



DASH HUDSON

VOLUME ONE

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DASH HUDSON VISION

VISION IN ACTION
SEE CLEARLY. GET VISION.

A LETTER FROM THE FOUNDERS

Hi —

Welcome! Inside these hallowed pages you will experience the first visual trends research created by computer vision and artificial intelligence.

Nerdy technologies both.

Through our work with our amazing customers, including Kendo, Condé Nast, Marc Jacobs, Amazon, and Glossier, we have learned that brands have two core problems to solve when it comes to marketing through images.

One, how to find the photos they need, fast.

Two, how to know what photos their consumers will care about most.

This is vital in a noisy world where 50% more photos are being shared each year and brand performance is dropping markedly.

The Vision intelligence platform is our simple and elegant solution to these difficult problems.

Vision empowers you to find any branded image as easily as Google search; to understand what images your consumers will care about now; and to see real-time visual trends within your own brand world and within those of your competitors.

Herein, we have used Vision to examine the photos of leading brands in seven major lifestyle categories in order to uncover what visual trends are resonating with their respective audiences.

It is our pleasure to bring you these insights. We hope you enjoy.



Thomas Rankin
Co-founder & CEO



Tomasz Niewiarowski
Co-founder & CTO

THE METHOD BEHIND THESE PAGES

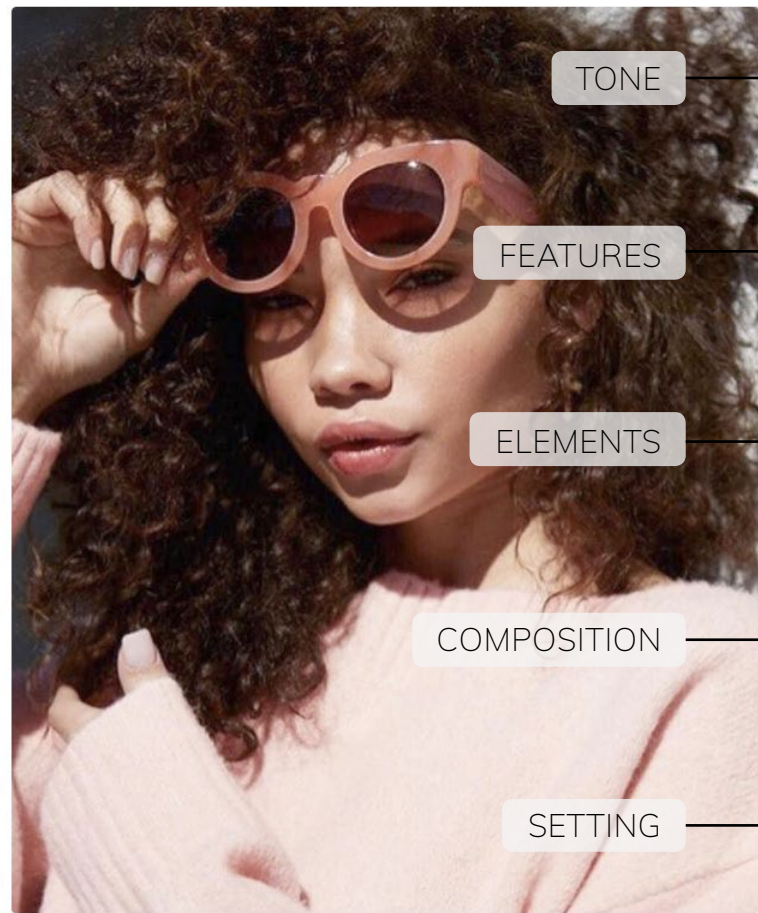
The world's most discerning brands and publishers work with Dash Hudson to create and share photos and videos that people care about.

your best content, analyze trends, and get real-time recommendations on which visuals to use now to drive ROI.

The Dash Hudson Vision platform collects and understands photos and videos from across all of your key marketing channels, helping you to uncover

We use some pretty rad, emerging technology. Check out how we bring you insights that you have never seen before, including the trends outlined in these pages.

