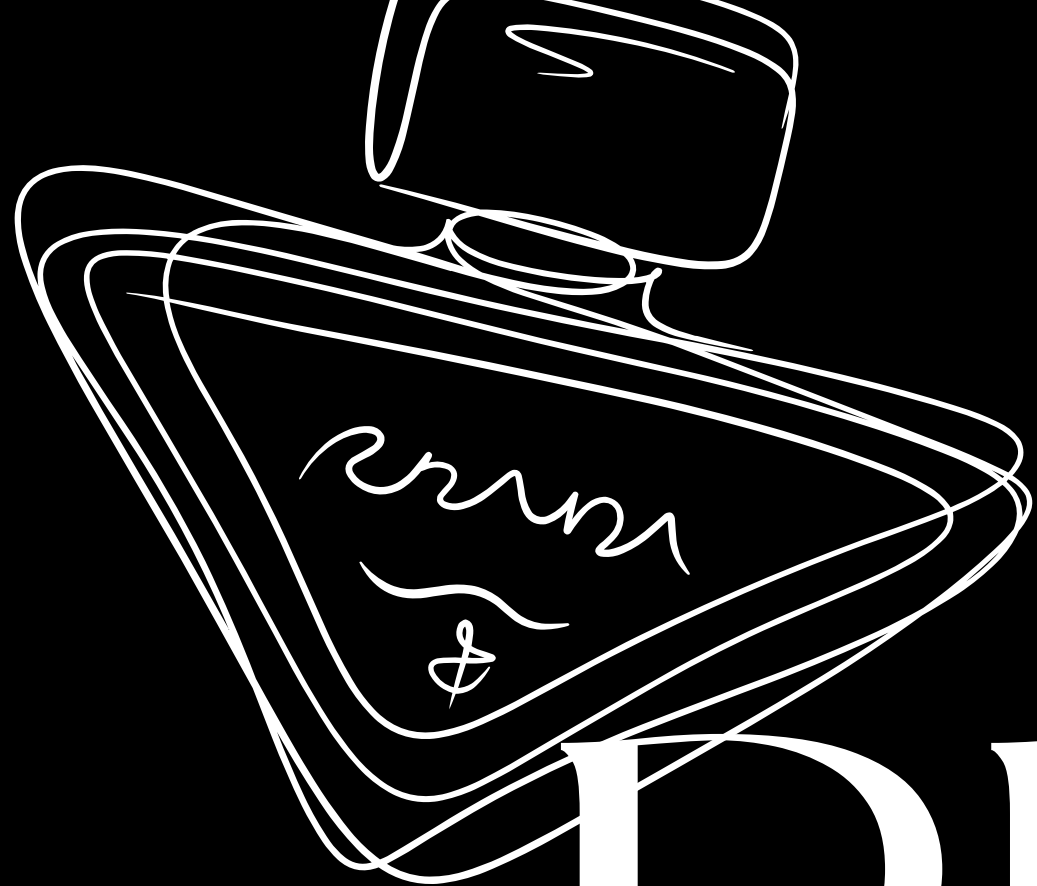
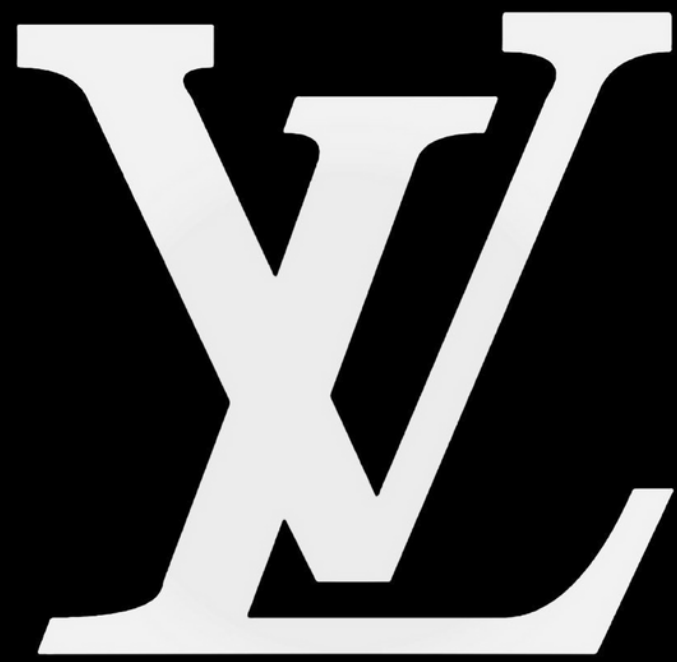




PRADA

SOCIAL MEDIA AUDIT
Bronwyn Hyland





OVERVIEW

1) Prada Audit



2) Gucci Audit



3) Louis Vuitton Audit

4) Recommendations for Prada



ABOUT PRADA

- The **Prada Group** is a **leading brand** in the **luxury** retail market. Since **1913**, Prada has **maintained** its **competitive advantage** by keeping **up** with **trends**.
- **Unlike other** luxury **brands**, Prada **focuses** on the **influence** of **creative minds** to bring to life **unique pieces** that capture **self expression**.

PRADA'S MISSION

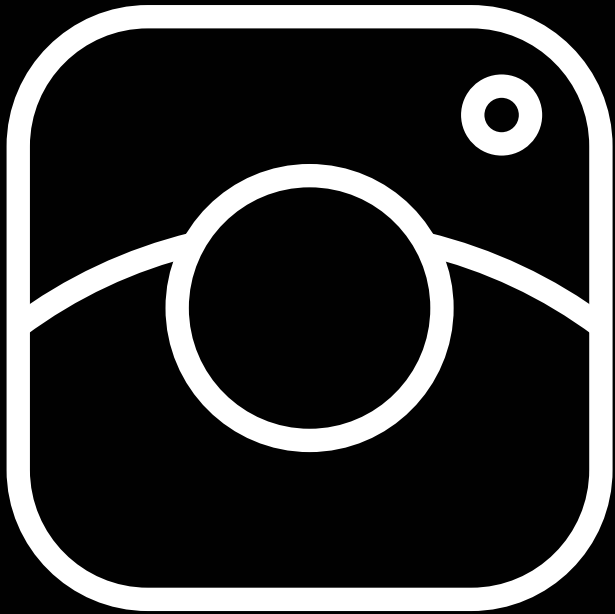
“With a thoughtful and pioneering vision,
the Prada Group is a global leader in luxury.
We own some of the world's most prestigious brands:
Prada, Miu Miu, Church's, Car Shoe, Marchesi 1824 and Luna Rossa.

By being DRIVERS of CHANGE,
we offer an unconventional dialogue and interpretation of the
contemporary,
as expression of our way of doing business
for PLANET, PEOPLE and CULTURE.”

