

2015

Instagram Industry Report



TABLE OF CONTENTS

Introduction | 1

Methodology | 2

Instagram Adoption and Activity | 3

Instagram Engagement and Content Types | 4

Branded Hashtags and Emojis | 5

Industry Comparison: Audience | 7

Industry Comparison: Engagement | 8

Starbucks Highlight | 9

Vertical Report: Media | 10

MTV Highlight | 11

Vertical Report: Alcohol | 12

Vertical Report: Technology | 13

Vertical Report: Automotive | 14

Mercedes-Benz Highlight | 15

Vertical Report: Retail | 16

Vertical Report: Electronics | 17

Vertical Report: Luxury | 18

Louis Vuitton Highlight | 19

Vertical Report: Financial Services & Transportation | 20

Vertical Report: Restaurants | 21

Vertical Report: FMCG | 22

Vertical Report: Diversified, Energy, and Business Services | 23

Vertical Report: Apparel | 24

Vertical Report: Beverages | 25

Vertical Report: Sporting Goods | 26

Conclusion | 27

About Simply Measured | 28

Introduction

In a very short period of time, Instagram has gone from a “nice-to-have” to a “need-to-have” for social media marketers.

The network isn’t just a photo-sharing service for teens anymore, it’s a visual storytelling platform that offers both flexibility and function like we’ve never seen before. The ability to create visually compelling images and videos without ever leaving the clean, intuitive interface has enabled marketers in a way few networks have.

At Simply Measured, we’ve been analyzing the way the Interbrand 100 companies use Instagram for marketing since 2012. In this latest iteration, we see a level of adoption and activity that surprised even us.

In this report, we analyze how the top brands in the world from 17 industries are using the network, and highlight tactics that marketing organizations of any size, with any budget, can learn from. Enjoy!



Methodology

This study looks at the Instagram activity of the Interbrand 2015 Best 100 Global Brands.

Each year, Interbrand ranks the top 100 global brands based on several factors, including market, brand, competitor, and financial data.

The Interbrand 100 is an industry standard, and a standard for our Simply Measured network studies. We analyze this list because these companies are the best in the world at building and maintaining a brand, which is a prerequisite to a successful social media strategy.

Statistics cited in this study are based on a 30-day period from 10/31/15 - 11/29/15.

All data was analyzed using Simply Measured’s industry-leading social media analytics and reporting platform.

This study includes organic posts only. Engagement statistics are on photos and videos posted during the report period, and include both Likes and comments within the Instagram app, and engagement data from Instagram photos shared to Facebook.

THIS STUDY ENCOMPASSES:



2,531 posts by 90 brands



138,670,840 total followers



80,555,181 Likes and comments on posts by brands

INSTAGRAM ADOPTION AND ACTIVITY BY TOP BRANDS

Brand Adoption on Instagram Nears Max and Activity Soars

Instagram has become an essential network for social marketers. Brands on the Interbrand 100 list range from sporting goods and luxury products to energy and financial companies.

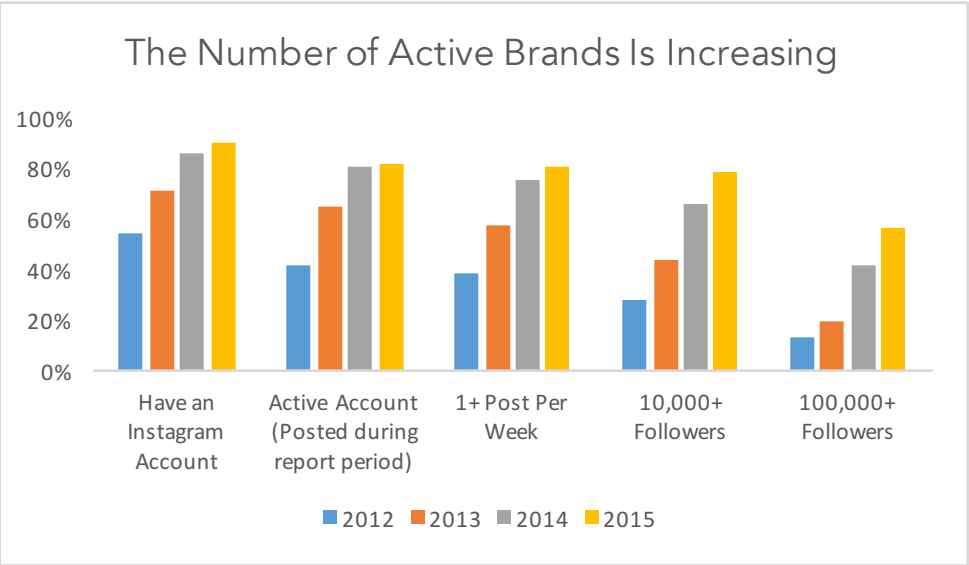
Regardless of the industry, there’s now an interested audience on Instagram.

The network boasts 400 million monthly active users, 80 million posts each day, and 3.5 billion daily likes. An audience that engaged is hard to ignore, and as of today, 90% of the top brands in the world are using Instagram to get their piece of the proverbial pie.

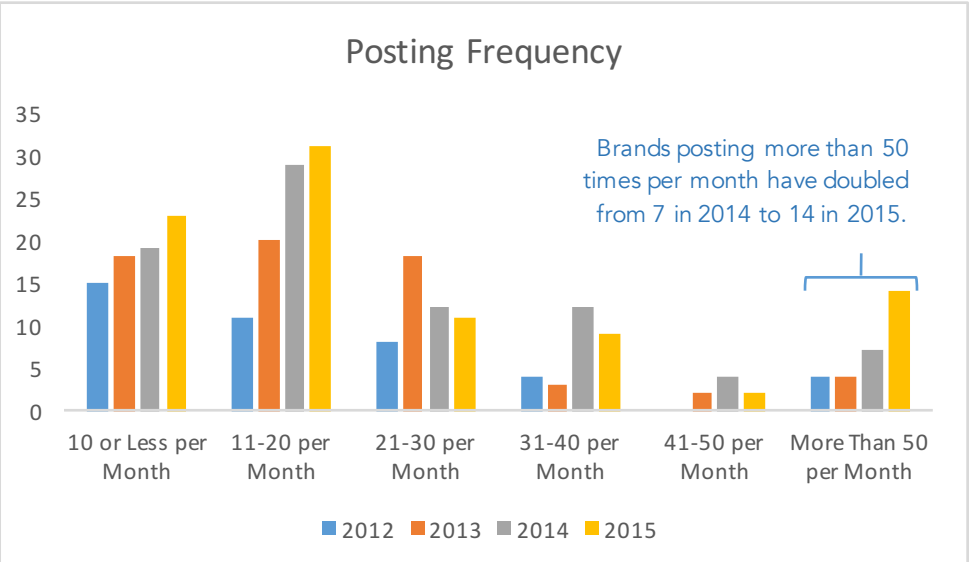
Standalone apps like Boomerang, Layout, and Hyperlapse have made creation on Instagram easier than ever, and brands are investing more and more every day.

Key Findings

- 90% of the Interbrand 100 companies now have Instagram accounts
- 82% of Interbrand 100 companies have posted to Instagram during the last 30 days
- 80% of Interbrand 100 companies post at least one Instagram photo or video per week
- The number of brands that post more than 50 times per month has risen from seven to 14 in the last year
- A third of the companies on the Interbrand 100 list post to Instagram between 10-20 times per month



Over 80% of the Interbrand 100 companies are active on Instagram on a weekly basis.



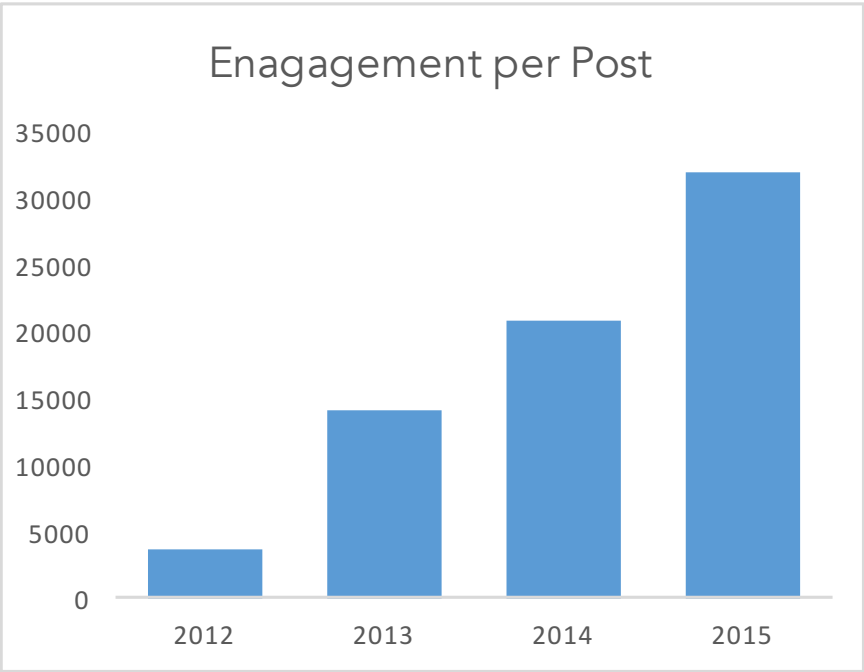
The most common posting frequency is 11-20 times per month, with 31 of the Interbrand 100 companies falling into that bucket.

INSTAGRAM ENGAGEMENT AND CONTENT TYPES

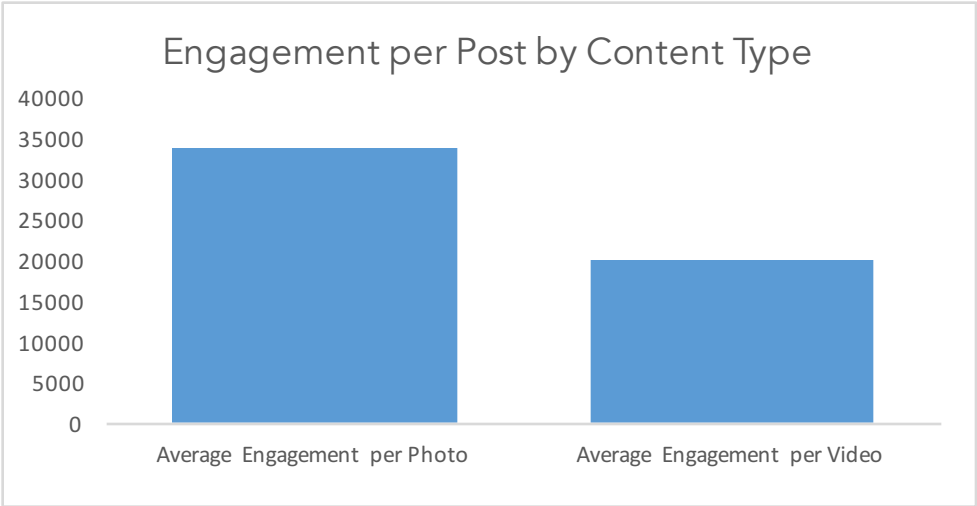
Engagement per Post Has Grown at a rate of 53% Year-over-Year

As brands have gained access to better Instagram analytics solutions and developed best practices for their activity on the network, engagement has grown at a rapid rate.