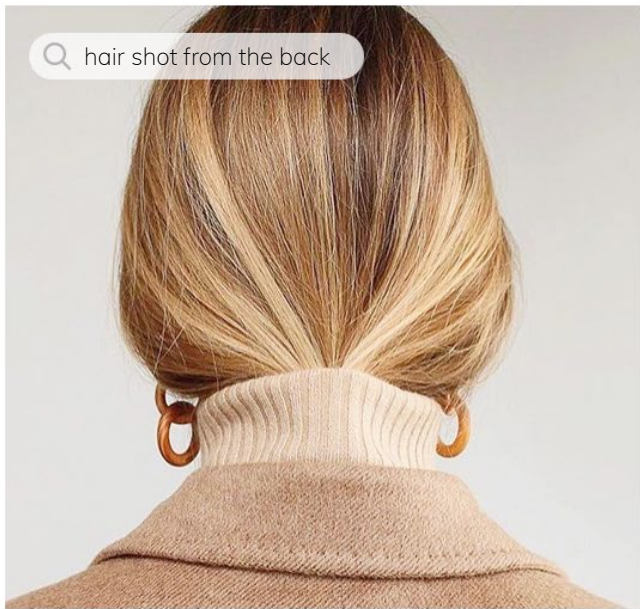
How Vision Reads an Image




Labels pointing to the image:

- TONE — Beauty, Glamour, Flirty
- FEATURES — Natural, Skincare, Pastel, Pink, Health & Beauty
- ELEMENTS — Cosmetics, Model, Lips, Pink Sunglasses, Curly Hair
- COMPOSITION — Close-Up, Portrait
- SETTING — Outdoors, Photoshoot

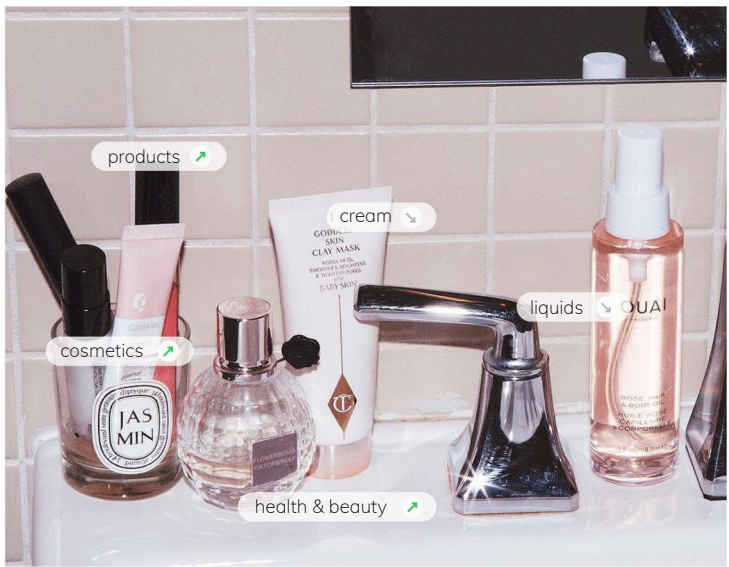
How Vision Finds Images



hair shot from the back



How Vision Recommends Images



Labels pointing to the image:

- products
- cream
- liquids
- cosmetics
- health & beauty

This photo is likely a top performer if you use it now.

★ Excellent

↗ Good

↘ Bad

01. Vision analyzes all of your photos to understand what works.
02. Vision learns what types of photos your audience cares about.
03. It's all tailored to your brand, because you are unique.
04. You simply search for or upload photos. We do the rest.
05. You get recommendations about what will work on social, your site, and in ads, right now.



BEAUTY

Beauty brands have the digital upper hand. The industry has proven to be a perfect fit for social visuals, where video content rules and products happen to shine when they're being demonstrated. No matter which niche of the sector our spotlighted brands have cornered, it's safe to say they're at the top of their game. Watch as Vision surfaces the type of photos their audiences want to consume.

