



CASE STUDY

How did our client predict the success of its new accessories right after its fashion show?



At its 2019 Cruise Collection fashion show, our client unveiled 8 new bags on the runway. It had a sense that some products would spark more desirability than others. To confirm its intuition, the client asked Heuritech to monitor the 8 new products in order to quantify people's posts and engagement on social media.

THE CHALLENGE: HOW CAN BRANDS PREDICT THE SUCCESS OF A PRODUCT BASED ON ITS FIRST SIGNS OF DESIRABILITY?

The objective was double:

- Give guidelines to buyers in the showroom to adjust their product assortment and the quantities bought for each style
- Get valuable insight for communication and image purposes to help focus the strategy on the most desirable products

Our client's positioning:

- Target: 20 to 60 year-old women
- Price range: between 950€ and 2000€
- Time-to-market: 6 months

WE APPLY OUR VISUAL RECOGNITION TECHNOLOGY TO SOCIAL MEDIA IMAGES

IN-HOUSE METHODOLOGY



DATA

Heuritech analyzes **3 million Instagram images** and videos daily.

We have defined 4 representative panels of consumers, from superstars to macro and micro influencers to mass market.

During and after the show, Heuritech found over **5000 relevant posts** about the brand's fashion show.

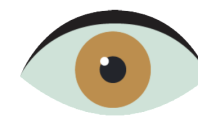


IMAGE RECOGNITION TECHNOLOGY

Heuritech has developed a technology which analyzes image content in a very detailed way: we can recognize thousands of product details: colors, patterns, textures, shapes, brands, styles, models etc.

Image recognition is way more powerful than text analysis: with text analysis alone, 80%* of products are missed due to erroneous tagging or the lack thereof.

We applied our technology to the 5000 relevant posts and detected **800 influencer posts related to the 8 new bags from the fashion show.**

*Source: Heuritech study, based on 1.5 million of Instagram posts analyzed from April to July 2018

2 MODELS TRIGGERED WAY MORE ENTHUSIASM THAN THE OTHER BAGS SHOWCASED ON THE CATWALK

12 hours after the show, we were able to analyze the 800 posts featuring the new bags and detect the first signs of desirability.

The brand's merchandising team was then able to compare the visibility and engagement rates of those products amongst key influencer posts and reposts.

2 products particularly stood out:

- Bag A was the « buzz » bag of the show, generating 5 times more posts than average
- Bag B proved its attractiveness with a very high engagement rate and 3 times more posts than average.

These two bags also showed good results in terms of zoom on product and brand pride, proving that the focus of the posts was on the products and that they both participated in expanding brand awareness.

RESULTS

KEY INDICATORS



Posts: number of posts



Reach: average followers per post










Engagement rate: average number of likes / number of account followers



Zoom on product: number of times the photo is focused on the product and not on the look



Brand pride: number of times the brand is mentioned in a post featuring the brand's product

	 1 Bag A	 2 Bag B	Average
 Posts	278 <i>(x5 vs. average)</i>	167 <i>(x3 vs. average)</i>	51
 Reach	279K	126K	27K
 Engagement	51 %	97 %	25%
 Zoom	35%	22%	17%
 Brand pride	90%	87%	81%

CONCLUSIONS

The brand used this data to adapt its merchandising and communication strategies resulting in positive results after launch:

STOCK MONITORING

Improved stock monitoring: limited overstock thanks to a reactive and accurate sales forecasts and no stock shortages

BRAND IMAGE

Positive brand image with an impactful communications plan focused on the right products

ABOUT HEURITECH

Heuritech is a cutting-edge technology company that provides fashion brands with the vision they need to stay ahead of today's dynamic market and trends.

Using advanced artificial intelligence (AI) to translate real-world images shared on social media into meaningful insights, Heuritech empowers brands to forecast demand and trends more accurately, produce more sustainably, and achieve unprecedented competitive advantage.

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