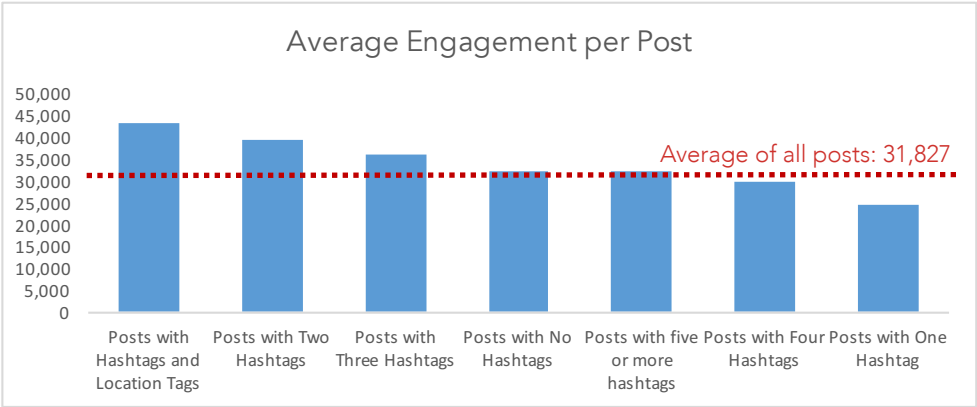
Hashtags and location tags have proven to be useful tools on Instagram.



Among the Interbrand 100, the average engagement-per-post on Instagram is 31,827 Likes and comments.



Despite more brands posting videos than ever before (13.2% of all posts), photos still see higher average engagement.



Posts that include both a hashtag and a location tag over-index engagement, averaging 43,061 Likes and comments each. Posts with multiple hashtags also perform better than average.

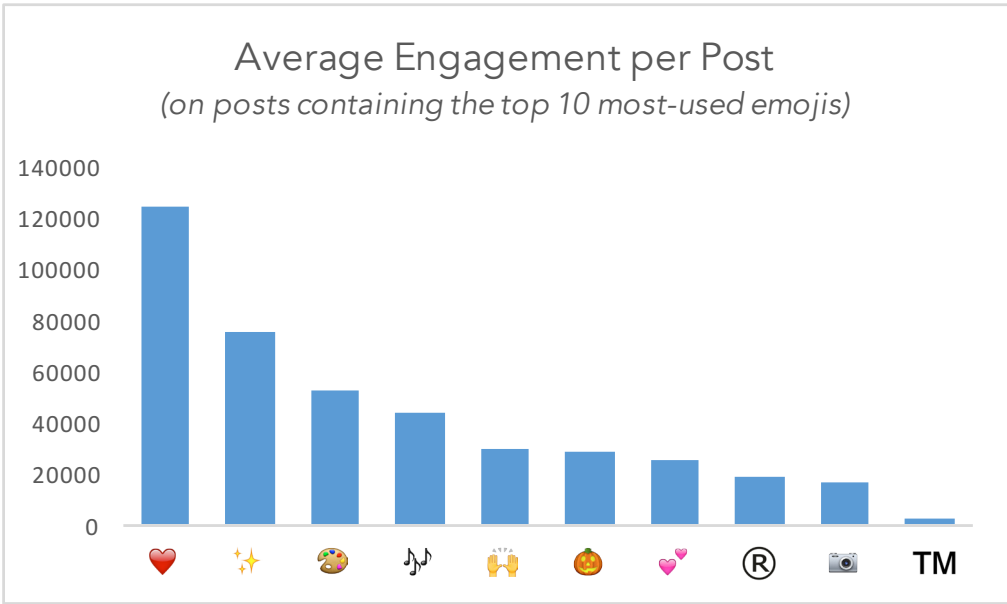
HASHTAGS AND EMOJIS ON INSTAGRAM

Branded Hashtags and Emojis Are All Over Brand Posts In 2015

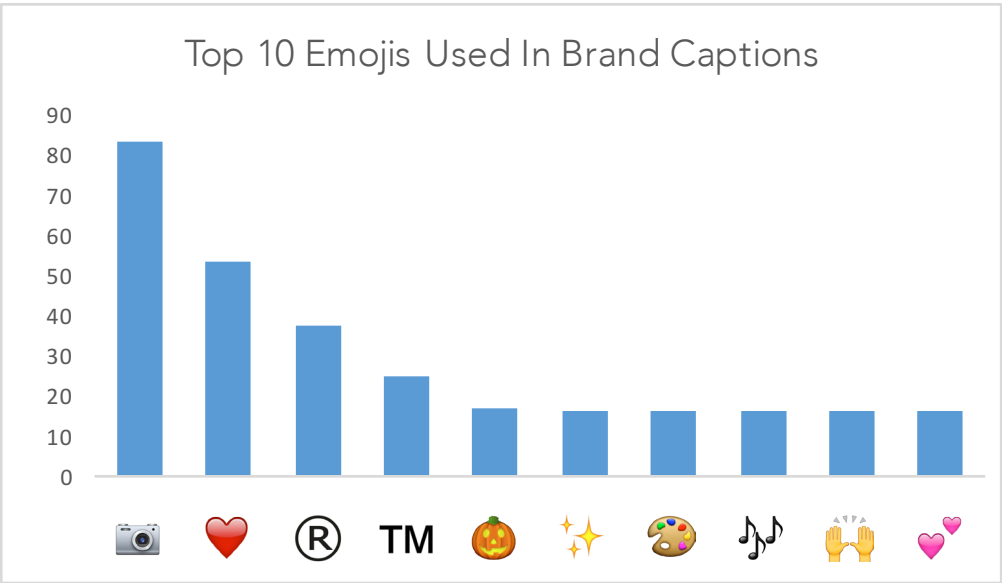
Emojis are everywhere, and Instagram is no exception. Between emojis and hashtags, brands are finding creative ways to spice up captions.

Key Findings

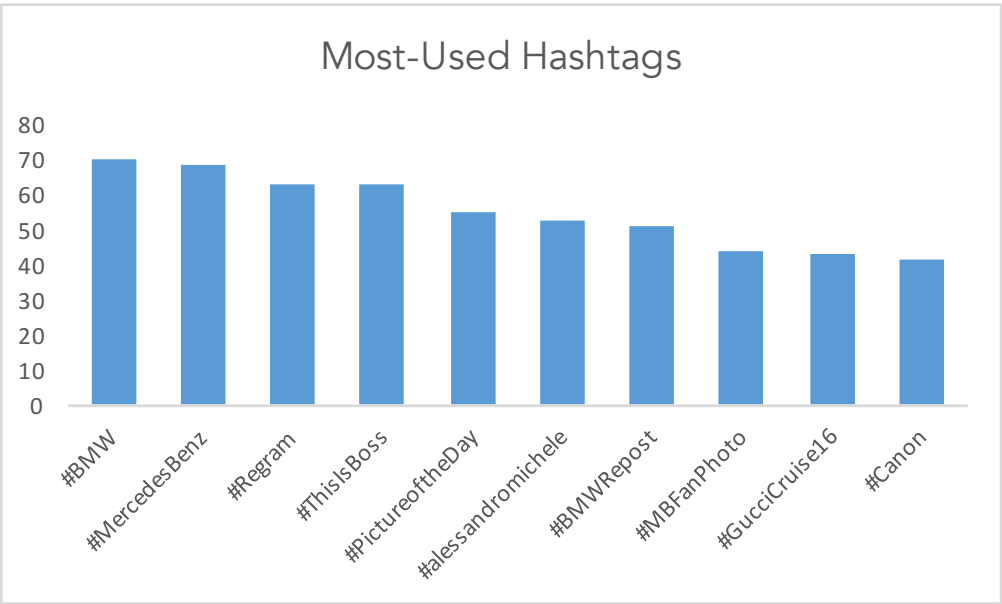
- Emojis were used in 890 captions; 35% of all brand posts during this 30-day period
- The heart is the second-most used emoji by brands, and is the most engaging
- Brand captions included 5,596 hashtags, which equates to 2.5 hashtags per brand posts



The heart emoji is the most engaging, averaging over 120,000 Likes and comments.



The camera is the most used emoji, generally used with a @username for photo credit.



Branded hashtags are the norm on Instagram, and are seven of the top ten most-used hashtags.

Takeaway

Among the Interbrand 100, there is a big focus on standing out with a relevant audience. Whether that's done through location tagging or branded hashtags to increase discoverability, or emojis to make your captions pop, the competition is heating up, and it's important to find a way to cut through the noise.



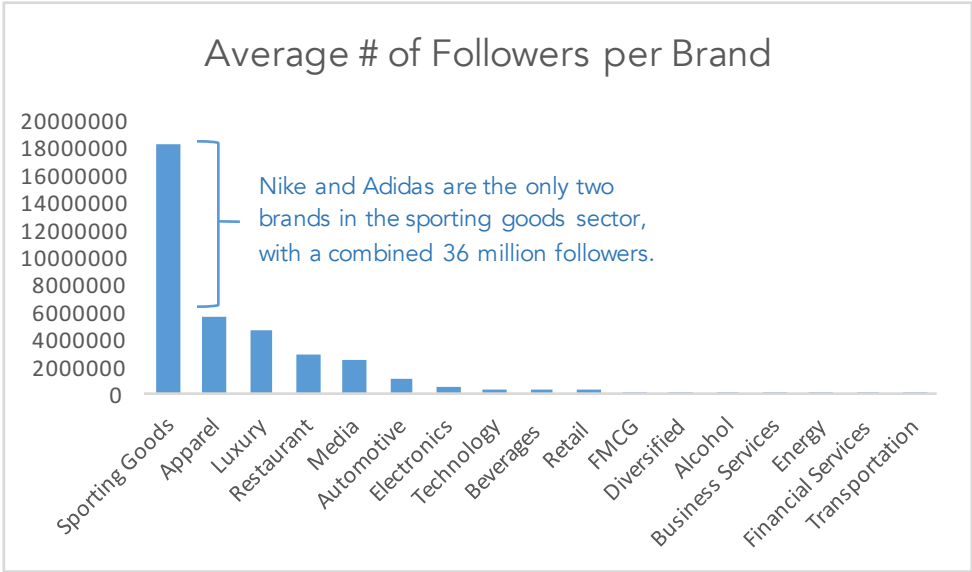
INDUSTRY COMPARISON: AUDIENCE

The Sporting Goods Sector Has a Massive Share of the Overall Audience

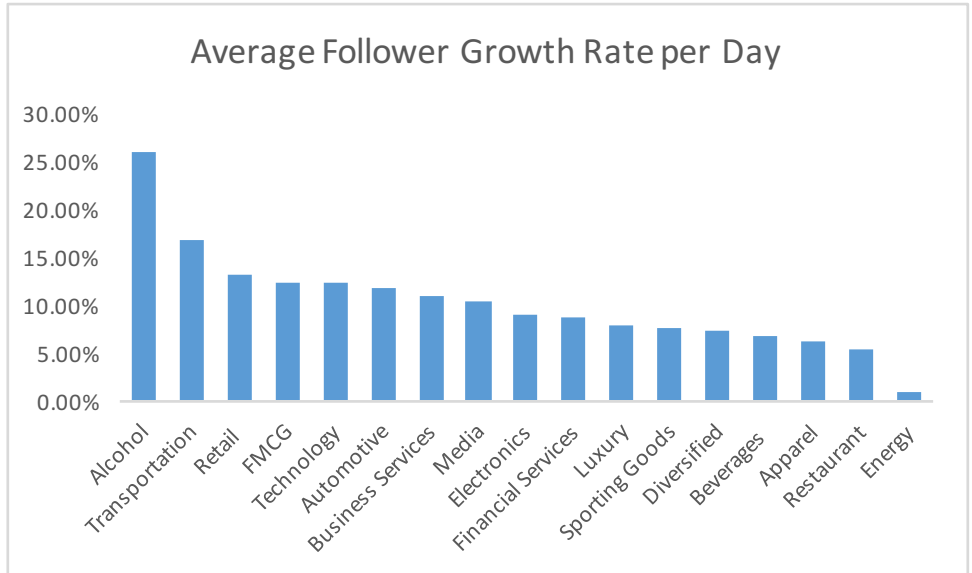
The sporting goods sector, which includes only Nike and Adidas, makes up 26% of the entire Interbrand Audience. Nike, in particular, has 29.8 million followers, which is 18.7 million more than any brand on the list.