MUTED MANIS

Nails are a whole other rapidly-moving segment within the beauty community, and it appears as though the Essie audience responds very positively to pastel polish.

Our platform found that manicures in soft shades of the rainbow reigned supreme within the brand's visual content, resonating particularly well with fans.



NARS



PRODUCT ON PINK

Millennial pink, anyone? The girlie hue has trickled into every facet of our modern material lives, and it's showing no signs of slowing down. For cool girl avant-garde brand NARS, it has even surfaced as an über-trendy content

segment. Products that have been shot juxtaposed on a pink backdrop have stood out, with even fans chiming in to create their own products-on-pink images. That's an engagement-booster for sure.



SEPHORA

FOODIE BEAUTY

The multi-brand mega-retailer is constantly finding new creative ways to showcase merchandise, and one of the recent standouts has been to present products with their

respective beneficial edible ingredient. Literal displays like this work really well because they immediately convey a message. An image is indeed worth a thousand words for Sephora.

FASHION

The visual communication era we're currently living in aligns perfectly with branding efforts in the fashion sector. Social media provides an ideal platform for garment trade players to spread their brand ethos, and on a worldwide scale at that. But buyer beware: things move at lightning speed on these channels, even for the fickle and relentless business of style. Here are three important digital leaders in the category and the pervasive visual trends the Vision platform has identified for each.



PARTY IN THE BACK

This is a prevalent trend observed throughout Tommy Hilfiger's creative assets, and it conjures serious lifestyle vibes. The visual composition is all about the cool, confident Tommy girl seen from behind to cheekily reveal rearview branding. A content trend every marketer dreams of, surely—it doesn't overtly telegraph as a product placement, yet the brand name shines prominently.





URBAN OUTFITTERS

FLORAL FROLICS

Among the barrage of cool indie college kid wares and dorm room decor inspiration found within Urban Outfitters' content mix are also dreamy nymphettes casually gallivanting about blooming locales in the retailer's threads *du jour*. And the brand's audience can't get enough of these idyllic lifestyle scenes.

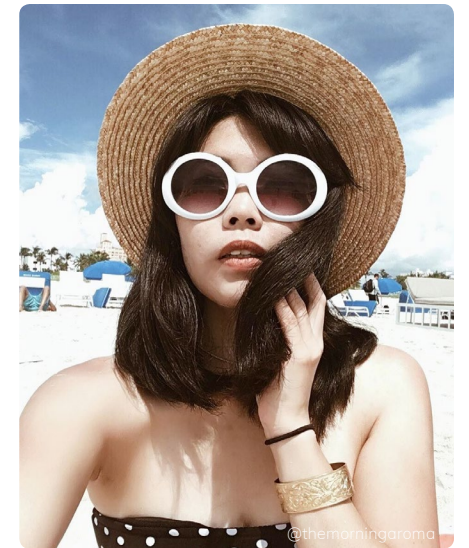




LIFE IN PLASTIC (SHADES)

British retailer ASOS excels at delivering the most popular fashion trends to the millennial masses. A very clear content segment surfaced by Vision revolves around one

specific accessory: rounded plastic sunglasses adorning pretty mugs. Preferably whilst imbibing a refreshment. Preferably in a fast food setting.





