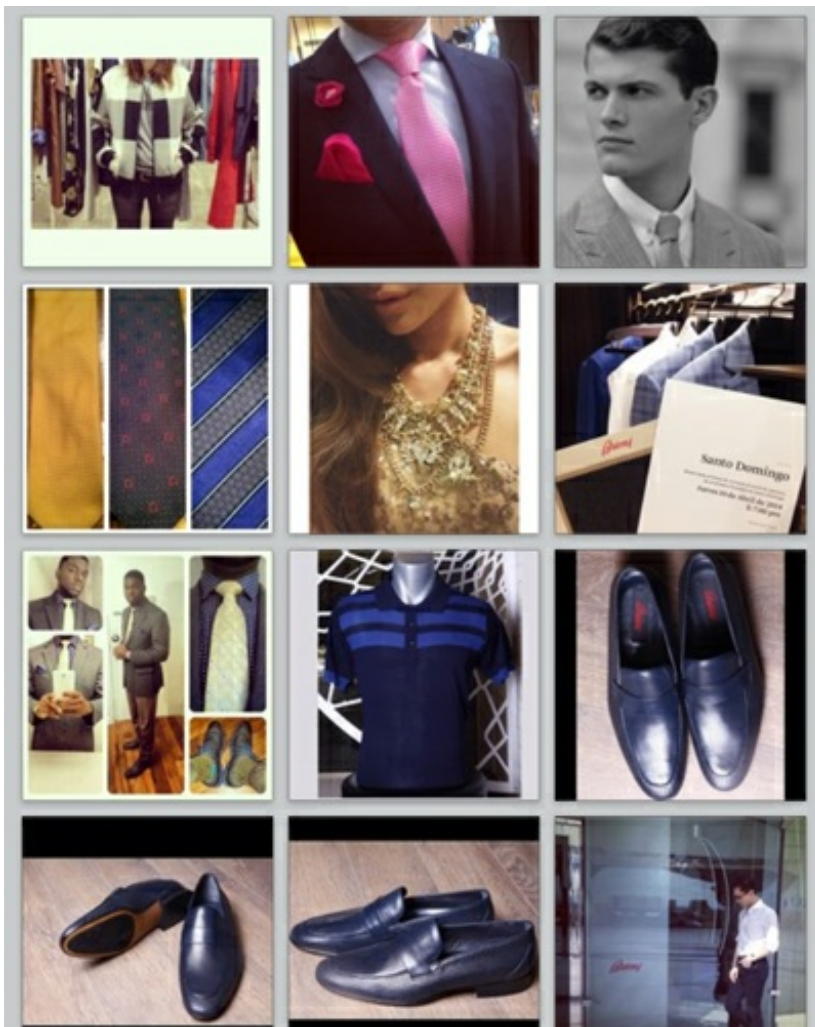
Instagram post from Brioni

Brioni followed up with a second tweet that linked to an individual Instagram post. This post shows a portion of the display and tells consumers to discover more about the display at its store.



Instagram post from Brioni

Even before Brioni entered Instagram, the brand had a presence on the social media platform. A search for the hashtag #Brioni brings up more than 10,000 posts.



Instagram posts tagged #Brioni

This will allow the brand to better monitor the conversation surrounding its brand on the platform, as well as generate content that represents the brand in the way it wants to be seen on Instagram.

Photos first

For brands entering Instagram for the first time, it can make sense to do so when a big announcement is being made.

Take for instance, French atelier Givenchy created its first Instagram account with a single post showing two spring 2014 advertising campaign images to entice its fan base to begin following its photo diary.

The photos feature singer Erykah Badu, birth name Erica Wright, the much talked about face of the brand's latest print ad campaign. By posting images that its fans have been anticipating, and which are going to generate conversation, Givenchy is able to prompt traffic to its new Instagram, and attract followers ([see story](#)).

Another option is to not cross promote an Instagram account on a more established platform until content has been built up.

For example, French fashion house Christian Dior welcomed a larger following to its newly minted Instagram account by promoting the platform on its Facebook page.

Dior created its Instagram Nov. 15, but waited to direct its fans on other channels to its account on the photo-sharing application until a month had passed, giving the brand time to generate content. By not jumping to publicize its Instagram, Dior gave its followers of its other social media accounts more of a reason to follow the brand on an additional platform ([see story](#)).

More brands are turning to Instagram for important announcements, recognizing that the audience on the platform is heavily interested in their news.

British fashion house Burberry further asserted Instagram's importance for fashion brands by unveiling the faces of its upcoming fall fragrance campaign on the platform.

The faces of the new fragrance's campaign are British models Kate Moss and Cara Delevingne. Although no details of the fragrance itself have been revealed besides it being an addition to Burberry's established women's perfume line, Ms. Moss' and Ms. Delevingne's celebrity status will propel and maintain interest in the campaign ([see story](#)).

Brioni began strong by choosing to highlight its window display for Salone del Mobile, which is creating a lot of buzz in the fashion and home furnishing categories.

"The first few photos on Instagram are a great test and a strong beginning," Ms. Neher said. "The brand is demonstrating use of best practices by using hashtags in the description and tagging other accounts.

"That being said, fashion is a popular category online, and I'm sure that the target audience is much more interested in the product pictures; seeing the clothes and accessories."

Going forward, Brioni has the benefit of knowing what consumers are looking for on Instagram, and can provide content accordingly.

"I would look for more product shots and behind the scenes [photos]," Ms. Neher said. "Some of the best fashion brands on Instagram are sharing pictures of their photo shoots on Instagram or giving Instagrammers a sneak peak at their newest products.

"Based on the brand objectives and target audience, Instagram is a powerful way to build deeper connections with younger audiences."

Final Take

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