Top 10 Brands by Followers

Brand	Industry	Followers	Posts
Nike	Sporting Goods	29,835,734	0
H&M	Apparel	11,091,775	81
Louis Vuitton	Luxury	8,221,146	12
ZARA	Apparel	7,817,640	33
Starbucks	Restaurant	6,732,737	33
adidas	Sporting goods	6,383,689	15
Gucci	Luxury	6,351,725	102
Prada	Luxury	6,187,874	39
Burberry	Luxury	5,228,164	86
BMW	Automotive	4,800,940	86



The two brands (Nike and Adidas) in the sporting goods sector dwarf other verticals.



Alcohol brands are newer to Instagram, and have seen a 25.8% daily growth rate.

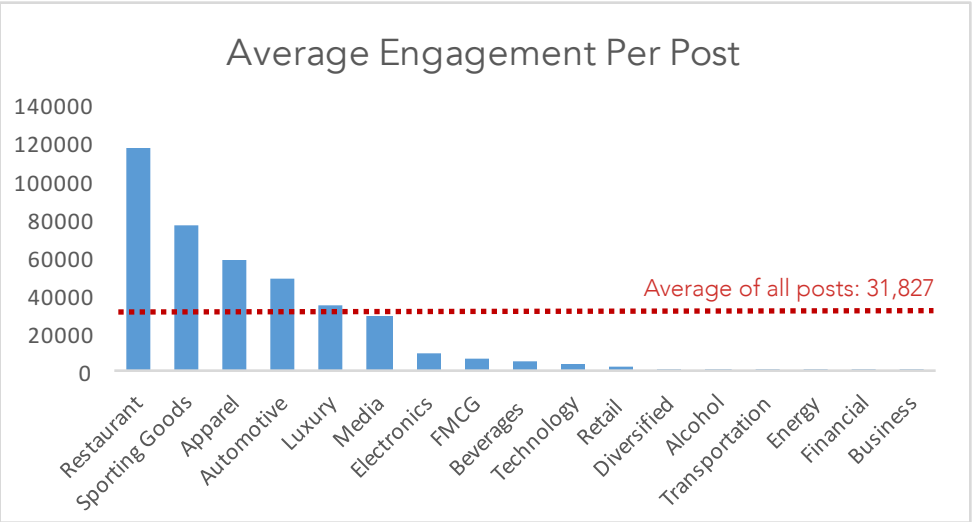
INDUSTRY COMPARISON: ENGAGEMENT

Automotive Brands Make Up 30% of Top 10 Most-Engaging Brands

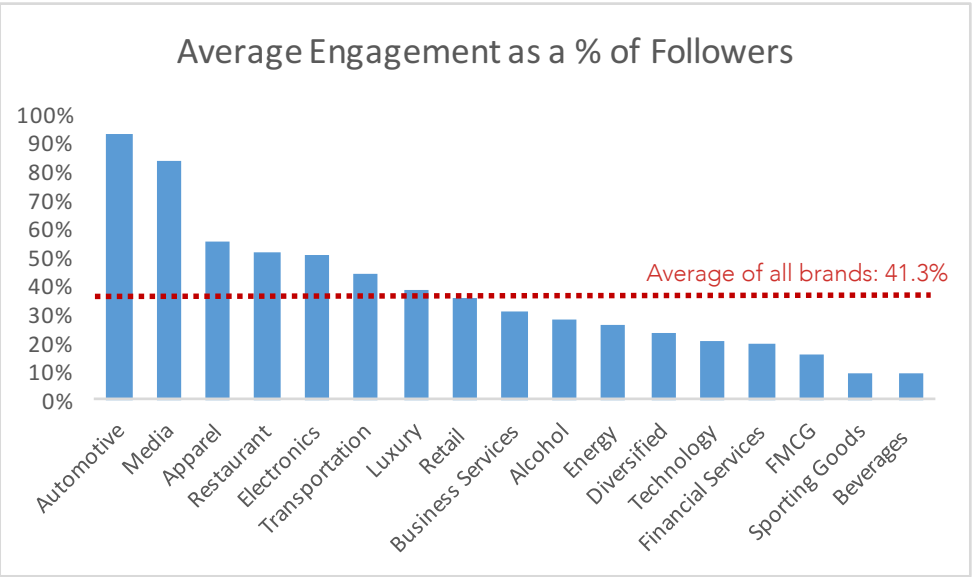
BMW, Mercedes-Benz, and Audi each made the top 10 list for engagement per post. The fashion world is also well represented, with two brands from the luxury industry and two from the apparel industry.

Top 10 Brands by Engagement

Brand	Industry	Posts	Engagement per Post
Starbucks	Restaurant	33	229,858
H&M	Apparel	81	125,514
BMW	Automotive	86	108,557
Disney	Media	27	107,120
Mercedes-Benz	Automotive	180	86,611
Audi	Automotive	29	81,467
adidas	Sporting Goods	15	77,206
ZARA	Apparel	33	68,310
Louis Vuitton	Luxury	12	66,463
Burberry	Luxury	86	43,456



Restaurant brands, led by Starbucks, see the highest average engagement per post.



The average engagement-as-a-percent-of-followers across all companies is 41.3%.

Starbucks Drives Engagement with Emojis

Starbucks tops the list of most engaging brands on Instagram, averaging 229,858 Likes and comments on their 33 posts during the 30-day period.

Starbucks also accounted for the most popular emoji during the period. They did so by tying that emoji (the snowman, pictured to the left) directly to their photo content.

Tactics

- Targeted emojis, not random ones
- Specific hashtags
- Topical content that appeals to the audience's emotions
- An offer

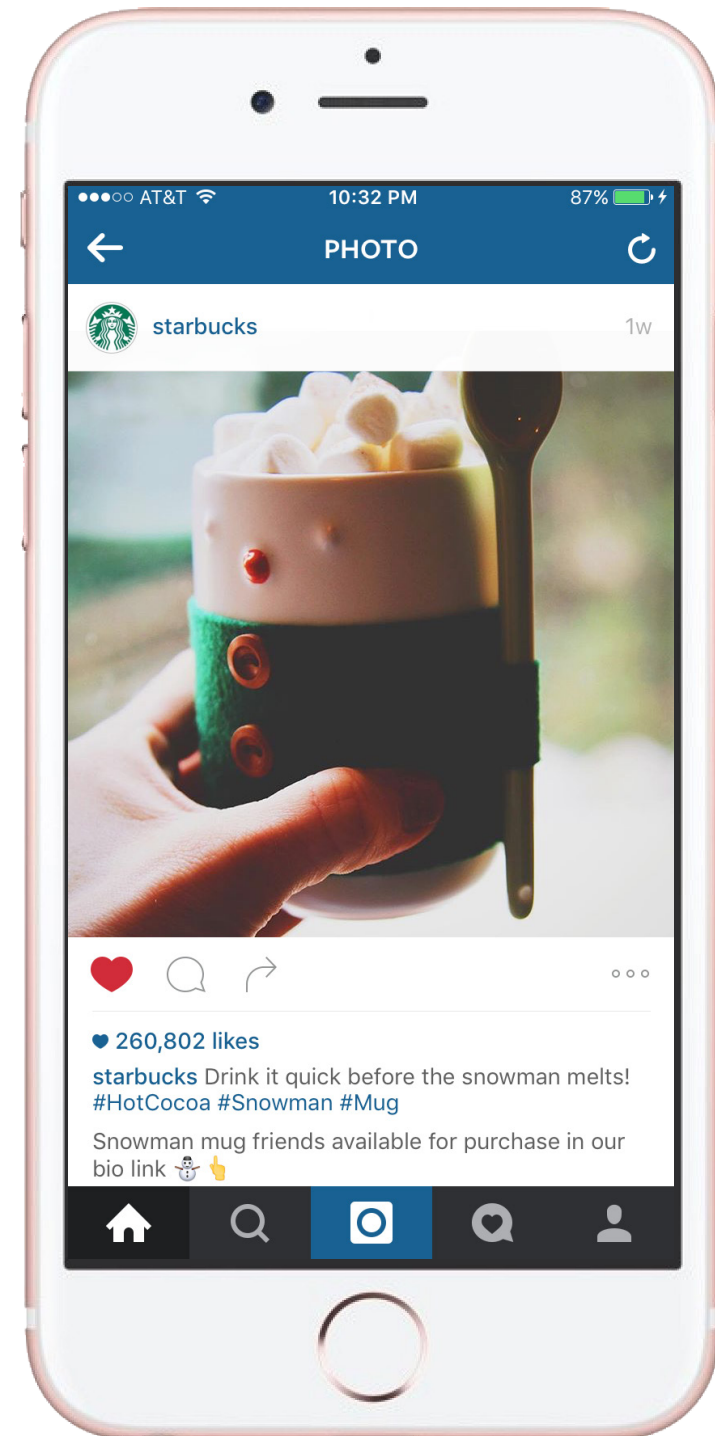
Results

- Starbucks generated 7.5 million engagements during the report period, more than 1.12 engagements for each of their followers
- Starbucks saw a 6.3% daily growth rate during the report period
- Starbucks averaged 229,859 Likes and comments per post

Takeaway

Starbucks puts thought into each photo, each caption, each emoji, and each offer. Many of their posts prompt users to check their bio for a purchase link, or a link to free recipes for holiday treats.

When planning your Instagram strategy, take a lesson from Starbucks. Don't forgo quality content production for the sake of distribution tactics. Your audience wants an authentic experience and, if you can, a little something extra.