LUXURY

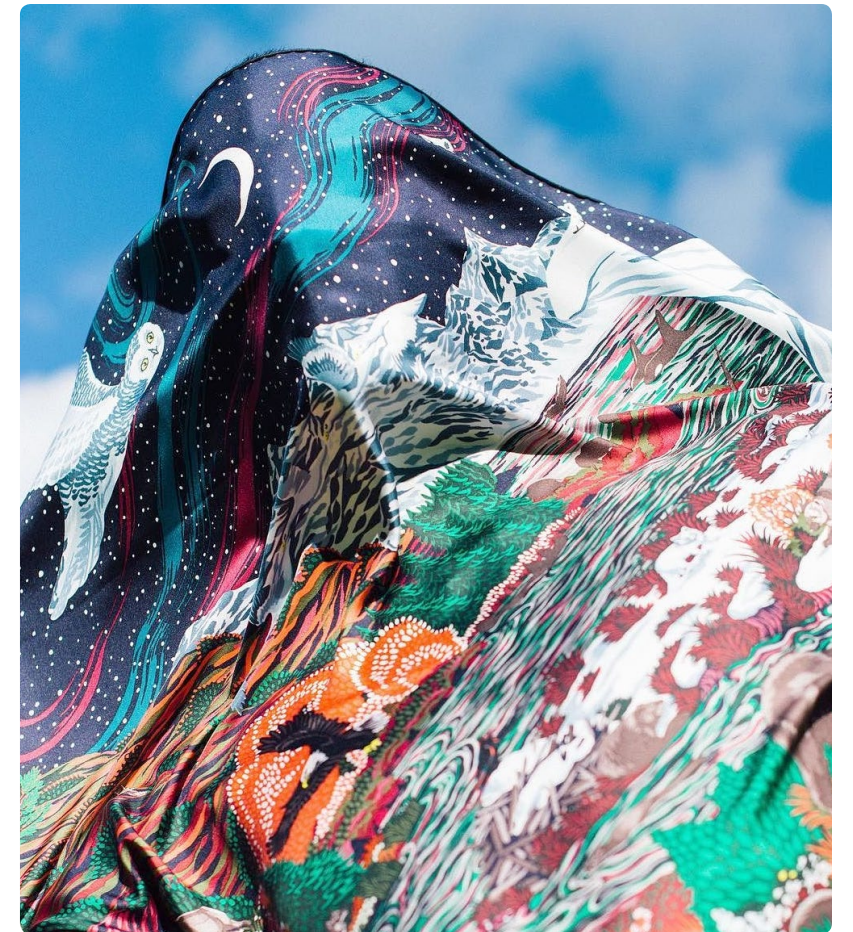
It's no secret that the luxury sector has struggled to hop on the social media train. Brands have typically feared a loss of authority and the democratization of prestige. But in truth, embracing the medium has allowed these maisons to seize digital control of the dialogue that was already happening about them, and without them. To join the visual conversation is to look to the future as opposed to living in the past, relying solely on name recognition. The following three preeminent category leaders are fronting the digital charge, as their AI-surfaced content trends reveal.





SQUARE FLAIR

In a refreshing twist, this storied house has an amusing sense of humor about what is perhaps one of its most legendary staples, the Carré Hermès. While the label's content mix boasts a broad variety of visuals, bright printed silky squares donned playfully were a clear trending composition standout. What's old is new again. That's just the name of the game.



BARNEYS NEW YORK

STREET STRUTTERS

Digital boss Barneys New York has managed to win the hearts of cool girls everywhere with its carefully curated merchandise. The fact that the retailer features content that looks

user-generated, a rarity in this sector, makes it a true luxury pioneer. It's an important visual trend that resonates, and Barneys proves its luxe potential.





JIMMY CHOO

STEP BY STEP

Jimmy Choo needs no introduction, and the brand's digital strides have been plentiful. What AI found while digging through its branded

content is that luxury footwear going up or down stairs is all the rage. It's like a stairway to shoe heaven (hopefully leading to more shoes).





FOOD

The food sector on social could be divided into countless specialty niches. The industry's hype on these visual channels is extensive because it's a universally-appealing trade: people not only need to eat for survival, but they also love to feast simply for the joy of it. Businesses around the globe are capitalizing on #foodporn, whether their offerings are classified as fuel or indulgent. The following three companies have perfected their visual narratives with irresistibly delectable content, making them category leaders. These are their trends.



VIEW FROM THE TOP

This rapidly growing food delivery service has been making huge waves on social, undoubtedly thanks to the scrumptious dishes deemed irresistible to double-taps by its followers. While they have countless ways of presenting the

finished product of their assembly kits, one visual trend prevails for Blue Apron: top-down photos. A bird's eye view is the best view, always.