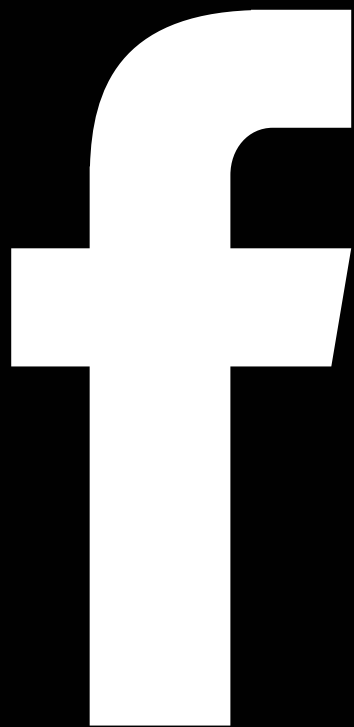
PRADA SOCIAL MEDIA PLATFORMS

Hyperlinked

Followers 33.8M
Posts 8,778
Engagement Rate 2.13%



Followers 8M
Likes 7.5M
Engagement rate 0.024%

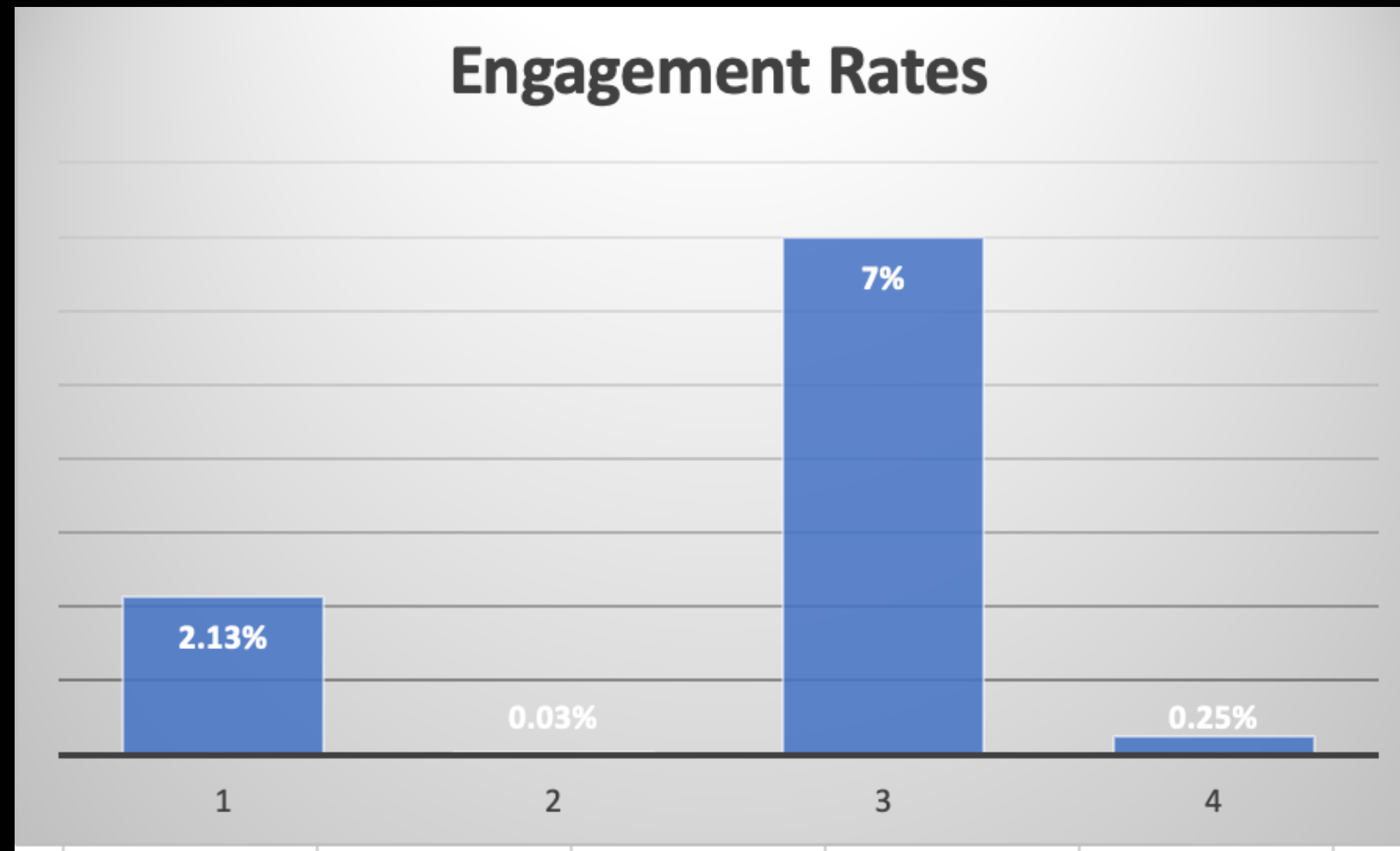


Followers 166,692
Engagement Rate 0.25%



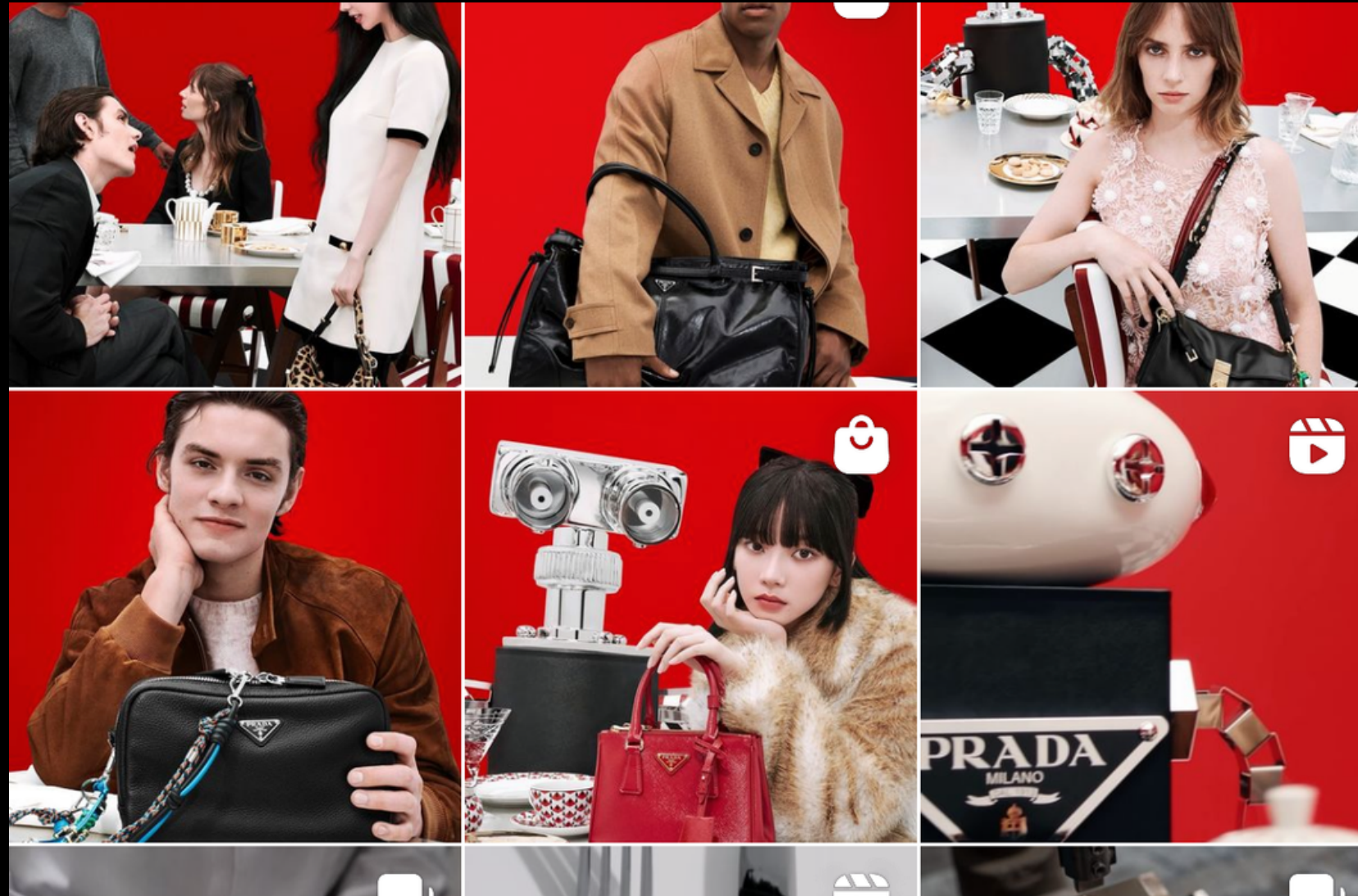
Followers 1.9M
Posts 7.3K
Engagement Rate 7%





- Based off the chart above, both **Facebook** and **Twitter** are platforms with **good engagement** rates.
- **Twitter** has very **high** levels of **engagement** around 7% showing that the content is **resonating** with the **audience**.
- **Instagram's** engagement rate is 2.13% which indicates **good** levels of **engagement**.

2024 HOLIDAY CAMPAIGN



INSTAGRAM

- Aesthetic: Prada focuses on **creating** a **visually appealing** instagram account that **draws** in the **eyes** of the **consumer**.
- Content types: On Instagram, Prada **showcases** their **current collections** by doing an Instagram **photo takeover**. The brand will set aside time to post specific content related to the collection, all together.
- Demographics: Because this is a luxury brand, Prada **targets men** and **women** above the **age** of **25**, who **value fashion** and **uniqueness**.

INSTAGRAM ANALYTICS

255,000

max likes on a singular post

2,877

max comments on
a singular post

46,047

average likes per most recent 20 posts

528

average comments per most recent 20
posts

2,200,000

max views on a singular post

671,875

average views per most recent 20 posts

2.15%

ENG Rate per post

High levels of engagement, indicating satisfied
consumers.

STRENGTHS

I. High quality images

Prada consistently **partners** with **photographers David Sims** and **Willy Vanderperre**, while also giving **creative control** to **Ferdinando Verderi**. Therefore each **post** shows a **combination** of **fashion, creativity** and **artistry** while still **mirroring** Prada's **values**.

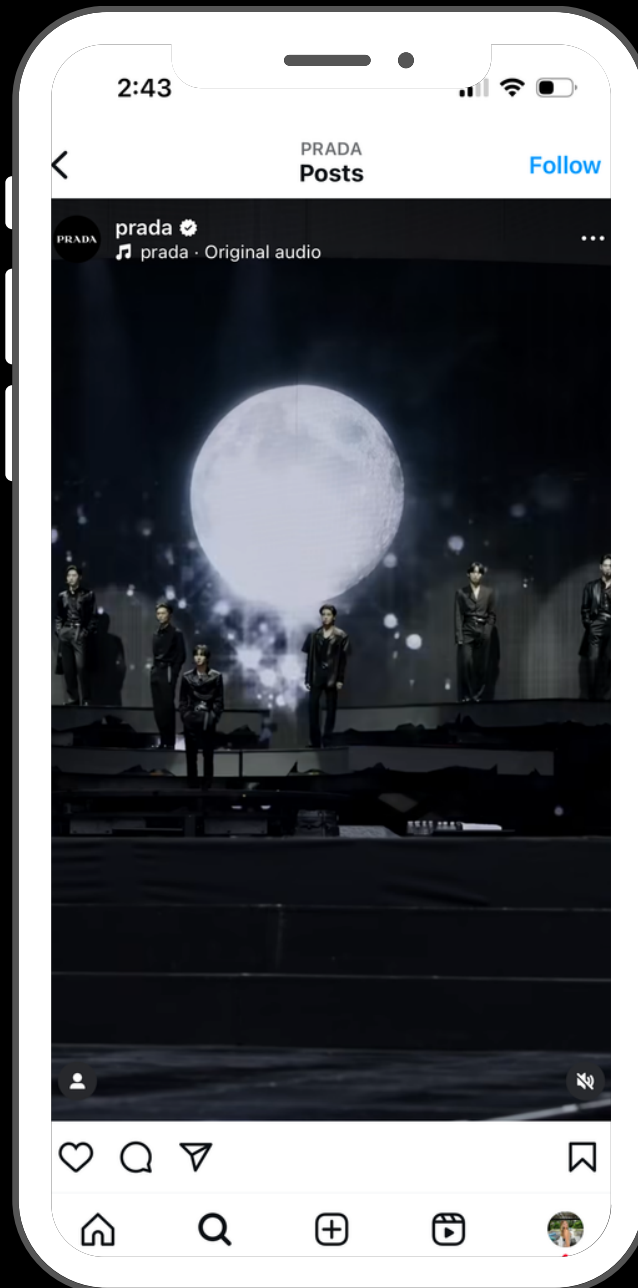
II. Content Takeover

Through just glancing at Prada's Instagram, you can see many **campaign takeovers**. When Prada **launches** a **new campaign**, they **dedicate** up to **6 posts** in a **row** to **showcase** the specific **products**.

III. Intellectual Approach

Prada does **not only** offer **fashion products**, but **also PradaHome**. Enabling a **cross between fashion** and **food**.