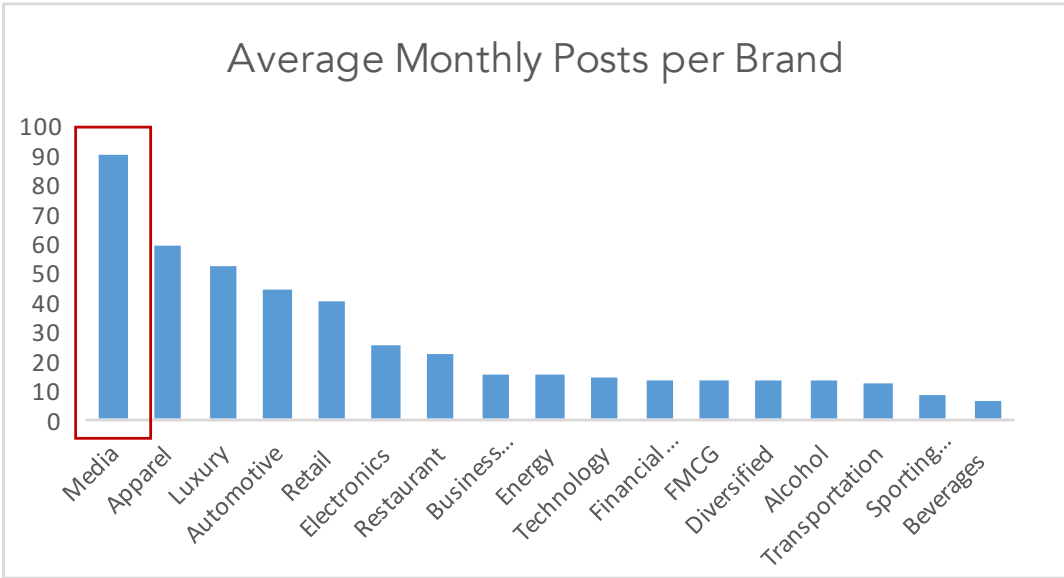


VERTICAL REPORT: MEDIA

Media Brands Can't Stop, Won't Stop Publishing

The media brands represented in the Interbrand 100 are Discovery, Disney, MTV, and Thomson-Reuters, and are the most active industry. MTV posted substantially more than any other brand in this report.

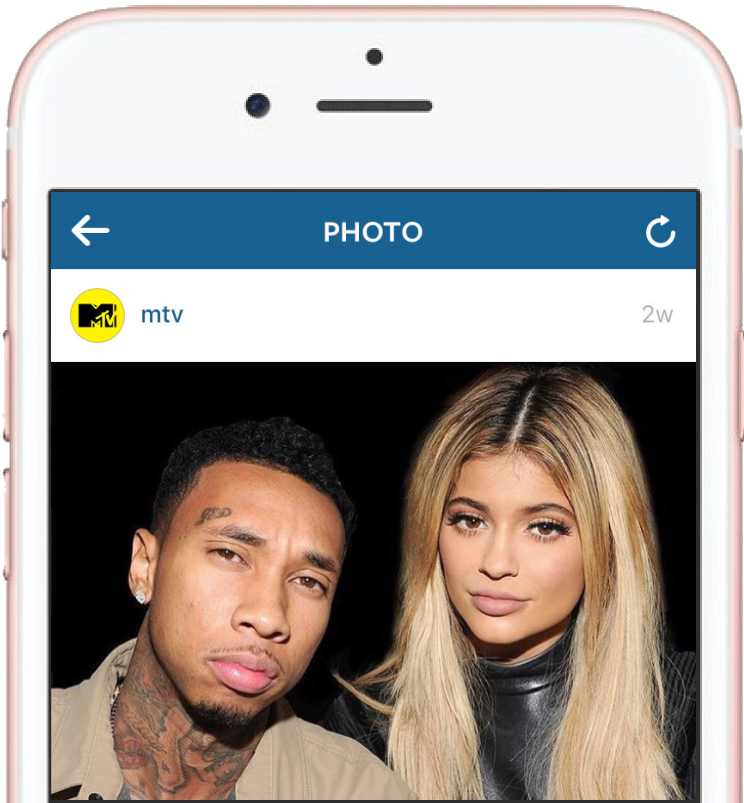
Brand	Followers	Posts	Engagement per Post	Photos	Videos
Discovery	1,490,459	51	14,426	42	9
Disney	3,580,389	27	107,120	24	3
MTV	4,525,355	191	33,292	142	49
Reuters	512,887	90	3,584	90	0



Media brands averaged 90 posts during the 30-day period, led primarily by MTV with 191 posts.

Key Findings

- MTV posted 191 times during the 30-day period, which averages out to 6.4 posts per day
- MTV controls 62% of total engagement for the media industry
- MTV posted 49 videos, which is by far the most of any brand in the study
- Thomson Reuters is the smallest account in the media sector, but has found a home on Instagram as a place for photo journalism, leading to a 15.6% daily audience growth rate



MTV Is Always On

MTV posted 191 times during the 30-day period, with a healthy mix of photos and videos. The media brand delivers celebrity and music news, entertainment, and random GIFs that I don't quite understand but resonate well with the network's target audience.

Tactics

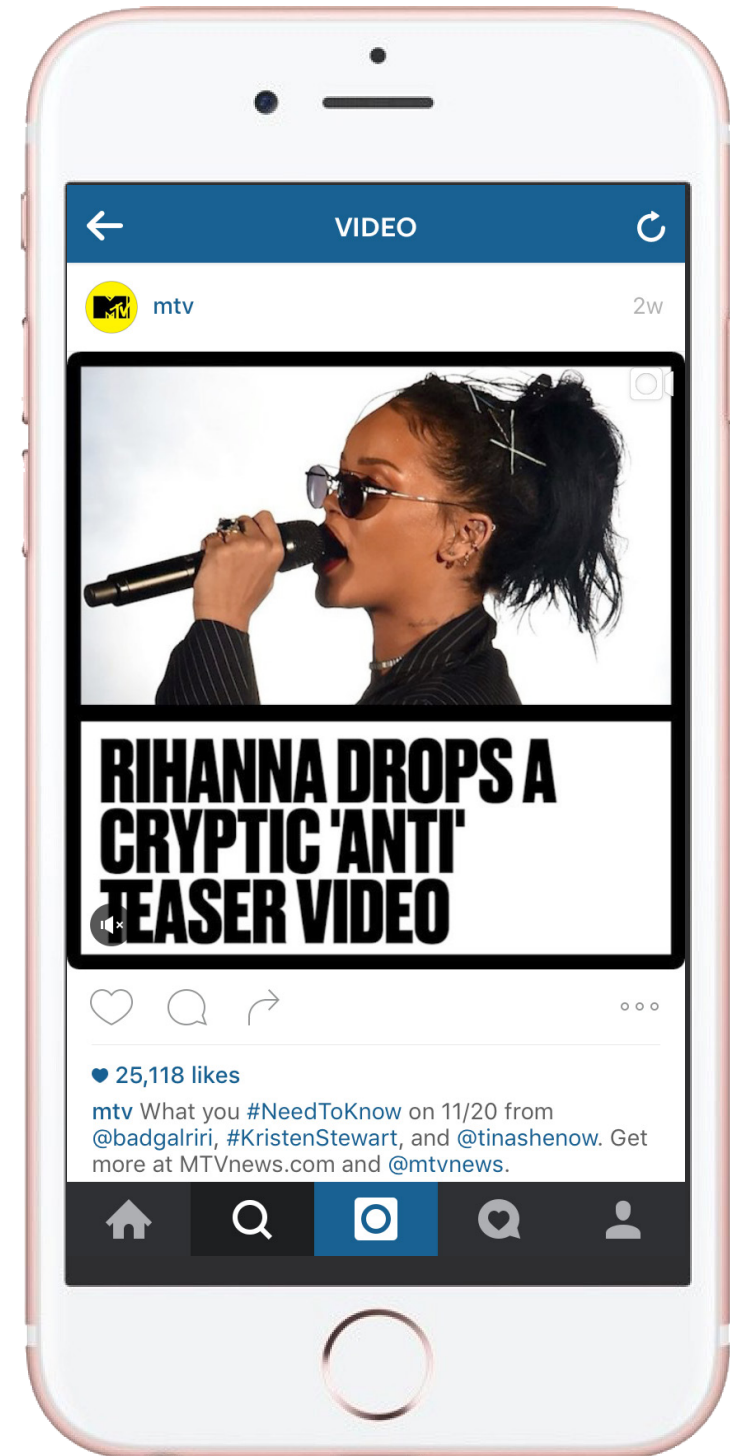
- Topical and informative
- Cross-promote other owned channels like Snapchat
- Humor and personality
- Meme-style content, not professional photography

Results

- MTV's 142 photos and 49 videos generated an average of 33,292 Likes and comments each
- MTV's 4.5 million followers are exposed to 6.3 pieces of branded content each day
- MTV's audience is growing at a rate of 5.6% each day

Takeaway

MTV is a lifestyle brand with few equals. They've been defining cool for decades. Most brands don't have as much clout as MTV does, but that doesn't mean there aren't lessons to learn from MTV. By focusing on the topics that their audience wants, and addressing those events in a timely way, MTV is able to stay relevant on a daily basis. By doing so using relateable formats like GIFs and Memes, MTV stays conversational with their hip demographic.



VERTICAL REPORT: ALCOHOL

Instagram Is a New Playground for Spirits

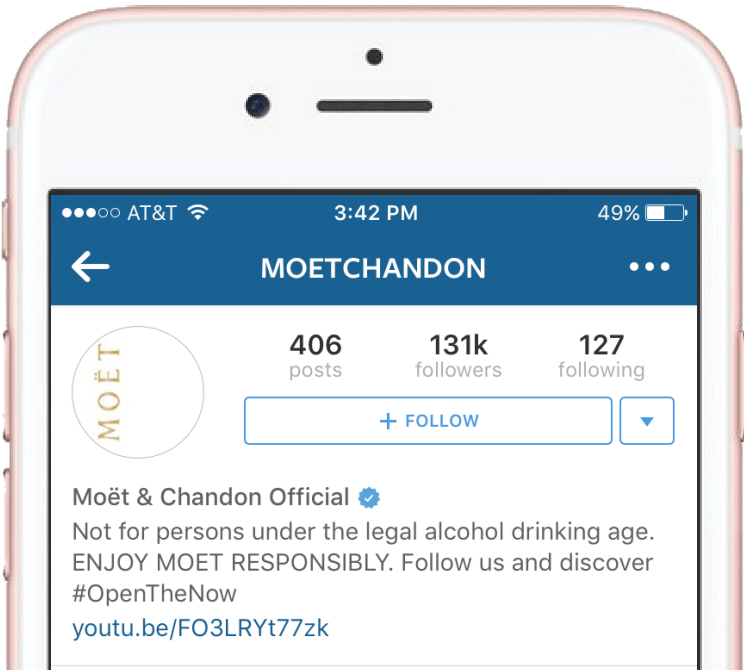
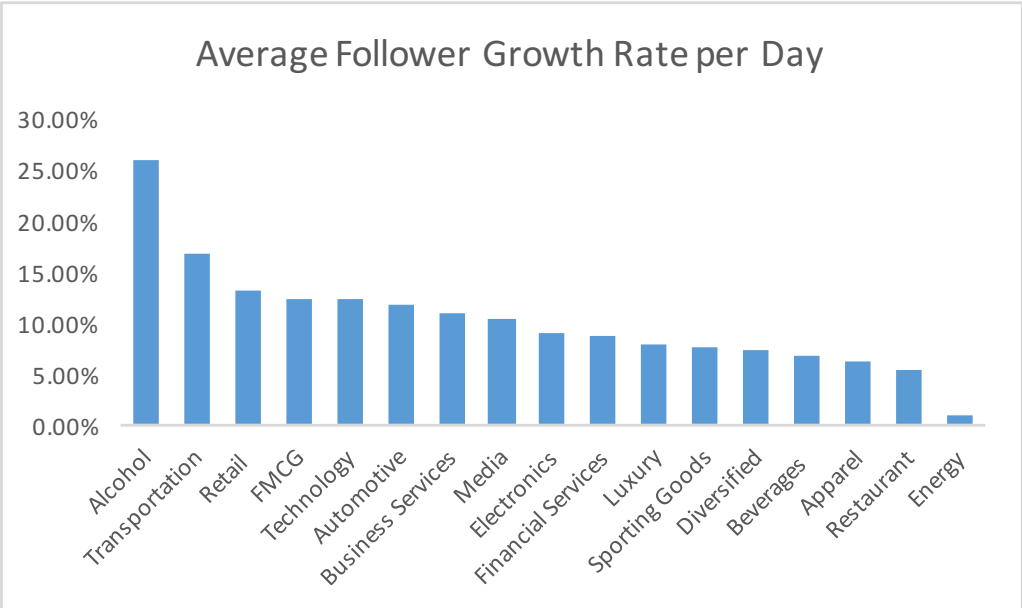
Alcohol brands have an added challenge on social media. Brands are required to only market on channels where 71.6% of the audience is of legal drinking age, which Instagram surpassed last year.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Budweiser	91,963	13	1,764	12	1
Heineken	58,303	6	542	5	1
Jack Daniel's	70,940	24	1,757	18	6
Johnnie Walker	80,661	9	1,662	7	2
Corona	64,384	11	1,257	11	0
Smirnoff	36,507	13	657	13	0
Moët and Chandon	128,274	18	3,028	15	3