MAC 'N GREENS

The bunnies at Annie's Homegrown are organic food icons, but the brand's mac 'n cheese also deserves a place in the comestible hall of fame. But wait, there's a twist! What's trending for

the packaged food company is any sort of greens added to that melty pot of gooey cheesy goodness. That makes it healthy, right?



COOKIE MONSTER

The abundance of gastronomical masterpieces comprising Food52’s content mix makes for a true awakening of the senses. However, our findings indicate that freshly baked cookies still lying on their sheets make for standout posts each and every time. Now if only they could figure out a scratch and sniff solution...





TRAVEL

Social media has forever changed the travel industry, making it easier for world explorers to discover new places to visit, decide which hotels to stay at, and build touring itineraries. Thousands of existing accounts dedicated to globe-trotting tug at wanderlusters' heartstrings on the daily. Whether it's to get a peek into a galaxy far, far away or to decide on your next exotic adventure, visual marketing channels have you covered. Here are the content trends for some top businesses in the category.



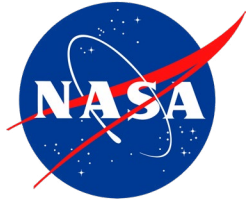


MOMMY & ME

Home is where the heart is and Airbnb wants to reinforce that sentiment around travel housing with its visual marketing content. While the company's photos run the gamut from the most unbelievable locations to cementing the service's

sense of community, images of a parent with a child keep jumping out as an important segment in our Vision platform. Talk about emotional connections.





TOTAL ECLIPSE

This year's solar eclipse had the world in a tizzy—lucky for NASA, who essentially owns that category. Eclipse imagery has been a recurring trending segment in the intergalactic company's visual content. Folks everywhere were reveling in the phenomenon and NASA's showstopping images undoubtedly serve to keep fueling their fascination with the cosmos.





OLD WORLD CORRIDORS

Everyone's a photographer these days, and social media is the primary conduit for the craft. While the images encompassing Lonely Planet's content would suggest that professional photographers are being dispatched from all corners to capture jaw-dropping scenes around the world,

a lot of their photos are actually repurposed user-generated content. The unmistakable trend within this awe-inspiring imagery: sinuous, winding city roads in ancient lands.



PUBLISHING

Digital mediums are a publisher's dream when thinking about all the visual storytelling opportunities they present. Just look at the three category leaders in the spotlight for this industry: they've each been able to translate their center of gravity into a branding vehicle through social content. While news outlets don't always understand platforms that primarily revolve around images, the following publishers have seen the possibilities and crafted additional, complementary content to their main distribution channels.



The New York Times



RISE UP

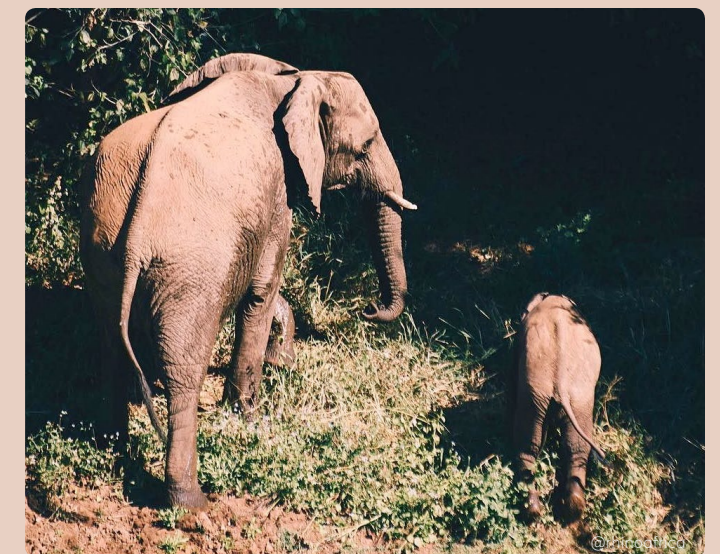
The current geopolitical climate has made for pretty heavy news, but it has also ignited people’s fire to fight injustice. The New York Times is always at the forefront of history, and has recently been revisiting content from past protests that have led to change. These powerful images have been found to be particularly resonant.