IG TOP 3 POSTS



Format: Reel, influencer based
Likes: 113,000
Views: 2,200,000
Comments: 2,579
Engagement rate: 6.85%



Format: Reel, #PradaHome
Likes: 23,500
Views: 763,000
Comments: 137
Engagement rate: 2.33%



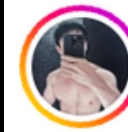
Format: Reel, Prada Holiday
2024 Campaign
Likes: 25,400
Views: 466,000
Comments: 581
Engagement rate: 1.46%

BRAND PERCEPTION



itsmeeeeesasaaaa Can't wait to see the final looks! 🌟

1w 5 likes Reply



jayden__grey When are you going to have this in store in Australia 🤔

2w Reply



ifounduinmyheart_ Very demur, Very mindful, Very ENHYPEN

1w 290 likes Reply



she_is_theredcc The little details ❤️

1w 1 like Reply



lethichoux I love the bag.. ❤️❤️❤️

2w 5 likes Reply



mmmariino 2d

That bag 🥰🥰

Reply



4



marisam_inmilan So good. 🙌🙌🙌

2w 2 likes Reply



reinhardt.miller 🌟 Exquisite. 🙌🙌

2w Reply

WHAT DOES THIS TELL US?

1)

Consumers are excited about the launching a variety of products, from fashion to home products. Keep in mind:

- **Maintain transcending products**, which are the **means for self-expression**. **Stay true** to your **brand image** while still **catering** to large **demographics**.
- **Look for challenging perspectives**, ways in which you can **enhance** your overall **products** and **become** a **brand** with **many assortments**. For example:
PradaHome

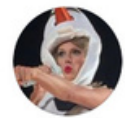
2)

Consumers are paying attention to and appreciate detail.

Continue to stay up on current trends, while also thinking ahead. Be the brand that establishes these trends.

Introduce more reels into your content distribution, show how much detail goes into making these products.

WHAT ARE CONSUMERS COMPLAINING ABOUT ?

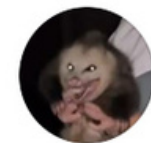


havcly 5d

ONE SPOON COST LIKE 50 CENTS AND UR
SPOON COSTS LIKE \$500



Reply



i.m.a.n.i.z 1w

A silver plated fork... 🤔

Reply



shameofluxury 1w

When you can't sell your fashion .

Reply



helenneoh77777 2w

Leather is cruel , go vegan it looks and feels
better too!!

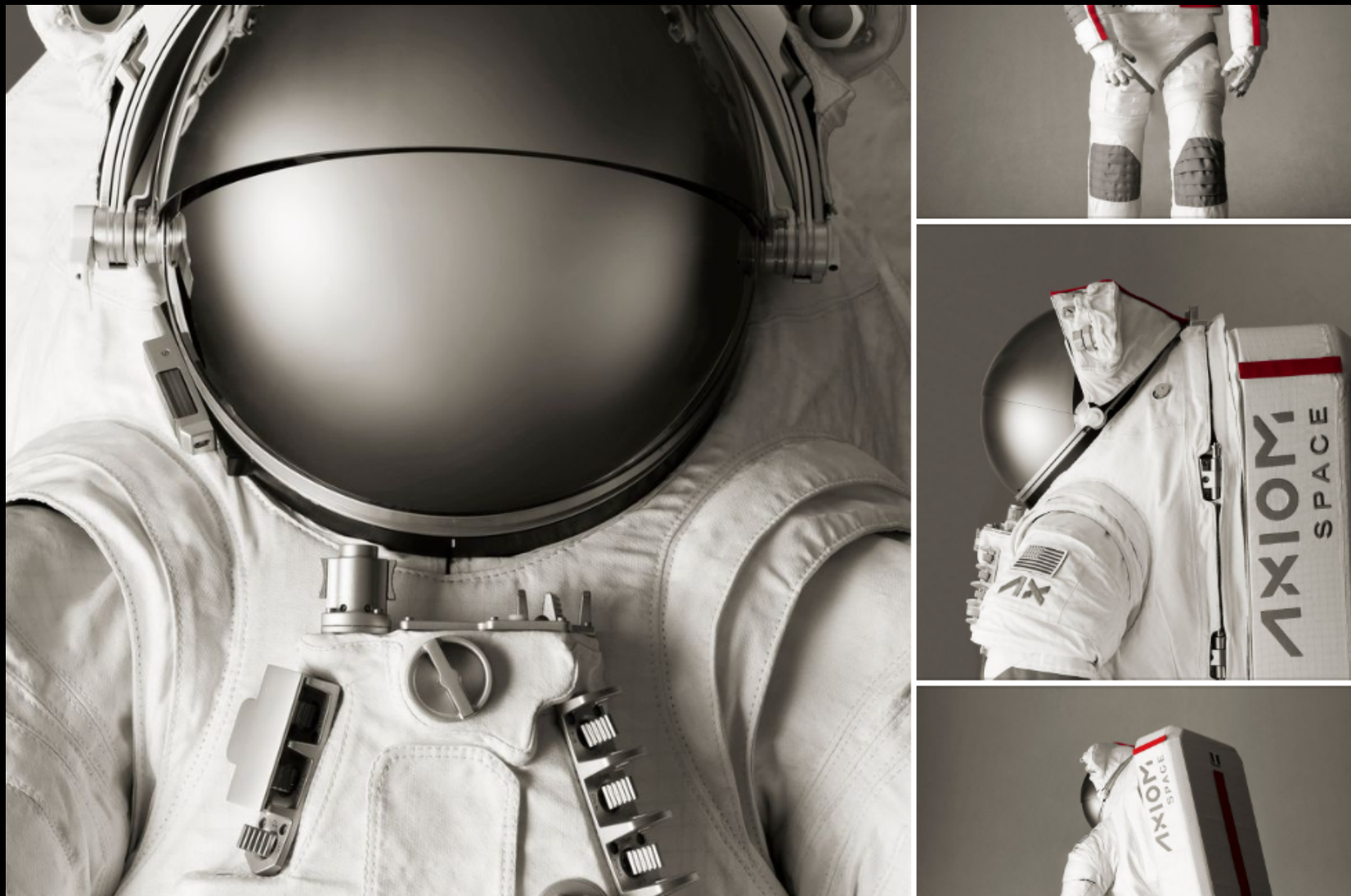
Reply

1) Prada's **pricing** strategy

2) Issues surrounding **quality** of the
products

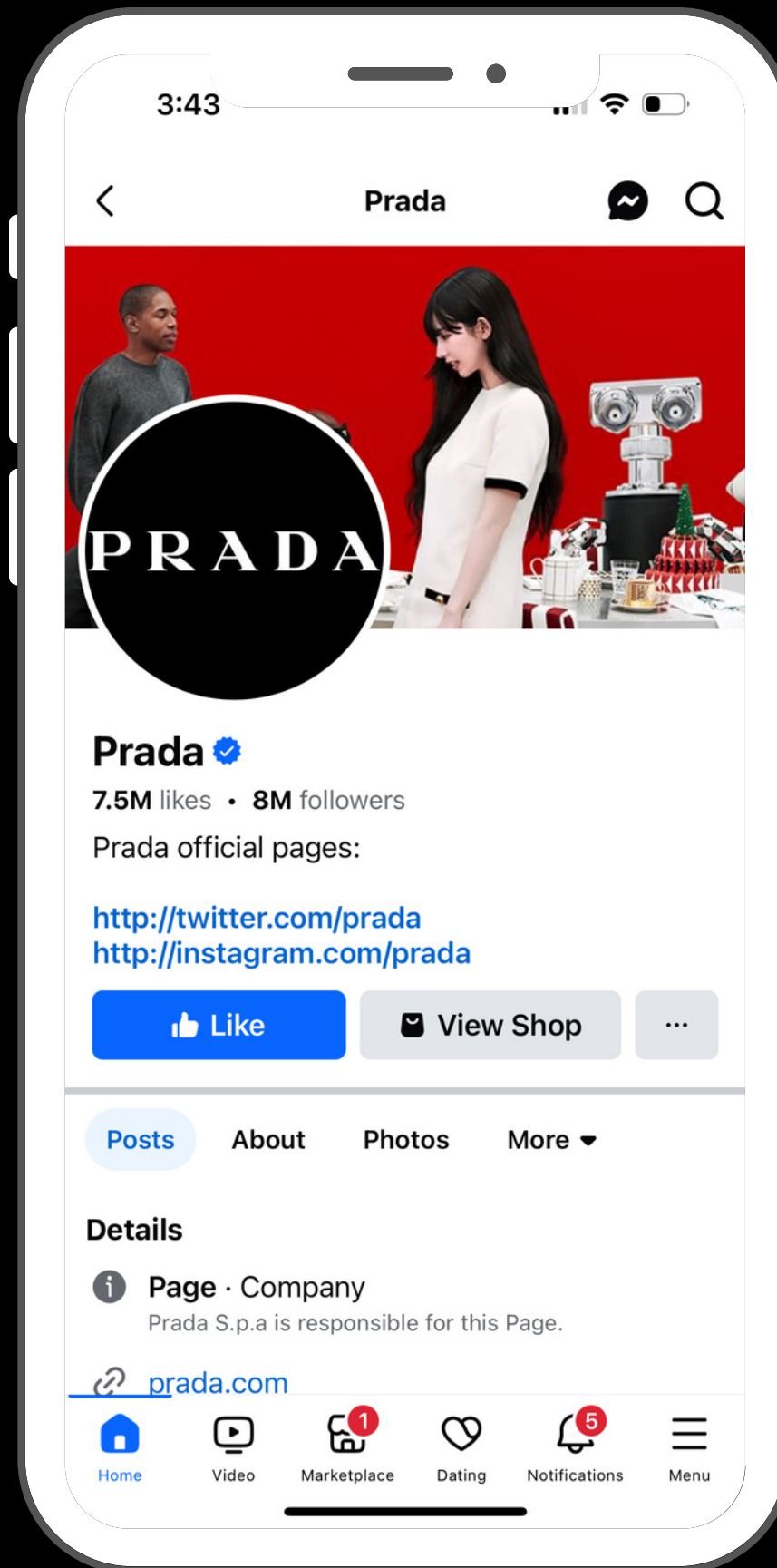
3) **Sustainability** and **Cruelty free**
practices

PRADA X AXIOM SPACE



FACEBOOK

- Aesthetic: Prada focuses on **crisp images** and **videos** throughout their Facebook page.
- Content types: Prada **showcases partnerships** such as **Prada X Axiom**, behind the scenes **photoshoots** and **interviews** with some of its **Ambassadors**.
- Demographics: This Facebook page **targets** all “**fashion forward**” individuals.