Because they’ve only recently gotten involved, alcohol brands have smaller audiences than other industries.

Key Findings

- Moët and Chandon is the only alcohol brand with over 100,000 followers. They also average almost twice the engagement per post of the other alcohol brands on the list
- Jack Daniel’s is the most active brand on the list, posting 24 times during the 30-day period
- 13% of posts by alcohol brand are videos



VERTICAL REPORT: TECHNOLOGY

Is Video Key for Tech Brands?

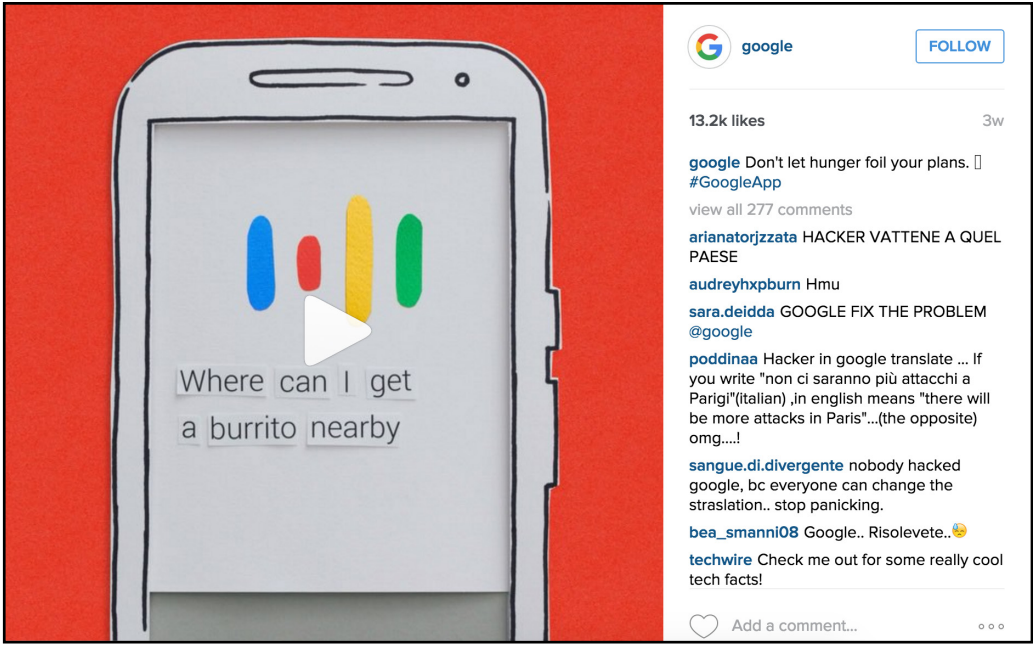
Technology is the second most-populated vertical on the Interbrand list, with 12 brands. Engagement isn't overwhelming.

In terms of engagement, Google is the most successful brand on the list. In fact, Google is only one of four brands on the entire Interbrand list who posted more videos than photos during the report period, doubling the average number of videos posted by each brand.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Adobe	112,743	20	1,910	18	2
Facebook	1,257,280	0	N/A	0	0
Google	974,845	11	13,447	3	8
HP	219,703	13	1,937	13	0
Intel	258,047	13	3,760	7	6
Oracle	37,139	17	267	16	1
Samsung USA	84,012	12	850	10	2
Cisco	48,643	19	718	13	6
Microsoft	275,525	5	4,629	4	1
Huawei	10,474	16	310	13	3
Lenovo	144,371	13	1,346	7	6
Apple Music	740,596	29	10,144	19	10

Key Findings

- Facebook has 1.2 million followers, more than any other technology company. However, the Instagram parent company hasn't posted in over nine weeks at the time of this study
- Google posted more than twice as many videos as photos
- Apple Music posted the most often during the 30-day period, averaging almost one post per day
- Oracle has the lowest number of fans in the tech vertical, and uses the channel primarily as a corporate communications vehicle, highlighting employees, events, and community service



Google uses high production videos to promote their different products, like the Google App (promoted above), Google Streetview, Google Trends, and Google Maps.

VERTICAL REPORT: AUTOMOTIVE

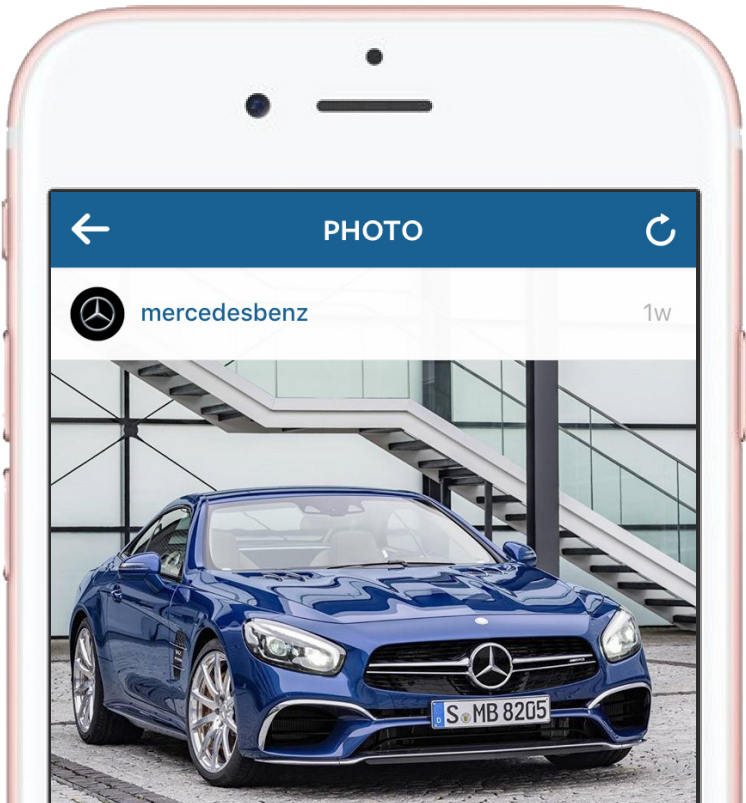
Automotive Has Largest Engagement Share

The automotive industry is the largest among Interbrand companies, with 15 represented on Instagram. Aside from Volkswagen, which is on the heels of a brand crisis, these brands were all very active during the report period. As a whole, the industry posted 659 times, led by Mercedes-Benz and BMW.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Audi	2,102,264	29	81,468	28	1
BMW	4,800,940	86	108,558	86	0
Chevrolet	604,330	20	12,152	19	1
Harley-Davidson	1,191,370	30	30,106	29	1
Ford	779,442	43	14,218	40	3
Honda	514,485	36	8,005	34	2
Hyundai	101,575	19	1,653	15	4
Kia Motors America	48,065	46	809	41	5
Mercedes-Benz	3,758,136	180	86,612	164	16
Nissan	469,720	53	9,105	49	4
Volkswagen USA	291,504	0	N/A	0	0
Toyota USA	300,680	30	3,594	16	14
Porsche	2,102,264	35	39,000	35	0
Land Rover	472,081	32	9,732	25	7
MINI	260,190	20	5,874	15	5

Key Findings

- The automotive industry saw almost three times the total engagement of any other industry (due largely to the number of brands)
- Mercedes-Benz posted 180 times during the 30-day study, second only to MTV
- BMW posted 86 times, which is tied for fourth across the Interbrand 100 in terms of post volume
- Mercedes-Benz led the Interbrand list for total engagement, with 15,590,116 Likes and comments on their 180 posts



Mercedes-Benz Stays In Its Lane

Mercedes-Benz has an attractive product, an active and passionate fanbase, and an abundance of professional marketing assets at its disposal. This makes Instagram an ideal location for the luxury automaker.

Instagram has proven to be a successful channel for any car company, but Mercedes-Benz has doubled down on the network, and it's worked.