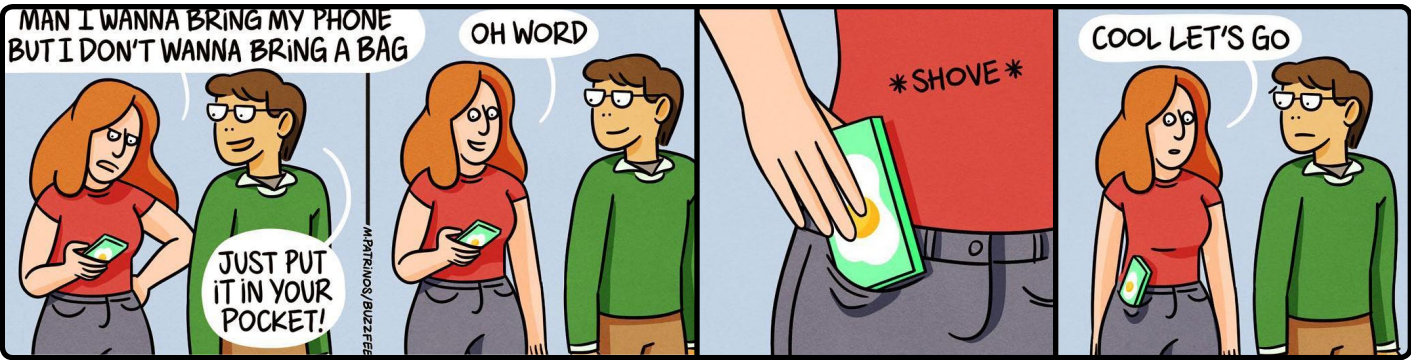
ELEPHANT KINGDOM

National Geographic is the undisputed king of cultural and landscape photography. What it manages to chronicle and convey with its imagery is astounding. One of the publisher's leading composition styles involves elephants in the wild. As wise as wise gets.



COMIC (STRIP)
RELIEF

BuzzFeed's content is all about keeping things light with a dose of humor. While the pop culture news website furnishes its social gallery with playful memes, the specific comic strip style stands out as a core content trend for the publisher.





HOME

The interior design industry revolves around aesthetic appeal, making it the ideal trade to be catapulted to social media ubiquity. Whether they sell services or products, home decor businesses have the edge when it comes to getting a boost on these channels thanks to their lifestyle sensibility. Interior decor is best conveyed through visuals, and the following three brands have embraced digital distribution to propel their cachet.



JONATHAN ADLER



VELVET CHAIR AFFAIR

The Jonathan Adler brand is known for bright colors and bold designs, but what truly stands out on its social channels are alluring seating scenarios. Preferably in velvet.



ONE KINGS LANE

TUB TIME

There's no more serene a scene than a dreamy bathroom with a big, beautiful tub. One Kings Lane is wise to this and is owning the visual trend with killer social content displaying superior looking water closets.





west elm

MILLENNIAL MID-CENTURY

The West Elm brand has been able to take things to another level with social media as a showroom, fully embracing the mid-century modern design trend. A major standout in the

company's visual assets involves living quarters winking at that era by featuring the unmistakable media console style. And that goes for both owned and earned content, natch.



VISION IN ACTION

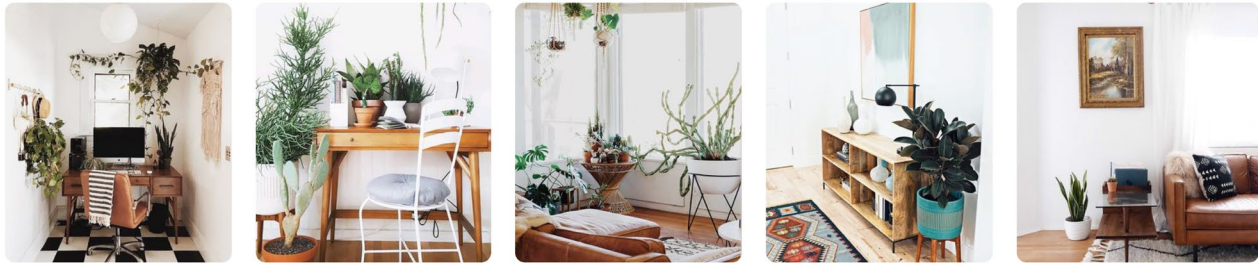
See the growth in engagement these brands could achieve by harnessing the power of Vision.