FACEBOOK

Prada's Facebook page is very similar to its other accounts, as it **maintains elegance, luxury and professionalism**. Each short clip **showcases new products**, campaigns and even **brings back** some of Prada's "**timeless pieces.**"

The account **generates** both **photo** and **video** content, often having very **similar** posts to **Instagram**. Some videos show **interviews** from **Ambassadors**, giving a more **personal** and **friendly appeal** to the audience.

FACEBOOK ANALYTICS

109,000

max likes on a singular post

474

max comments on
a singular post

1,960.4

average likes per most recent 20 posts

69.7

average comments per most recent 20
posts

1,700

max shares on a singular post

233.9

average shares per most recent 20 posts

0.025%

ENG Rate per post

Relatively Low engagement; include more
interactive content.

STRENGTHS

I. Balance between Pictures and Reels

Content **varies** between **reels** and **pictures** , this allows for a **variety** of **engagement** and content to be **catered** to **specific consumer** types.

II. Maintain's Brand Aesthetic

Prada **maintain's** its **luxurious, minimalistic appearance** through posts. This helps **further** the **brand identity** so that when a consumer thinks of Prada, they **think** of the term "**classy.**"

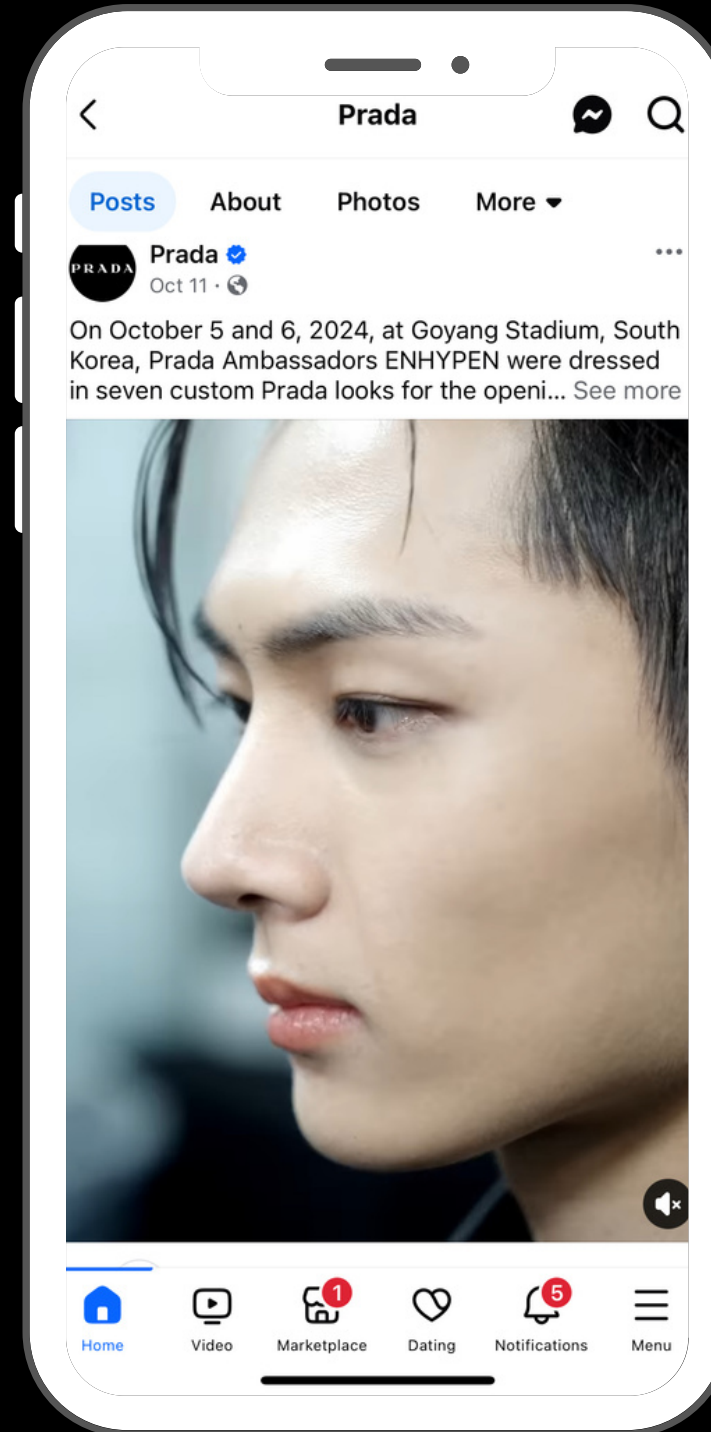
III. Expanding Demographics

In some of the most recent posts, the facebook page **shows** multiple ways in which Prada is **expanding** their **brand image, beyond** just **luxurious items**. For example, Prada's new **collaboration** with the **Axiom Space Team**, which attracts a new audience.

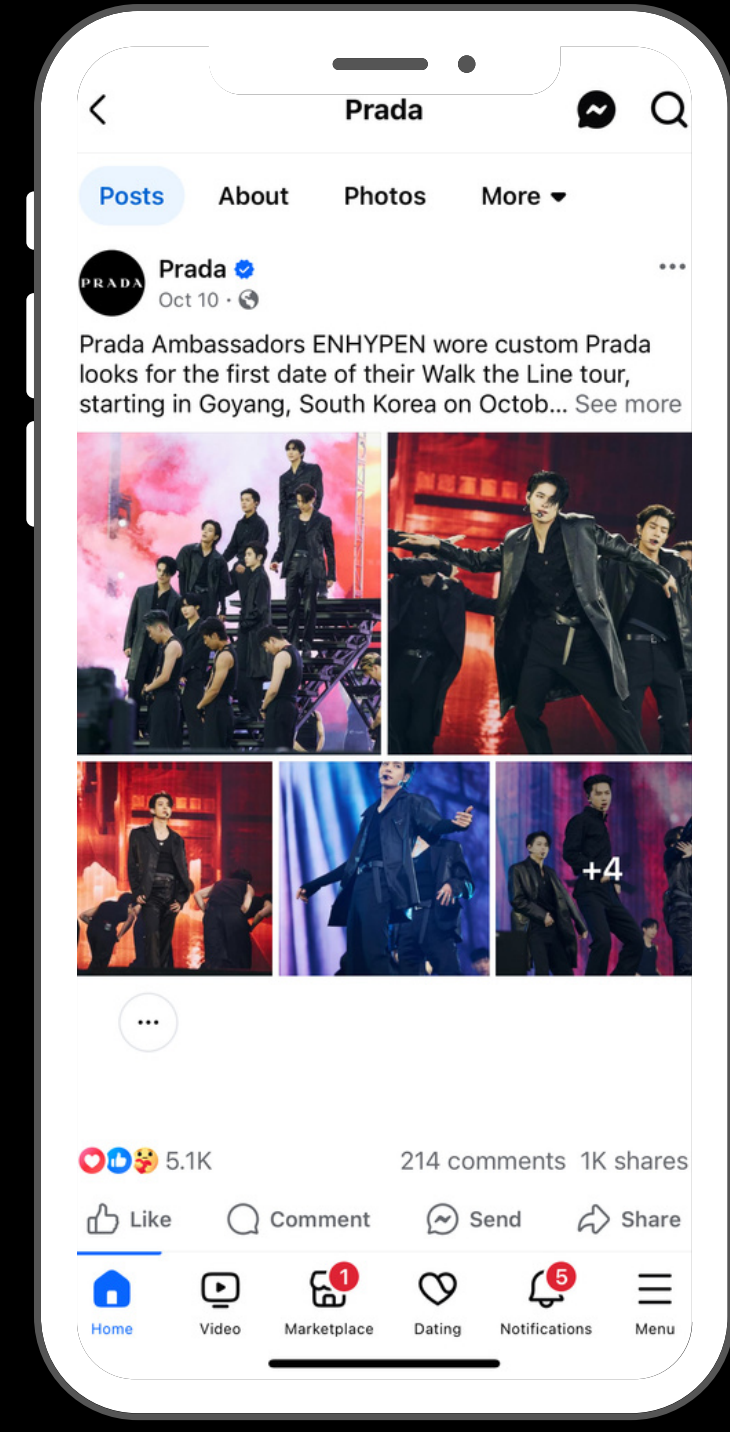
FACEBOOK TOP 3 POSTS



ENG RATE: 0.17%
COMMENTS/LIKES: 4.35%

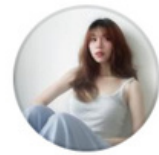


ENG RATE: 0.14%
COMMENTS/LIKES: 2.29%



ENG RATE: 0.084%
COMMENTS/LIKES: 4.19%

BRAND PERCEPTION



Quynh Giao

THEY'RE GORGEOUS IN THOSE DESIGNS

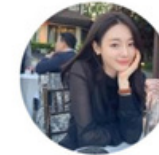


1w

Like

Reply

1 🤔



💎 Top fan

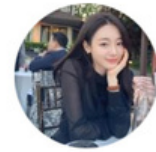
Jingmy Wang

It looks elegant and charming

1w

Like

Reply



💎 Top fan

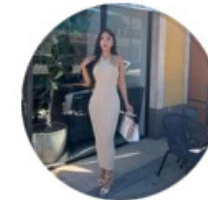
Jingmy Wang

good wallet

1w

Like

Reply



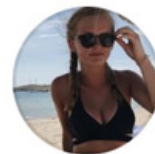
Scarlett Chen

I love this coat.