Tactics

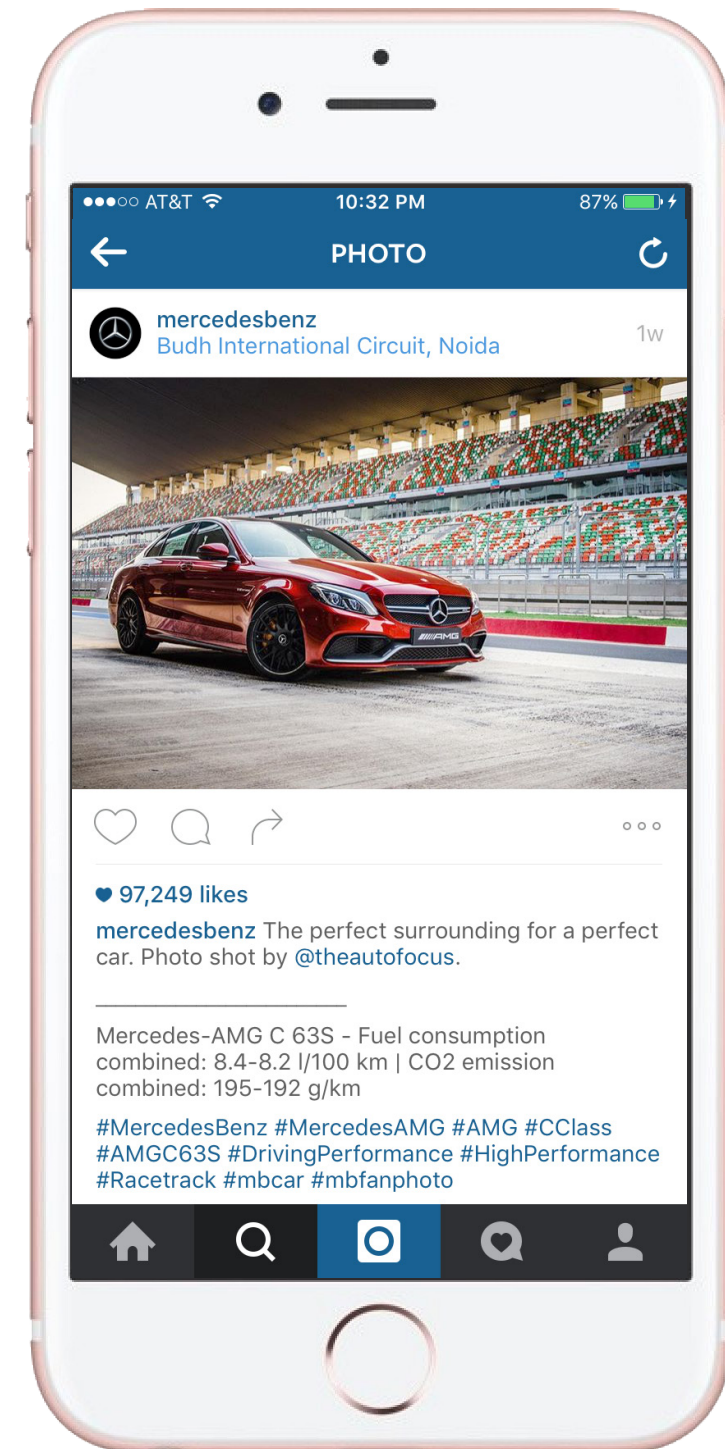
- Professional photography
- Specific and targeted hashtags
- Location tags
- Reposts and influencer partnerships

Results

- Mercedes-Benz leads the Interbrand 100 for total engagement
- Even though Mercedes-Benz is second on the list for total followers, the automotive brand 's engagement was 414.8% of its audience during the 30-day period
- Mercedes-Benz accounted for two of the top ten most-used hashtags from the entire Interbrand 100

Takeaway

Mercedes-Benz is one of the largest, most well-respected brands in the world, but the company's social team has proven that even with massive name recognition and a sizable budget, there's no substitute for consistency. Mercedes-Benz has worked hard to leverage partnerships and develop best practices on Instagram. A lesson that any brand can learn.



VERTICAL REPORT: RETAIL

Retail Tactics Vary Across Brands

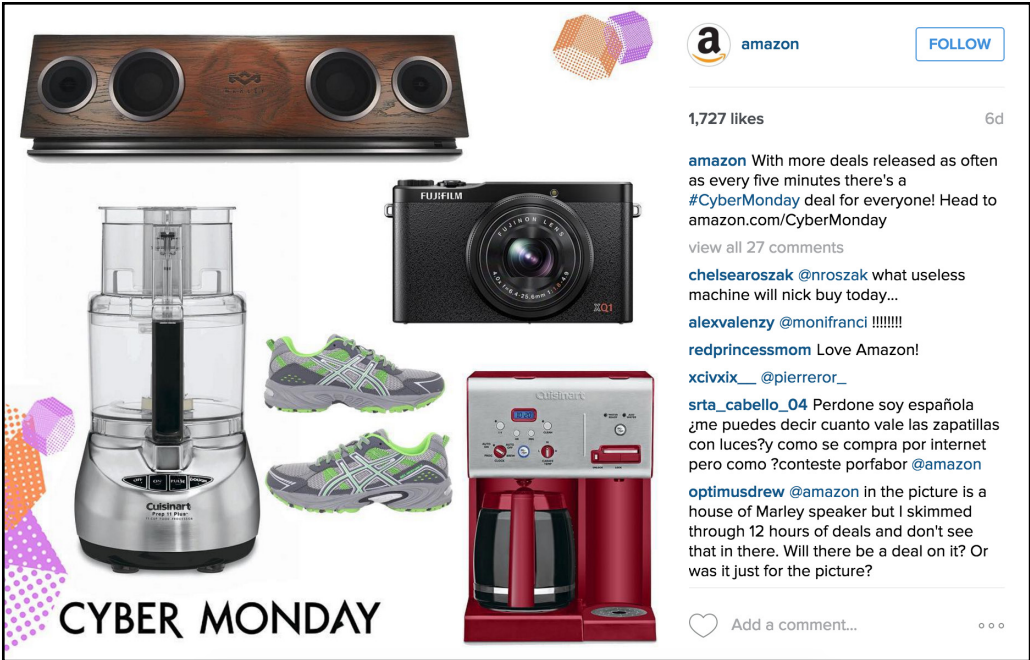
There are only three Interbrand companies in the retail vertical, Amazon, eBay, and Ikea.

While Ikea invests in engagement and top of mind activities, Amazon and eBay focus on driving traffic by posting links directly in captions. Links on Instagram aren't clickable, but this isn't a surprising tactic for the online giants of ecommerce. Most of what these brands do is geared toward site traffic.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Amazon	271,557	58	2,334	54	4
eBay	142,306	32	831	21	11
Ikea USA	497,278	30	6,459	29	1

Key Findings

- Amazon has the largest audience of the three companies, but all three fall below the study average
- Amazon was also the most active during the report period, posting 54 photos and one video
- Ikea saw the highest engagement, although this may be due to Amazon and eBay driving followers to their website instead of engagement



VERTICAL REPORT: ELECTRONICS

Showing the Product vs. Using the Product

The electronics segment has four brands, Canon, Philips, Panasonic, and Sony.

Panasonic USA hasn't posted in almost a year, but the other three brands are very active, with entirely different strategies.

Sony finds success by sharing pictures of their products, past and present. This allows the electronics company to promote everything from cameras, to televisions, to the Playstation 4.

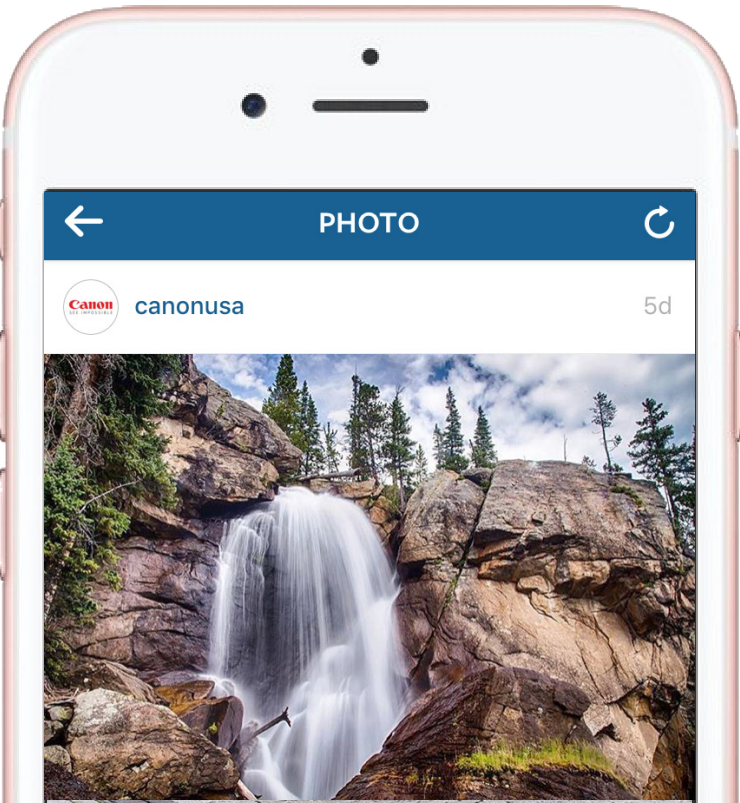
Canon USA is developing and acquiring technology around optics and image processing for the B2B sector, but is primarily known as a camera company, so it's natural that Canon has used Instagram as a way to share stunning photography.

Philips has a company mission to make the world more sustainable and improve the quality of life. This is reflected through their posts as well, highlighting user-generated stories and sharing earthy photos.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Canon USA	393,520	67	8,272	60	7
Philips	17,126	16	315	16	0
Panasonic	7,586	0	N/A	0	0
Sony	1,396,688	17	26,070	17	0

Key Findings

- Sony leads the electronics vertical in both audience (1,396,688 followers) and engagement (an average of 26,070 Likes and comments per post)
- Panasonic hasn't posted in 47 weeks
- Canon USA and Philips both rely on user-generated content for their Instagram campaigns



VERTICAL REPORT: LUXURY

Luxury Brands Attract Big Numbers

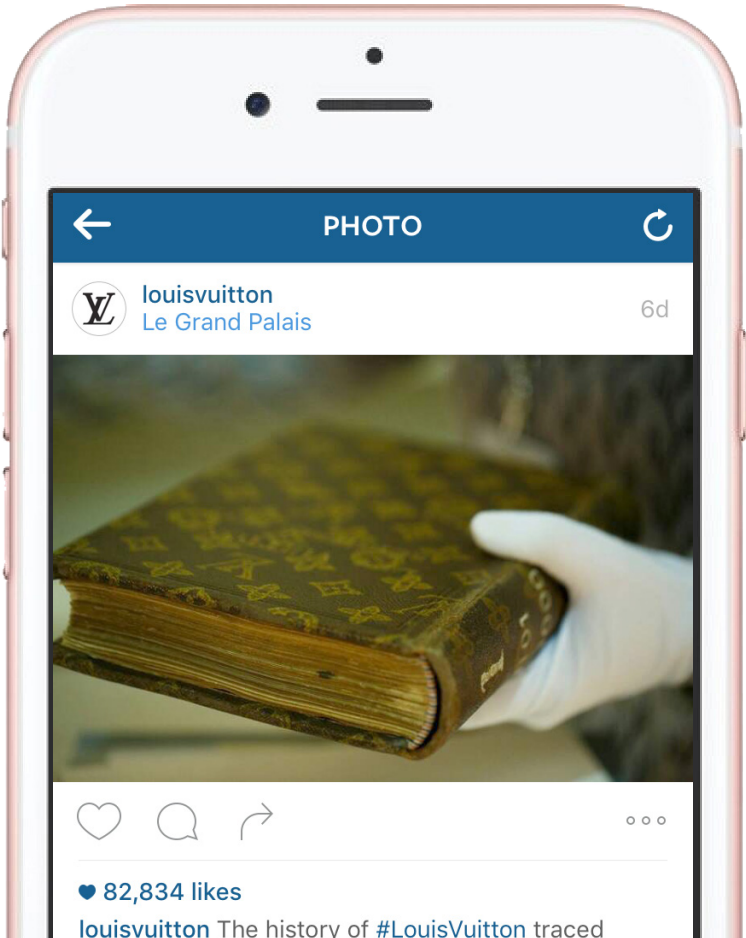
The luxury industry is one of the healthiest in terms of audience. Each of the seven brands on the list have over a million followers, and four of them appeared on the top ten list overall.