west elm

+108%
ENGAGEMENT

★ Vision Recommendations

Avg. Engagement 0.99%



VS.

Non-Recommended Images

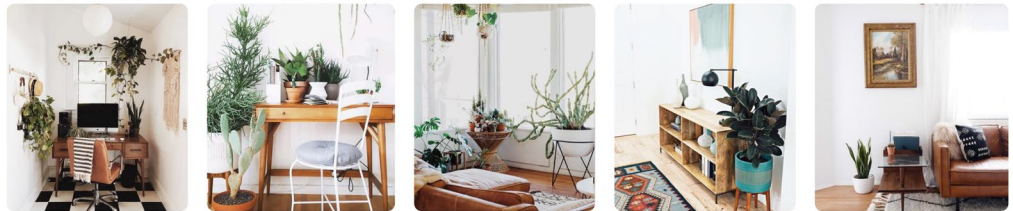
Avg. Engagement 0.48%



NARS

★ Vision Recommendations

Avg. Engagement 0.56%



VS.

Non-Recommended Images

Avg. Engagement 0.42%



+33%
ENGAGEMENT

airbnb

★ Vision Recommendations

Avg. Engagement 0.96%



VS.

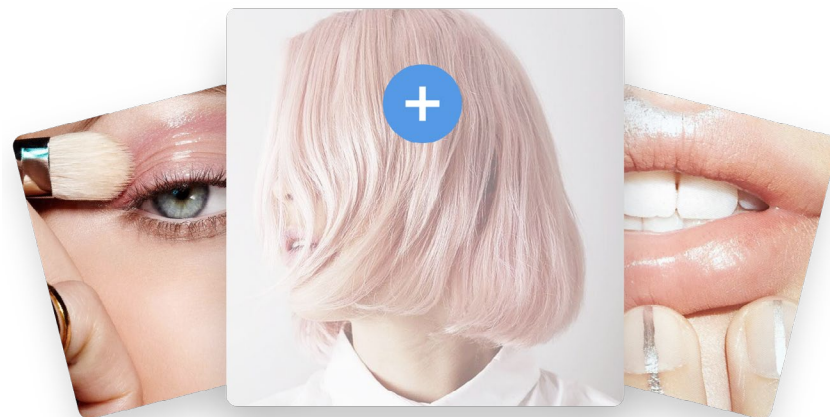
Non-Recommended Images

Avg. Engagement 0.63%



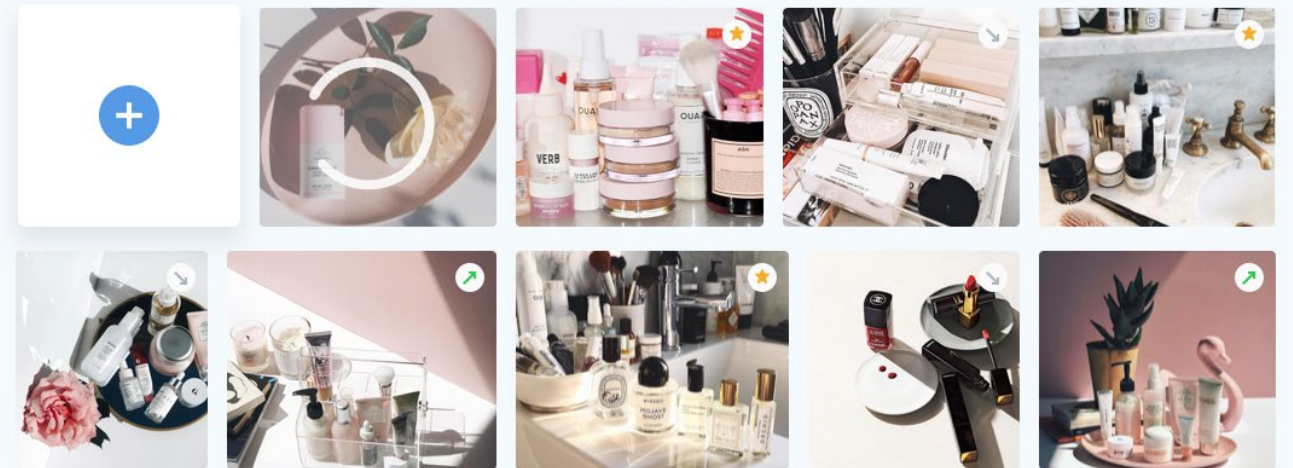
+52%
ENGAGEMENT

SEE CLEARLY.