1w

Like

Reply



Sally Charlotte

The color and style are excellent! It looks so beautiful! ⭐ "

1w

Like

Reply



💎 Top fan

Angela Lomax

Fabulous

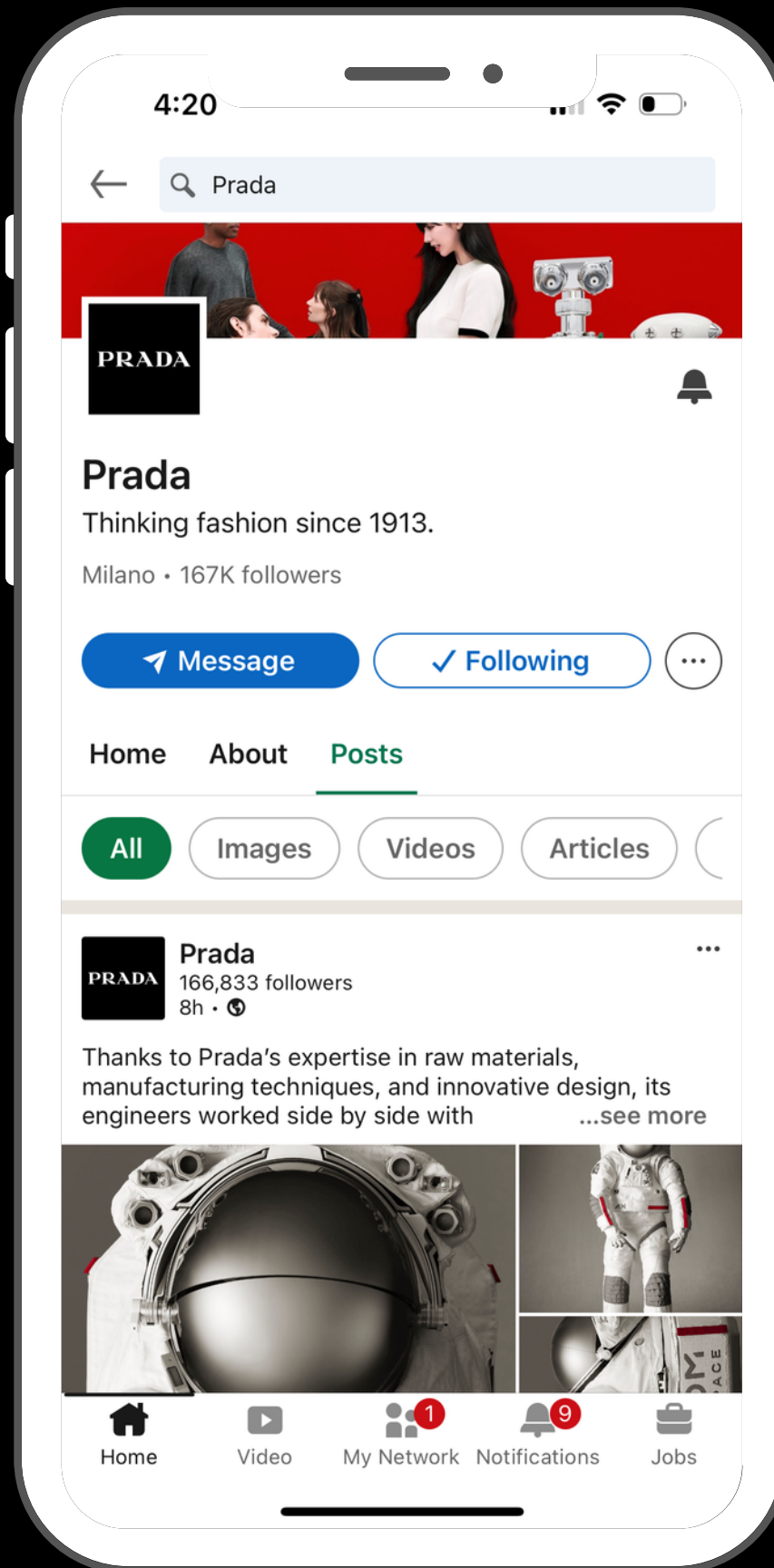
1w

Like

Reply

WHAT DOES THIS TELL US?

- 1) Love for the products and designs.
 - **Continue** to make use of **reels**, to **show** to **intricate details** of the designs.
 - **Show different** ways to **style** the **product**, for example “ a night out look vs. day time look.”
- 2) Excitement about the practicality of the products.
 - Ensure to **provide reels** on **different uses** of the **products** from bags to wallets.



LINKEDIN

Prada's **LinkedIn** page **focuses** on **adding** a more **intellectual touch** in comparison to other platforms. Most **posts are links** to Prada's **youtube** account, which **showcases** videos such as the **creation process** of some of Prada's most iconic pieces.

Additionally, this Prada account **reposts** many **updates** from the **Prada Group page**, which is the parent account. This account is home to other brands including Mui Mui, Church's Car Shoe and Luna Rossa.

LINKEDIN ANALYTICS

903

max likes on a singular post

13

max comments on
a singular post

384

average likes per most recent 20 posts

5

average comments per most recent 20
posts

51

max reposts on a singular post

20.2

average reposts per most recent 20 posts

0.25%

ENG Rate per post

Low engagement rate, consumers are not
moved by the campaigns and posts.

STRENGTHS

I. Generating New Content

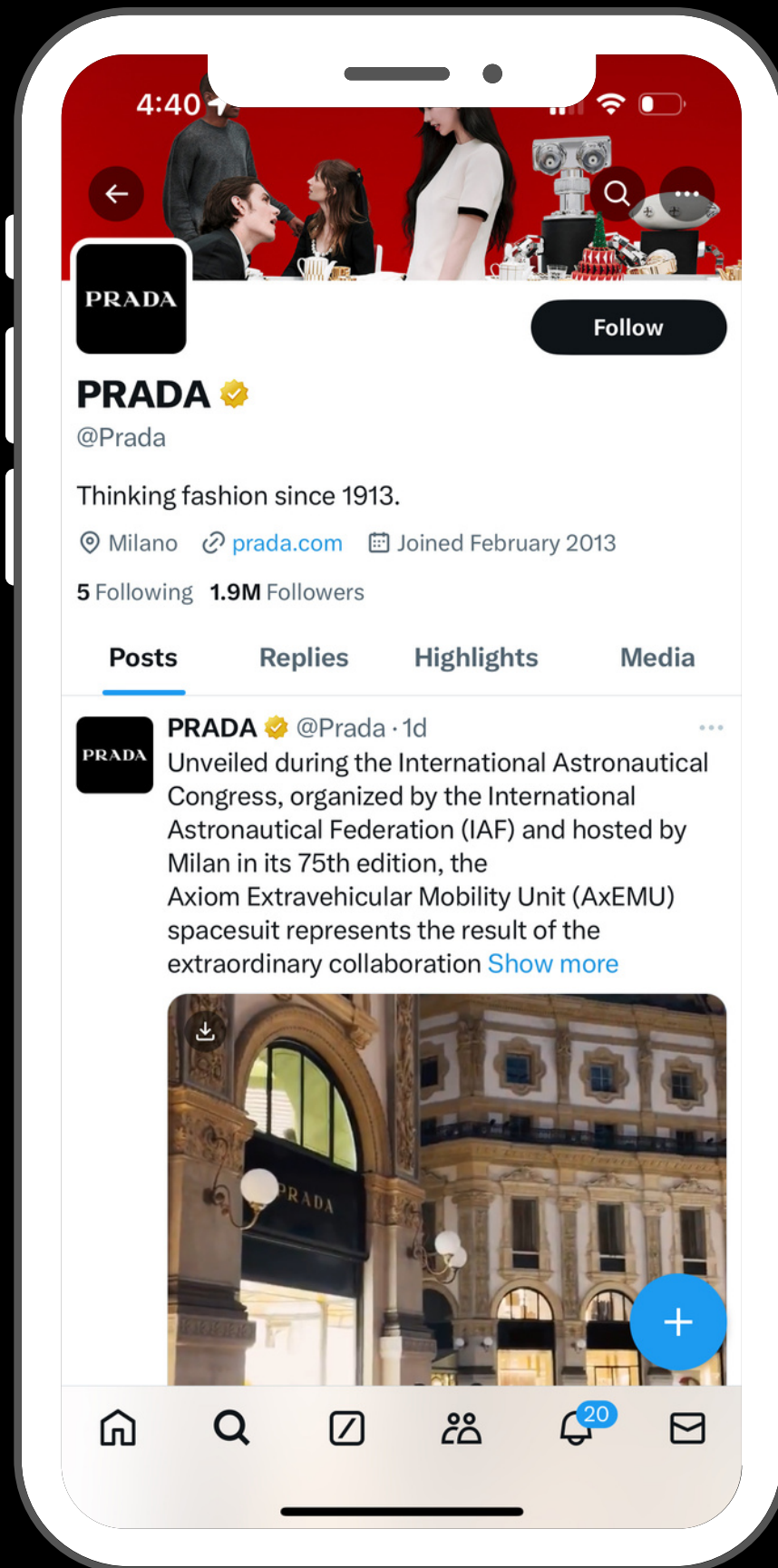
Both Prada's **Instagram** and **Facebook** share the **exact same content** with different captions, however Prada's **LinkedIn** page gives **insight** to more **behind the scenes** work through posting links to **Youtube** videos.

II. Reposting from the Parent Account

Prada's account **reposts content** from the **Prada Group page**, which contains everything from new products to Prada's sustainable vision. **Fans** of the **MuiMui** brand are **more likely** to now **engage** with **Prada**.

III. Expanding Demographics

LinkedIn is known to **provide** brands with a **community** of fellow **businessmen**. This is a specific target **audience**, that enables Prada to **reach consumers** on a **different level**. Instead of catering specifically to your average consumer, Prada is now able to **reach** and **learn** from **advertising** agencies to **marketing companies**.



X/TWITTER

Prada's **X** account, is the one of the **most interactive** accounts with only **1,900,000 followers**. The content shared is the **exact same content** on both Facebook and Instagram.

Although the content is the same, there is a **ton of engagement** from some of **Prada's Ambassadors**. From **comments** to **reposts**, curating a very **excited** environment.

X ANALYTICS

47,000

max likes on a singular post

1300

max comments on
a singular post

18,000

Max retweets on a singular post

758,000

max views on a singular post

6,329

average likes per most recent 20 posts

148

average comments per most recent 20
posts

2,689

average number of retweets

121,800

average views per most recent 20 posts

7%

ENG rate per post including views

Very high engagement rate; most engagement
comes from sharing of posts.