Not surprising that these brands do well. Each of them sells a product that is designed specifically for appearance, so a visual network is perfect for this industry.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Cartier	2,112,027	15	17,581	13	2
Gucci	6,351,725	102	34,483	95	7
Hermès	1,560,748	34	11,278	16	18
Burberry	5,228,164	86	43,456	71	15
Louis Vuitton	8,221,146	12	66,464	12	0
Prada	6,187,874	39	39,816	36	3
Tiffany & Co.	3,055,665	74	28,776	61	13

Key Findings

- Louis Vuitton leads the list in terms of both audience and total engagement
- Gucci posts the most frequently, sharing 95 photos and seven videos during the 30-day period
- Hermes posted more videos than photos during the report period



Louis Vuitton Is About That Cross-Channel Life

Louis Vuitton wants to engage with its followers in multiple places. The key to staying top-of-mind is generating experiences that users are willing to seek out regardless of where they found you.

Tactics

- Posts that promote other channels like Snapchat, so that users can follow live events
- A website dedicated to learning more about each Instagram post
- Location tags and hashtags to engage users interested in specific events that might not be following Louis Vuitton

Results

- Louis Vuitton averaged 66,464 Likes and comments on their posts during this study
- Louis Vuitton has the third most followers of any Interbrand company

Takeaway

Instagram, like any social media channel, is best used as part of a broader integrated approach. Louis Vuitton is a lifestyle brand, and creates experiences through their Instagram content that go beyond Instagram.



louisvuitton

FOLLOWING

Louis Vuitton Official The official Instagram account of Louis Vuitton: a world of elegance, inspiration and innovation. Click to learn more about the posts you like.

[louisvuitton.lv/Instagram](https://www.louisvuitton.com/instagram)

VERTICAL REPORT: FINANCIAL SERVICES

Financial Services Find Moderate Success

When you think of Instagram, you may not think of financial service companies, but of the 12 financial service companies on the Interbrand list, eight are on Instagram, and several are finding success.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Allianz	8,625	16	96	16	0
American Express	102,898	19	841	19	0
Citi	5,214	10	73	7	3
MasterCard	49,989	3	157	3	0
Santander Brazil	11,390	27	240	23	4
Visa US	6,293	0	N/A	0	0
PayPal	28,951	18	264	16	2
Morgan Stanley	2,327	11	71	10	1

Key Findings

- American Express is the only financial services company with over 100,000 followers. The brand also earns the highest average engagement per post
- Santander Brazil is the most active account on the list, posting 27 times during the 30-day period
- Visa US hadn't posted in over 16 weeks, at the time of this study

VERTICAL REPORT: TRANSPORTATION

FedEx and UPS Battle It Out

FedEx and UPS are perhaps the most well-known transportation services in the US, and are the two transportation companies on the list.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
FedEx	14,676	14	829	14	0
UPS	32,756	9	340	7	2

Key Findings

- UPS has twice the followers that FedEx has, but sees less than half the engagement
- FedEx posted 14 times during the 30-day study. All 14 were photos



VERTICAL REPORT: RESTAURANTS

Restaurants Lead the List for Engagement

Only three restaurant companies from the Interbrand list are active on Instagram; McDonalds, KFC, and Starbucks.

Starbucks is a dominant force on Instagram, and leads the entire Interbrand list in many ways. Their use of emojis, hashtags, and tactics for driving web traffic (mentioned on page 11) can be lessons for any marketer using Instagram.

McDonalds mainly uses Instagram for brand awareness and engagement, posting fun images that feature McDonalds food.

KFC posts in the voice of the Colonel, referring to food as “my bucket” and “my deal”.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
McDonalds	1,031,419	7	20,604	7	0
KFC	637,895	27	6,598	26	1
Starbucks	6,732,737	33	229,859	32	1

Key Findings

- Starbucks leads the entire Interbrand list for engagement, and is fifth on the list for total followers
- McDonalds only posted seven times during the report period, but averaged 20,604 Likes and comments per post
- Starbucks averaged more than one post per day during the report period, and their posts earned an average of 229,859 Likes and comments per post



VERTICAL REPORT: FAST MOVING CONSUMER GOODS

LEGO Leads the Way

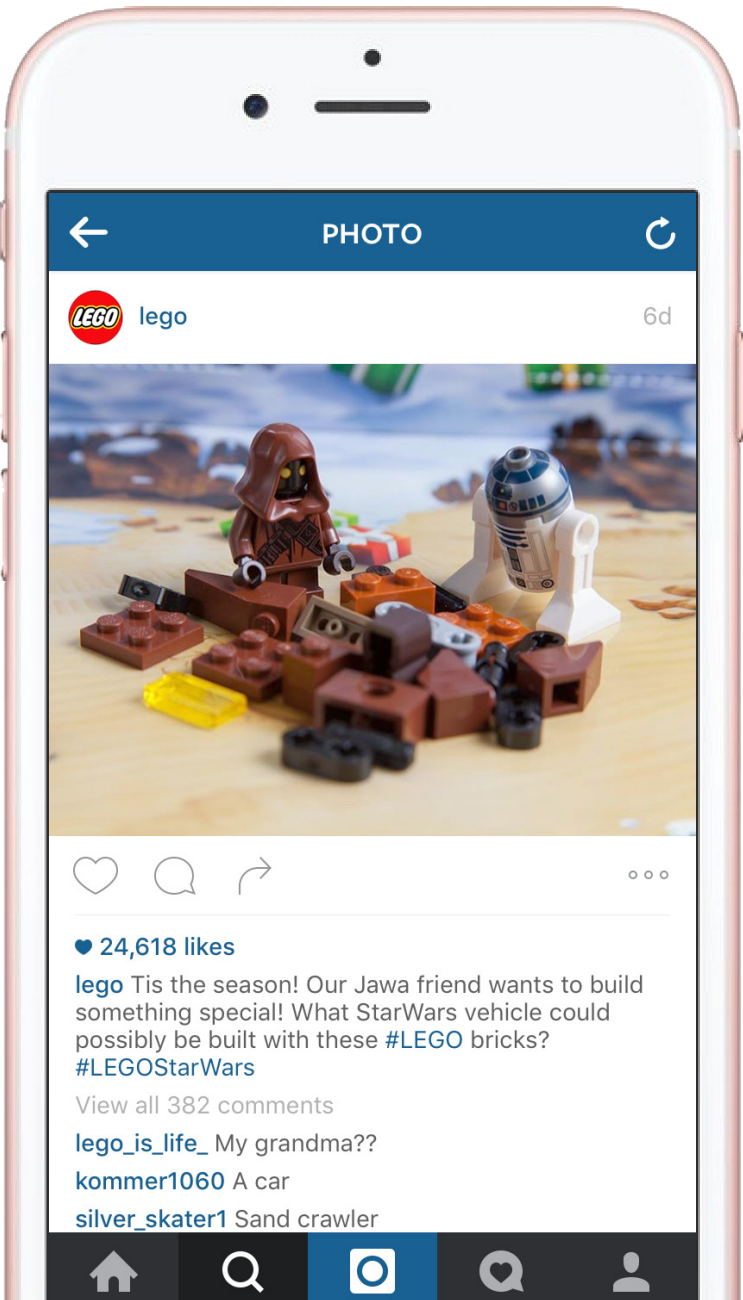
LEGO is new to the Interbrand list in 2015, but the toy company isn't new to marketing. Partnerships with major entertainment and movie franchises, a movie, and countless video games have made LEGO a dominant force in today's pop culture scene.

In the Fast Moving Consumer Goods (FMCG) vertical, LEGO is leading the pack in terms of followers and engagement per post.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Dannon	3,298	0	N/A	0	0
Nestle Toll House	28,799	8	432	7	1
L'Oreal Paris USA	649,646	56	6,969	56	0
Pampers	46,939	12	265	12	0
Kellogg's	7,424	4	132	4	0
Gillette	3,629	0	N/A	0	0
LEGO	762,398	14	17,692	7	7
Kleenex	2,155	9	20	4	5

Key Findings

- LEGO averages 17,692 engagements per post, and has posted an equal number of photos and videos during this study
- L'Oreal Paris USA outposts every other company in the FMCG vertical, and averages 6,969 Likes and comments per post
- Dannon and Gillette didn't post a single time during the study period
- Kleenex posted more photos than videos during the report period



VERTICAL REPORT: DIVERSIFIED

Innovation and User-Generated Tractors

“Diversified” is a catch-all label for companies that don’t fit in other categories.

John Deere and GE might not have much to compete over, but they top the list in this category. GE has the most fans, and John Deere sees the most engagement-per-post.

GE finds success by highlighting innovation, while John Deere uses the hashtag #DeereSighting to promote user-generated content.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
3M	16,790	26	179	26	0
GE	201,997	10	1,195	8	2
John Deere	152,953	13	6,531	13	0
Siemens	6,475	2	75	2	0

Key Findings

- GE is the only brand in the diversified segment to post a video during the 30-day study
- John Deere averaged 6,531 Likes and comments per post

VERTICAL REPORT: ENERGY

Shell Stands Alone

Shell is the only energy company on the Interbrand list, and uses the network to showcase it’s work around the world.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Shell	27,013	15	470	13	2

Key Findings

- Shell averaged 470 Likes and comments per post during the 30-day study, totaling 7,052 engagements.

VERTICAL REPORT: BUSINESS SERVICES

Highlighting Teams and Work

IBM and Accenture are the two companies from the business services sector that use Instagram.

Both companies use Instagram to highlight teams and the projects going on in various business units.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
IBM	51,844	5	1,111	5	0
Accenture	5,109	25	103	25	0