GET VISION.

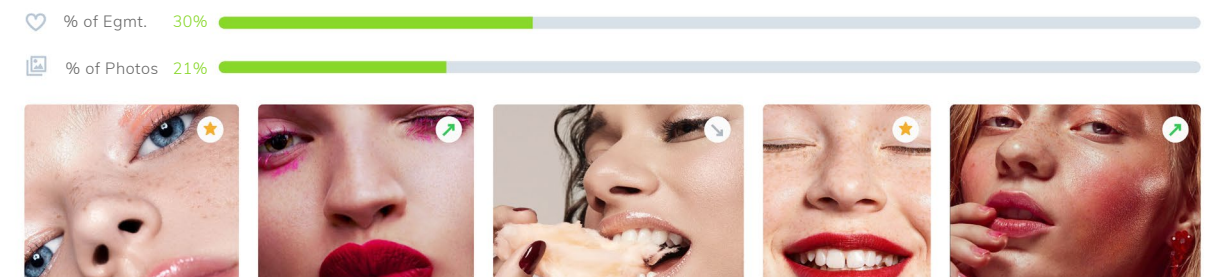
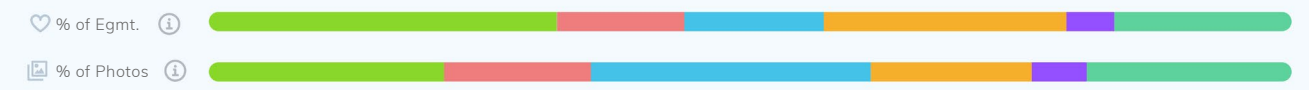


Join the enlightened brands who use Dash Hudson daily to create and share better photos and videos. Our Brand Strategists will show you how the magic happens. Visit dashhudson.com to sign up for a demo.

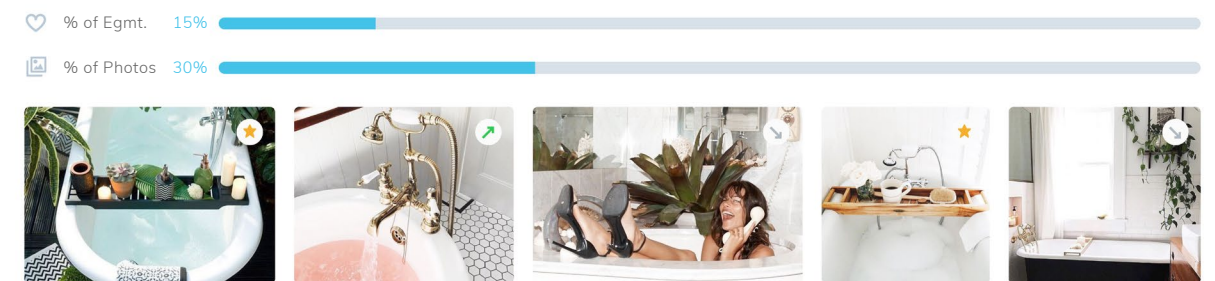
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Your Visual Segments



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See More

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