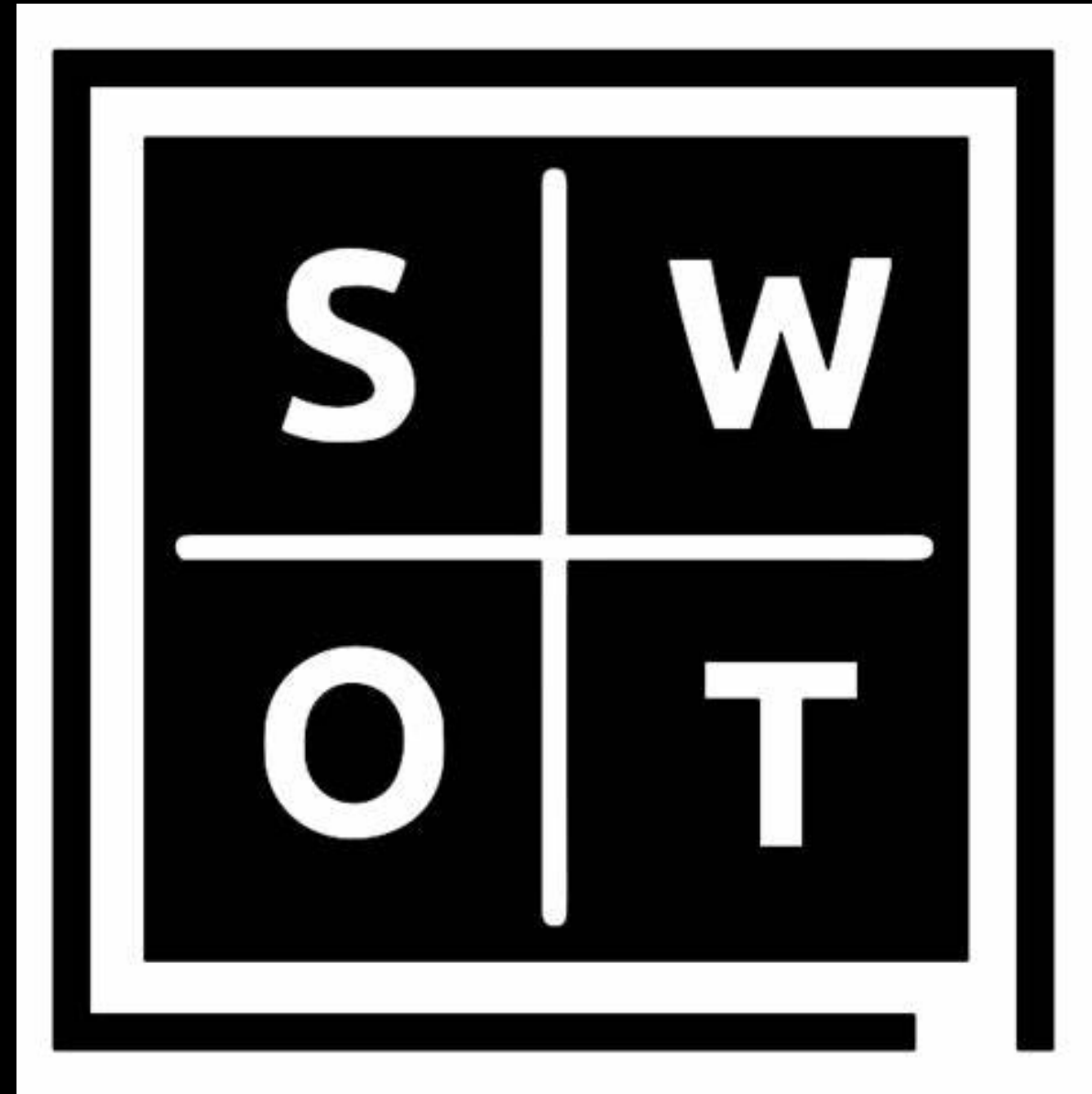
ENHANCED SWOT ANALYSIS

STRENGTHS

- Strong **brand identity**, as it is **globally recognized** as a luxury fashion brand.
- **Diversification** in **high definition posts**, from reels to pictures.
- Large product variety.

OPPORTUNITIES

- **Highlight** and make more posts about **sustainable practices** and social **responsibility**.
- Focus on **generating** more **content** that **shows** the detail that goes into **producing** each product.



WEAKNESSES

- **Generate different** type of **content** across platforms instead of posting the **same** on each platform.
- **Little** use of **hashtags**, which could be **promoting** brand **awareness** for first time buyers.

THREATS

- **Competition** between other **luxury** fashion **brands**, must **determine** what sets **Prada different** from it's competitors.

Augmented Marketing Mix

PURPOSE

- Prada focuses on providing a wide range of products from apparel to leather goods. Stand out in the market through focusing on sustainable practices.

PROBABILITY

- Prada typically makes around 3 posts per day across all platforms. The more posts, the better. This enhances visibility of the products.



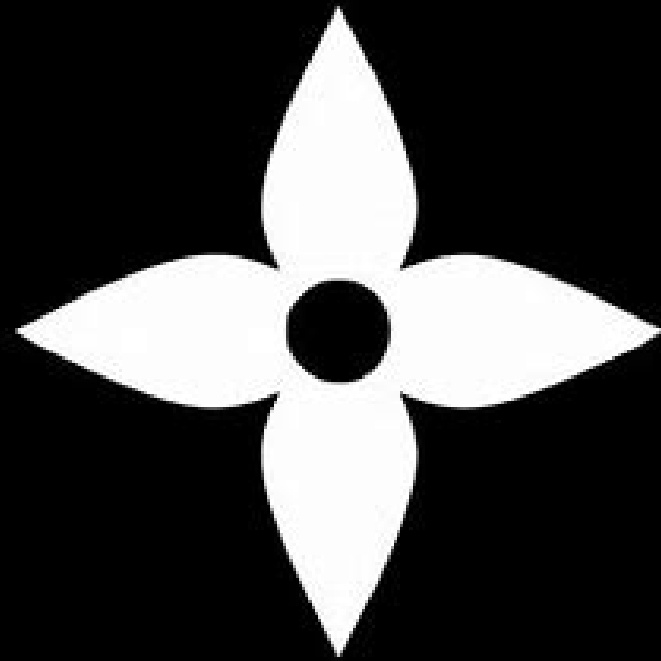
VALUE/PRICE

- Prada focuses on its competitive advantage by anticipating trends and focusing on exclusivity. Products are limited, creating a sense of urgency and exclusivity.

PITCH

- Prada takes time to explain the value of their products by emphasizing that they are hand-crafted and have unique features.

COMPETITOR ANALYSIS



LOUIS VUITTON

CEO Bernard Arnault

GUCCI
GUCCI GROUP NV

CEO Jean-François Palus

ABOUT LOUIS VUITTON

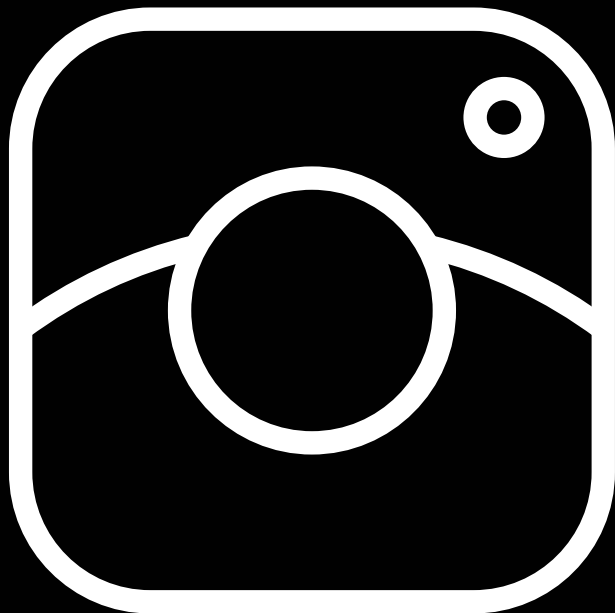
- The Louis Vuitton brand **began** in **1979**, when Vuitton first **introduced** a **trunk design**. Vuitton was a craftsman who **revolutionized** the “**unpick-able lock.**”
- This **trunk** grew to be a **commercial success**, enabling him to develop Louis Vuitton into what it is today.
- **Best known** for its **LV monogram**, during the 100th year anniversary Vuitton selected 6 designers to create unique luggage pieces.