Key Findings

- Accenture’s first post was only 28 weeks ago

VERTICAL REPORT: APPAREL

Repetition Keeps H&M Top of Mind

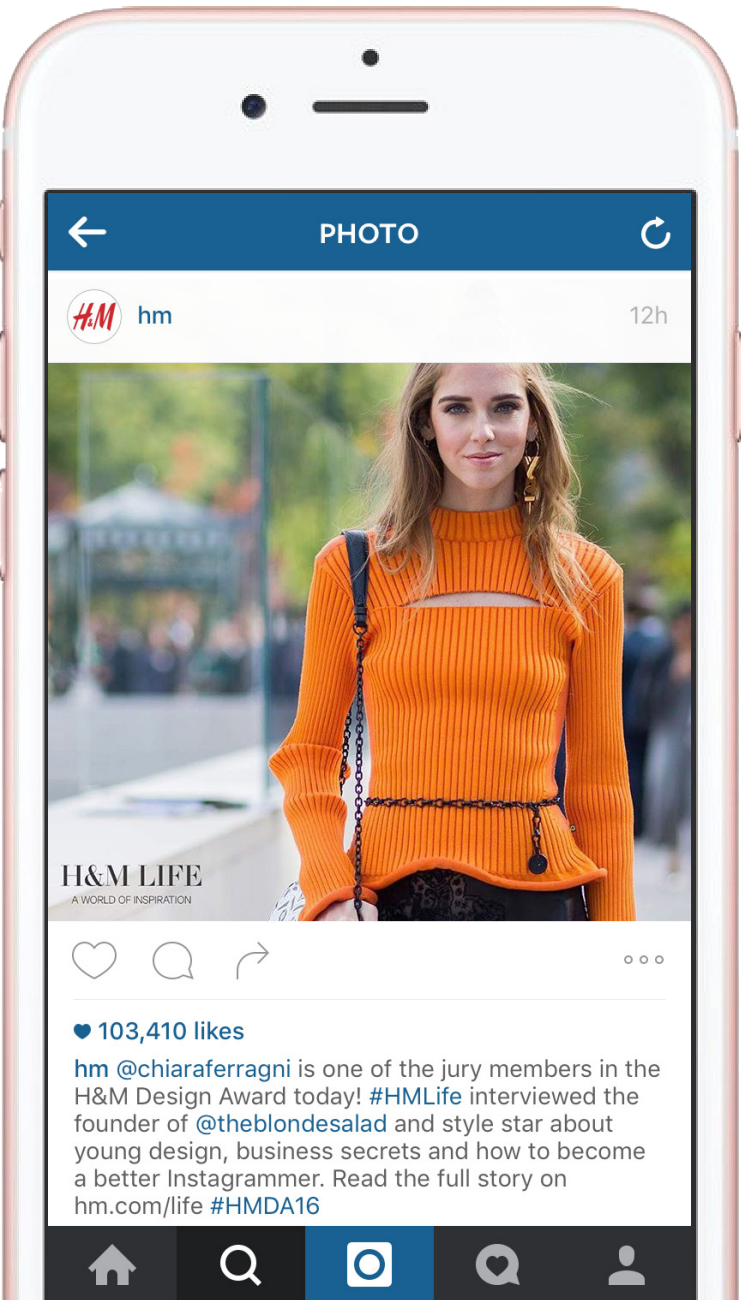
H&M leads the apparel sector in every category; followers, posts, engagement per post, and videos posted.

H&M’s strategy involves a lot of repetition. The company uses a simple link, hm.com/life, in the majority of its posts. The link directs users to a digital magazine of sorts instead of a catalog, creating an experience instead of pushing a sale, and still driving site traffic.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
H&M	11,091,775	81	125,514	67	14
Ralph Lauren	2,646,041	36	25,809	32	4
ZARA	7,817,640	33	68,310	32	1
HUGO BOSS	860,113	86	6,494	76	10

Key Findings

- H&M’s 125,514 Likes and comments per post puts the brand second for engagement per post, and second for overall engagement among all Interbrand 100 companies
- HUGO BOSS’s hashtag #ThisIsBoss is the fourth most-used hashtag by brands
- After sporting goods, apparel has the highest average number of followers per brand
- Apparel also comes in second for average number of posts per brand



VERTICAL REPORT: BEVERAGES

Coca-Cola Doubles Down on Video

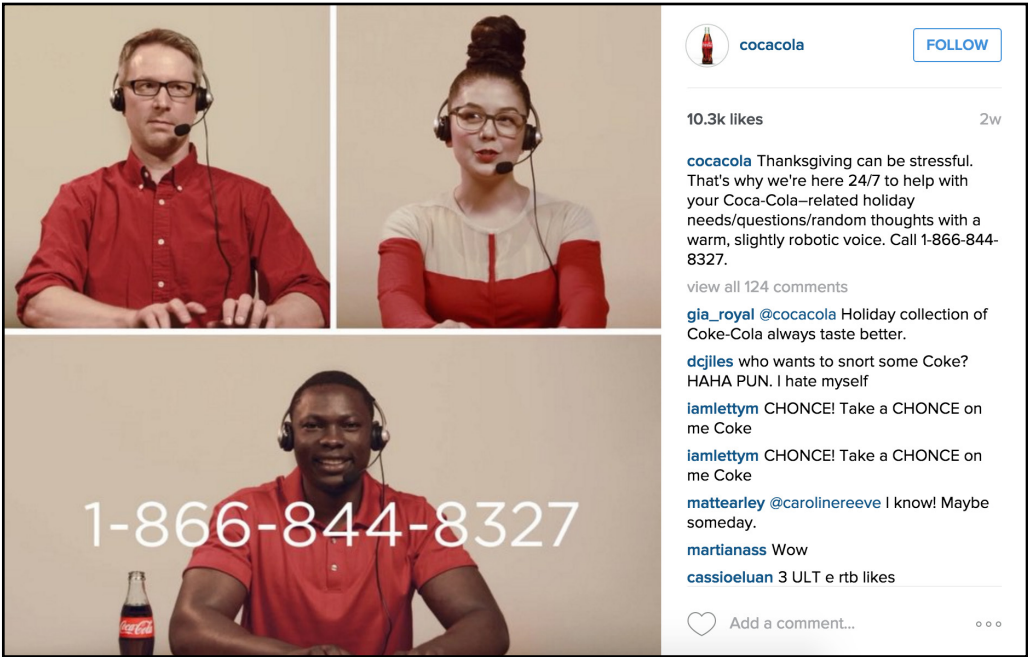
Coca-Cola is one of the most innovative brands on social. Period. They pair cross-channel campaigns with print, TV, and event marketing better than most brands in the world. Instagram is no exception.

Coca-Cola leads the beverage sector in followers, engagement per post, and video use. The soda company uses video to highlight products like Share-a-Coke, play games with its audience, and engage in a fun way.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
Coca-Cola	929,699	7	14,993	1	6
Pepsi	325,267	6	4,363	4	2
Nescafé USA	516	0	N/A	0	0
Sprite	104,771	12	1,452	12	0

Key Findings

- Coca-Cola is one of only four brands to post more videos than photos
- NesCafe USA hasn’t posted in 103 weeks
- Sprite, which averaged 1,452 engagements per post and has 104,771 fans is also a member of the Coca-Cola family



VERTICAL REPORT: SPORTING GOODS

Nike: The Elephant in the Room

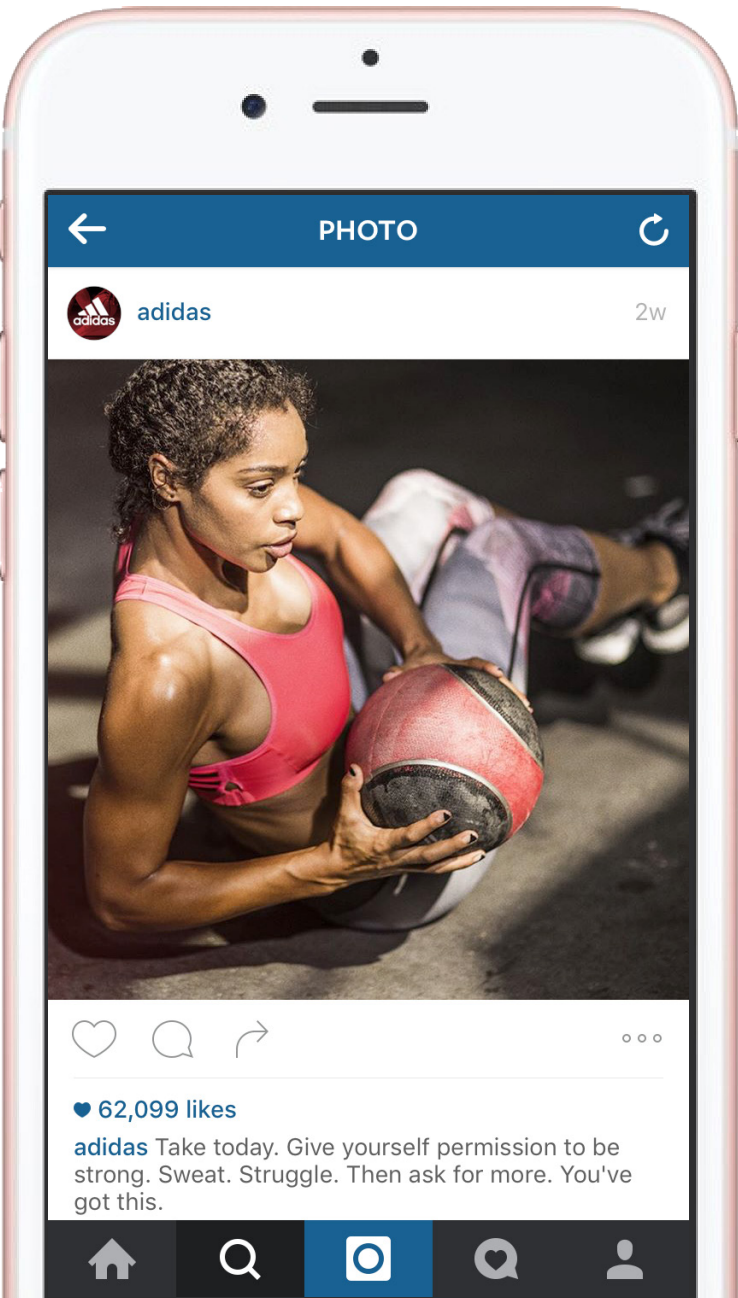
Nike has almost three times the number of followers of any brand on the Interbrand list, and that’s just for their primary account. A cursory search shows at least 17 other verified accounts that fall under the Nike umbrella.

This main account didn’t post a single time during the report period, with a seven-week gap between posts.

Brand	Followers	Posts	Engagement per Post	Photos	Videos
adidas	6,383,689	15	77206	13	2
Nike	29,835,734	0	N/A	0	0

Key Findings

- Even without posting, Nike managed a 10.8% daily audience growth rate during this report period
- Adidas, with 6.3 million followers, ranks fifth among Interbrand companies in terms of audience size
- Adidas averaged 77,206 Likes and comments per post during the report period
- Between Adidas and Nike, there are at least 37 verified Instagram accounts



Conclusion

90% of Interbrand 100 companies across 17 industries have found a reason to use Instagram. The goal is finding a way to tell your unique brand story using the visual platform, instead of copying someone else's format.

LEGO is using the network in a very different way from IBM, and Nike isn't doing the same things that Starbucks is. Marketers from each of these companies have found a way to level up their Instagram marketing to serve broader marketing objectives.

This lesson of truth in branding can be applied to any marketing activity, but it doesn't mean there aren't lessons to be learned from these brands.

1. Use hashtags and location tags, but do it strategically. Pick a hashtag that will advance your reach, and location tags that both make sense for your brand and will be checked out by other users
2. Find a way to integrate Instagram marketing with other channels and a web presence. You can do this through your profile bio, simple links in captions, and CTAs driving users to other networks
3. Keep visuals true to your brand. If you're a business services company, flashy GIFs with snarky comments might not be your sweet spot. If you're a company targeting a younger demographic, don't bore them with long narratives.



About Simply Measured

Simply Measured is the most complete social analytics solution, empowering marketers with unmatched access to their social data to more clearly define their social strategy and to optimize their tactics for maximum impact.

Our goal is to put the tools to understand business data in the hands of business users. We think reporting should be simple, attractive, and accessible for everyone – not just data scientists. Our software streamlines the process from data to deliverables and eliminates the countless hours spent on everyday reporting tasks. We do this by putting cloud data sources at your fingertips, providing a marketplace of best practice reports, and allowing you to generate beautiful solutions on the web, in Excel, and in PowerPoint with a couple of clicks.

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