



Case Study



+ DASH HUDSON

## Teamwork à la Mode: Seamless Social Collaboration at Rent the Runway



Rent the Runway has been credited for disrupting the retail industry with its revolutionary rental designer fashion concept. The company's subscription-based business model has made luxury apparel accessible to millions of women, successfully reimagining the way people approach occasionwear. As it turns out, the pragmatic spirit of garment rental proved to be a genius solution for ladies seeking a frock fling.

When Rent the Runway joined Instagram in 2012, the team crafted the brand's social narrative to celebrate their customers and tell the story of an "endless closet". However, the round-the-clock nature of the channel made for internal struggles. The social, marketing, and creative departments were all involved in generating, publishing, and measuring content, and were spread too thin. It was clear: RTR needed a solution as sleek as the garments gracing the brand's Instagram gallery.



# The World is a Runway

Rent the Runway wanted to center the brand's visual journey around customer stories. To achieve this, the team needed easy access to the volumes of community content being created by RTR fans daily. Photos featuring relatable women wearing RTR rentals were consistently top performers on their Instagram feed, but the manual process of sifting through tagged posts to source these images wasn't cutting it.

With a lot of cooks in the kitchen, yet no synthesized solution in place, the time-intensive content curation process made for extensive internal communication delays. Additionally, the social team had to set up a link-in-bio solution through another program when they wanted to make a post shoppable. This disjointed method often resulted in roles overlapping, leading to duplicated efforts and wasted resources. Needless to say, the process of getting a single photo published was in need of streamlining.

Partnering with Dash Hudson completely revamped the way Rent the Runway's teams functioned, and enabled them to complete more in less time. One of the most laborious aspects of the company's former process was the manual dig for earned content. Now, RTR can easily access all of the photos and videos it's been featured in. Using Dash Hudson saves the social department hours each week, all while ensuring they never miss a single piece of quality RTR community content.

“ *Having access to all of our photos and videos is my favorite thing about Dash Hudson. As we get so many tags each day, it's been overwhelming to search through Instagram itself. This makes it simple to assess and share the best access and share the best content with our community.*

Alyssa Bronander,  
Senior Content Strategist at Rent the Runway



5–10

Hours saved per week from using  
Dash Hudson



# Turning Heads

Dash Hudson's content segmentation solution, Boards, facilitates internal collaboration by enabling brands to group visuals together for further analysis. Rent the Runway uses Boards to measure the performance of specific content segments, as well as to stage photos and videos for approval. Boards makes it easy for RTR to identify top-performing earned content, as well as to categorize owned content for review. Having comparable images together in one place gives the marketing and creative teams easy access to visual assets, rendering the content approval process seamless. Employing this method resulted in an increased use of community content across all RTR channels.

“ Boards have allowed the creative and marketing teams to easily access top-performing earned and owned social content, which are then shared across marketing channels. We take the guessing out of performance by choosing content that has already proved to be relevant on social.

Alyssa Bronander,  
Senior Content Strategist at Rent the Runway



## Community Content Performance on Rent the Runway's Instagram



+21%

Engagement vs. Original Content

## Perfect Tailoring

The Dash Hudson Scheduler is a social editor's best friend. It reduces the number of steps Rent the Runway takes to publish content: approved visuals can now be moved directly from Boards onto their calendar, all while being automatically optimized for the best time to post. It facilitates collaboration and enables team members to develop content strategies weeks in advance.

“ The Dash Hudson Scheduler was the perfect upgrade. It ensures all content is pre-scheduled, linked to product, and in it's highest quality form. I also love that you can make real-time tweaks when necessary.

Alyssa Bronander,  
Senior Content Strategist at Rent the Runway



# Dressed to the Nines

Since working with Dash Hudson, Rent the Runway has enhanced its social strategy and improved collaborative team efforts. The brand now focuses on community-building by showcasing the empowered women who embody the RTR spirit. With Dash Hudson tucked preciously in its minaudière, Rent the Runway has amplified its social initiatives by improving internal rapport and streamlining processes. All dressed up and a million places to go.

“ Dash Hudson is integral to the success of social at Rent the Runway. Not only has it increased efficiency in content curation and reporting, but it’s been a catalyst for community content use across our marketing channels. Dash Hudson has increased internal collaboration significantly.

Alyssa Bronander,  
Senior Content Strategist at Rent the Runway