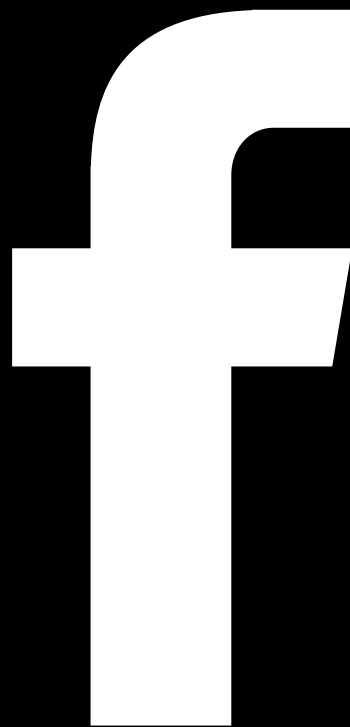
VUITTON SOCIAL MEDIA PLATFORMS

Hyperlinked

Followers	55.7M
Posts	8,263
Engagement Rate	6.28%

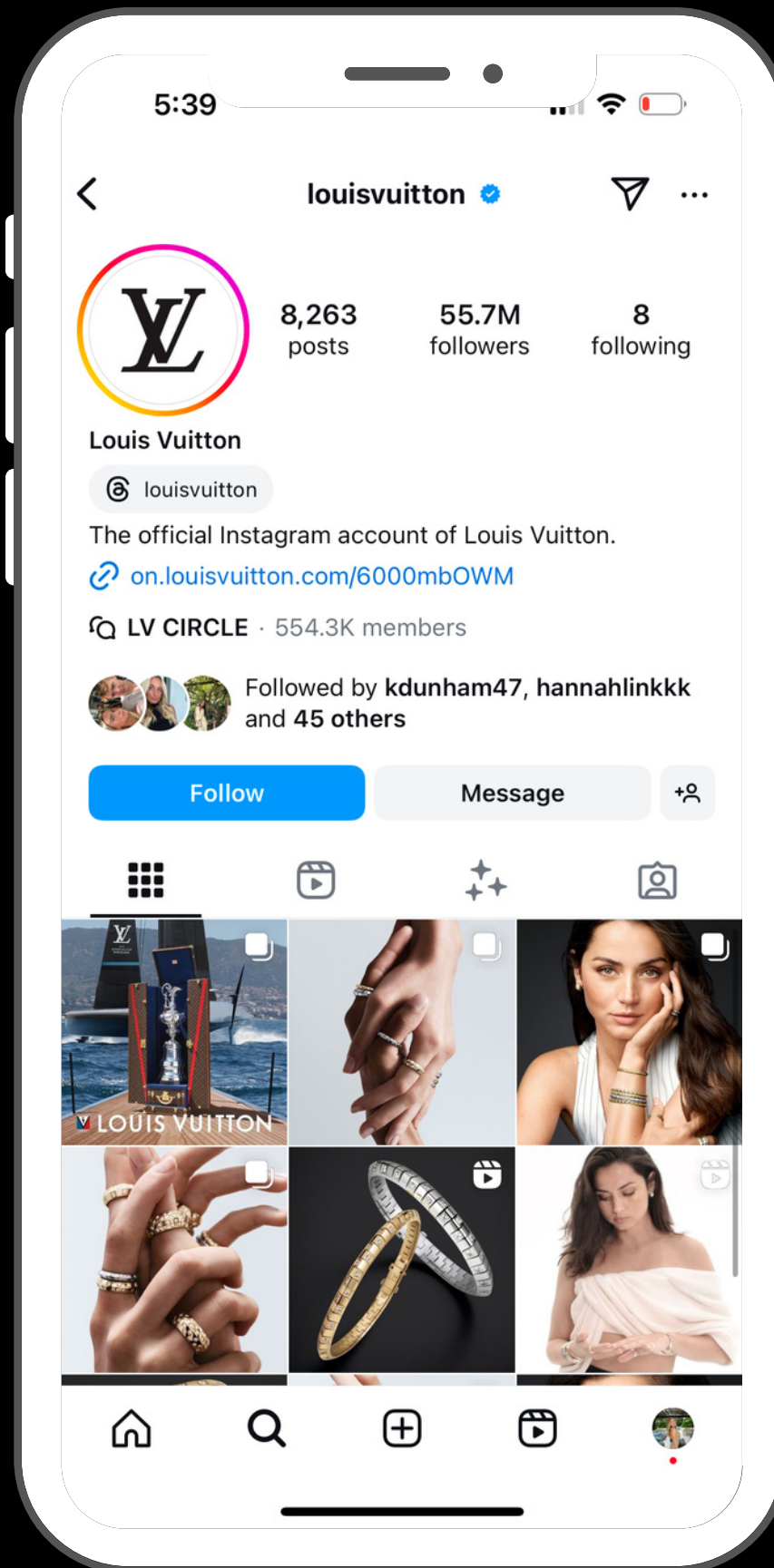


Followers	25M
Likes	25M
Engagement rate	0.013%



Followers	9.8M
Posts	9.3K
Engagement Rate	0.0035%





LV INSTAGRAM

Louis Vuitton's instagram account focuses on building a professional, simple brand identity that showcases luxury through high definition, professional images.

Posts mainly **focus** on the brand's heritage by showcasing the **history** behind the **craftsmanship**, the **Louis Vuitton Cup** that commemorates sailors, and the **opening of Louis Vuitton Cafe** in Heathrow Airport.

The **feed represents**, "**Old Money**" and **elegance**. Louis Vuitton has always **stayed true** to its **identity through** its **monogram pattern**, allowing it to remain as one of the most classy luxury brands.

INSTAGRAM ANALYTICS

199,589

max likes on a singular post

729

max comments on
a singular post

3,300,000

Max views on a singular post

48,993.55

average likes per most recent 20 posts

250

average comments per most recent 20 posts

1,073,583

average views per most recent 20 posts

6.28%

ENG rate per post

Very high engagement rate; most interactive platform.

STRENGTHS

I. Balance between Pictures and Reels

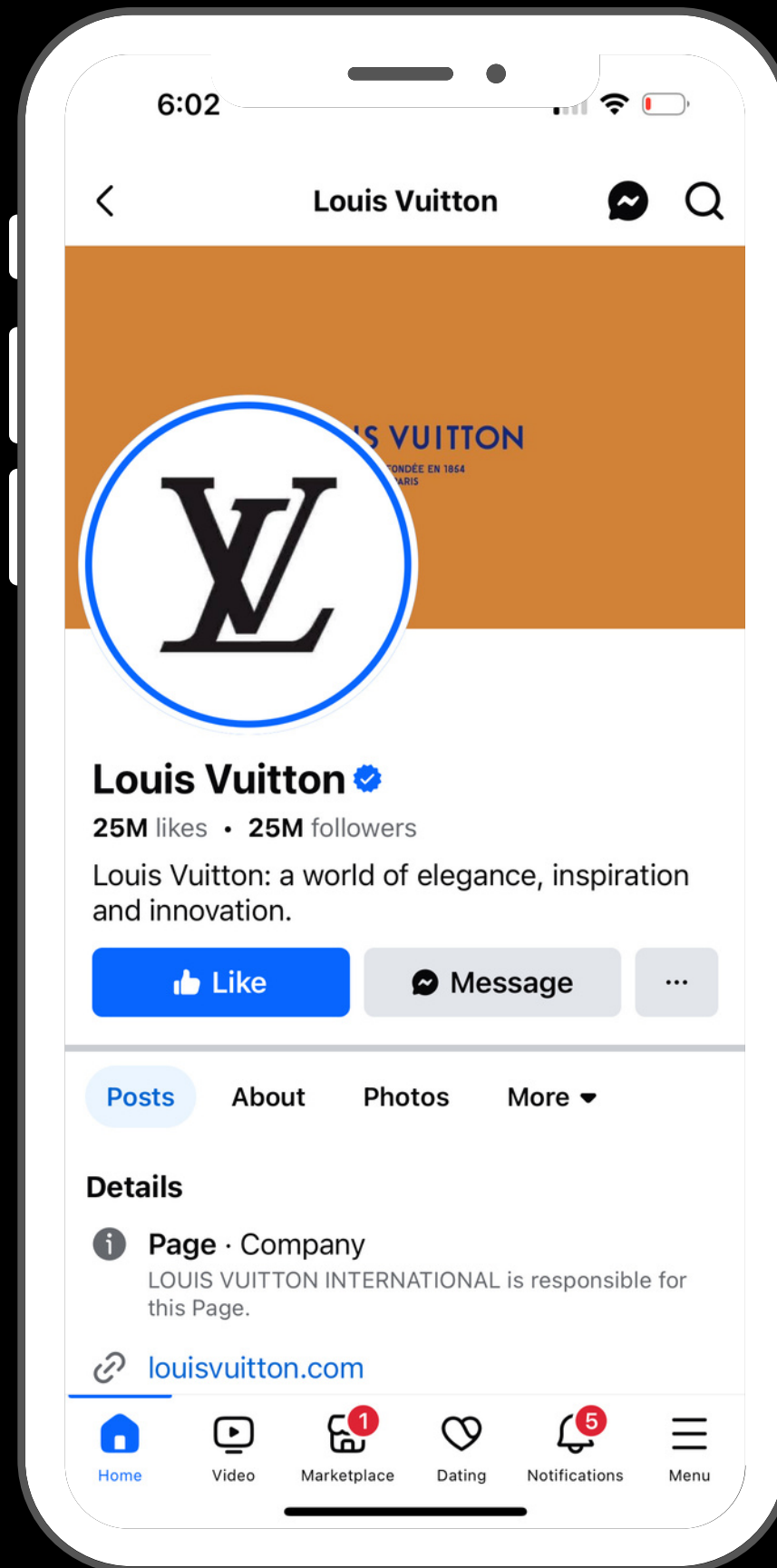
Content displays both **photographs** and **reels**. These reels typically **show interviews** or clips from the **Louis Vuitton Podcast**. This podcast highlights some of Vuitton's most prominent designers.

II. Maintain's Brand Image

Louis Vuitton has always stayed true to its brand image, this is something that is also seen through the instagram. The **classic monogram** logo is **projected** all **throughout** the **Instagram**.

III. Cultural Relevance

Although Louis Vuitton is a luxury brand, it tries to **reach** out to a **larger audience** through the **Louis Vuitton Cup**. This competition **recognizes sailors** for their outstanding **achievements** in the sport.



LV FACEBOOK

Louis Vuitton's Facebook page **focuses** on **creative, visually appealing content**. The page **shows** some of the brand's most **iconic campaigns, products** and celebrity endorsements. The **feed** remains to be very **simplistic** and **pleasing**, creating a more engaging environment for consumers.

Posts mainly focus on different promotional content from **behind the scenes work, to podcasts to recent fashion show interviews**. This variety of content appeals to a larger demographic and audience.

FACEBOOK ANALYTICS

29,400

max likes on a singular post

912

max comments on
a singular post

13,000

Max shares on a singular post

3,084

average likes per most recent 20 posts

89

average comments per most recent 20 posts

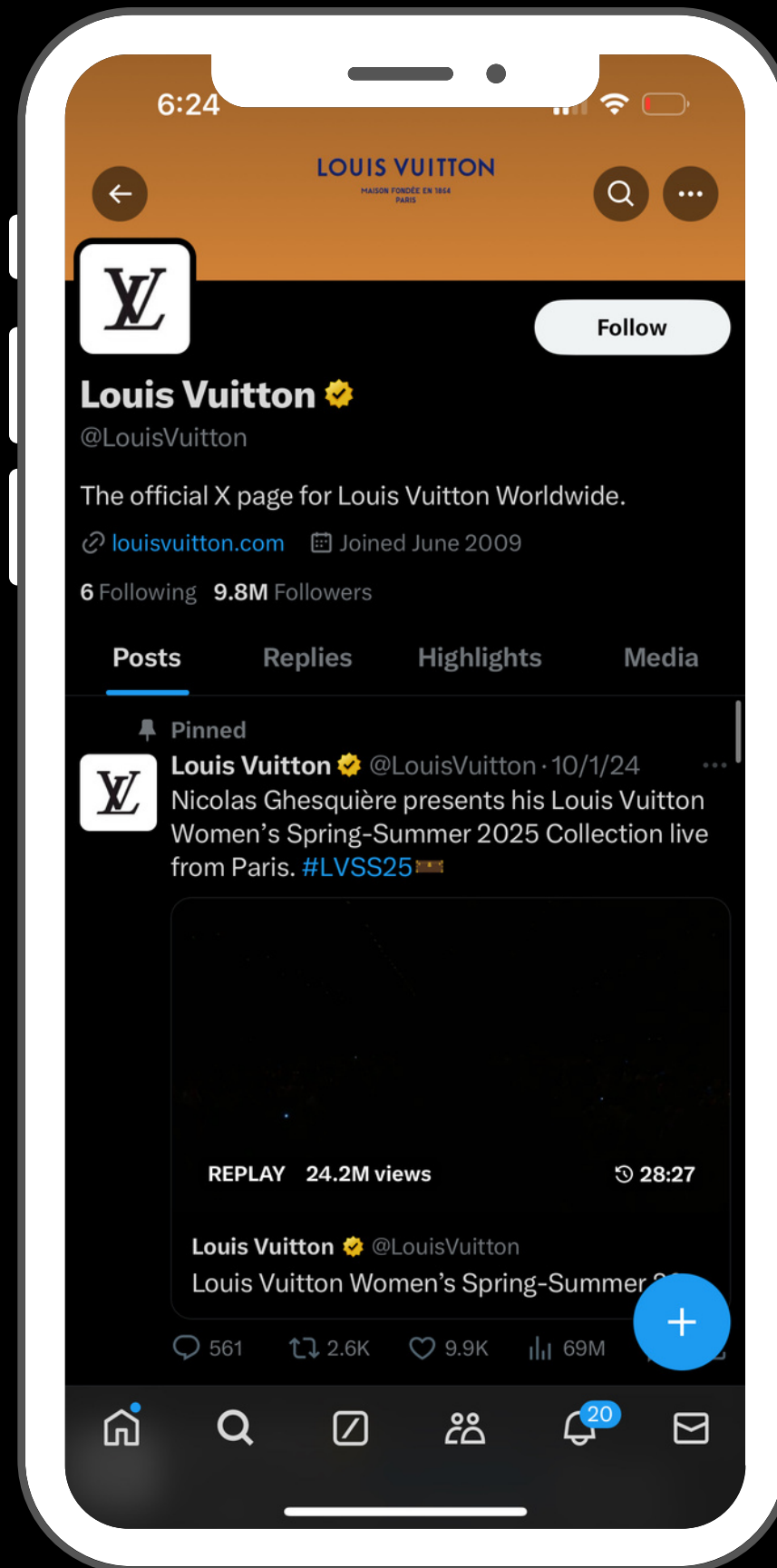
191

average shares per most recent 20 posts

0.135%

ENG rate per post

Very low engagement; need to curate content
to specific target audience.



LV X/TWITTER

Louis Vuitton's X account is one of the **most active** accounts, that shows up to **3 posts per day**. In addition to some **product launches**, the X account looks to bring awareness to **events that LV is participating** in. For example, **ArtBasel** Paris

Posts mainly focus on different content from **product announcements**, to **brand collaborations**, to **fashion shows** and events. The page focuses on **maintaining simplistic**, luxurious **elements** while still keeping a professional tone.

TWITTER ANALYTICS

832

max likes on a singular post

162

max comments on
a singular post

255

Max shares on a singular post

248

average likes per most recent 20 posts

26

average comments per most recent 20 posts

65

average shares per most recent 20 posts

0.0035%

ENG rate per post

Very low engagement rate; relatively little
interaction from consumers on the platform.

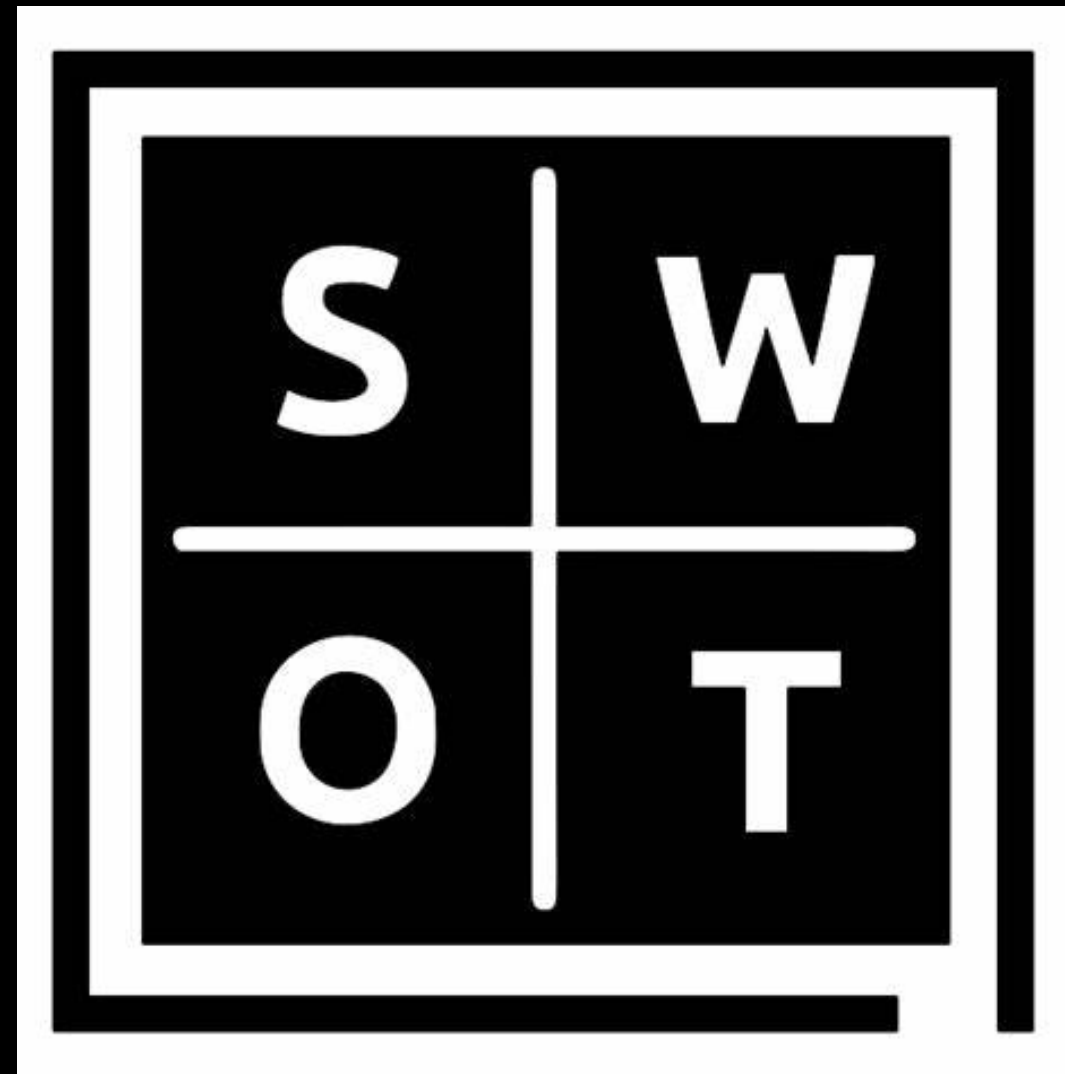
ENHANCED SWOT ANALYSIS

STRENGTHS

- **Strong retail presence** with nearly **457 stores**.
- Digital presence across different social platforms that projects a **unified brand identity** and image.
- **Clear, high definition** imagery used in campaigns.

OPPORTUNITIES

- **Interact more** with the consumers. **Respond to comments!**
- Look to **introduce** more **sustainable products**.
- Make improvements to **Customer Loyalty** or VIP program to encourage repeat purchases.



WEAKNESSES

- **High priced** items, with not a ton of product variety.
- There are a ton of **“counterfeit” or “look-alikes.”**
- Does not show variety of products through posts (**mainly just purses, perfumes and jewelry**)

THREATS

- Heavily **competitive** market, with other **luxury fashion brands**. This **takes a share of profits away** from Louis Vuitton.
- Potential **changes** in the **market affect’s consumer purchasing patterns**.



ABOUT GUCCI

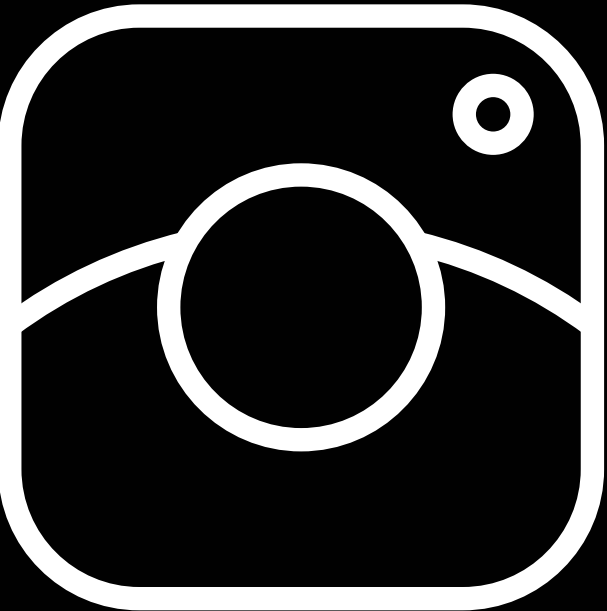
- **Gucci was founded by Guccio Gucci in 1921.** During his time as a bellboy, Guccio was **subject** to many **delicate** piece of **luggage**.
- He sought to **combine nobility** and **craftsmanship** through his luggage brand. Gucci was **first seen** as an **equestrian inspired brand**, best known for it's red and green stripes and double G logo.



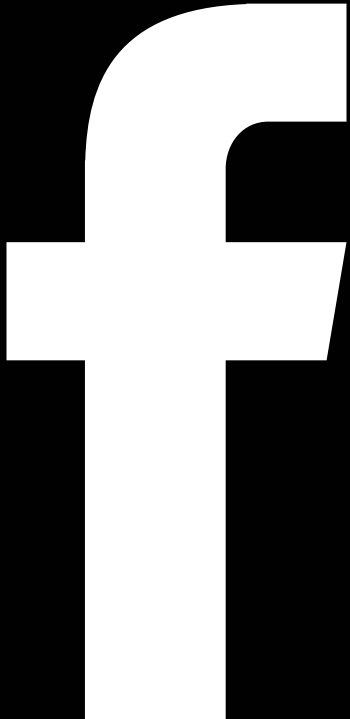
GUCCI SOCIAL MEDIA PLATFORMS

Hyperlinked

Followers	52.3M
Posts	532
Engagement Rate	2.24%

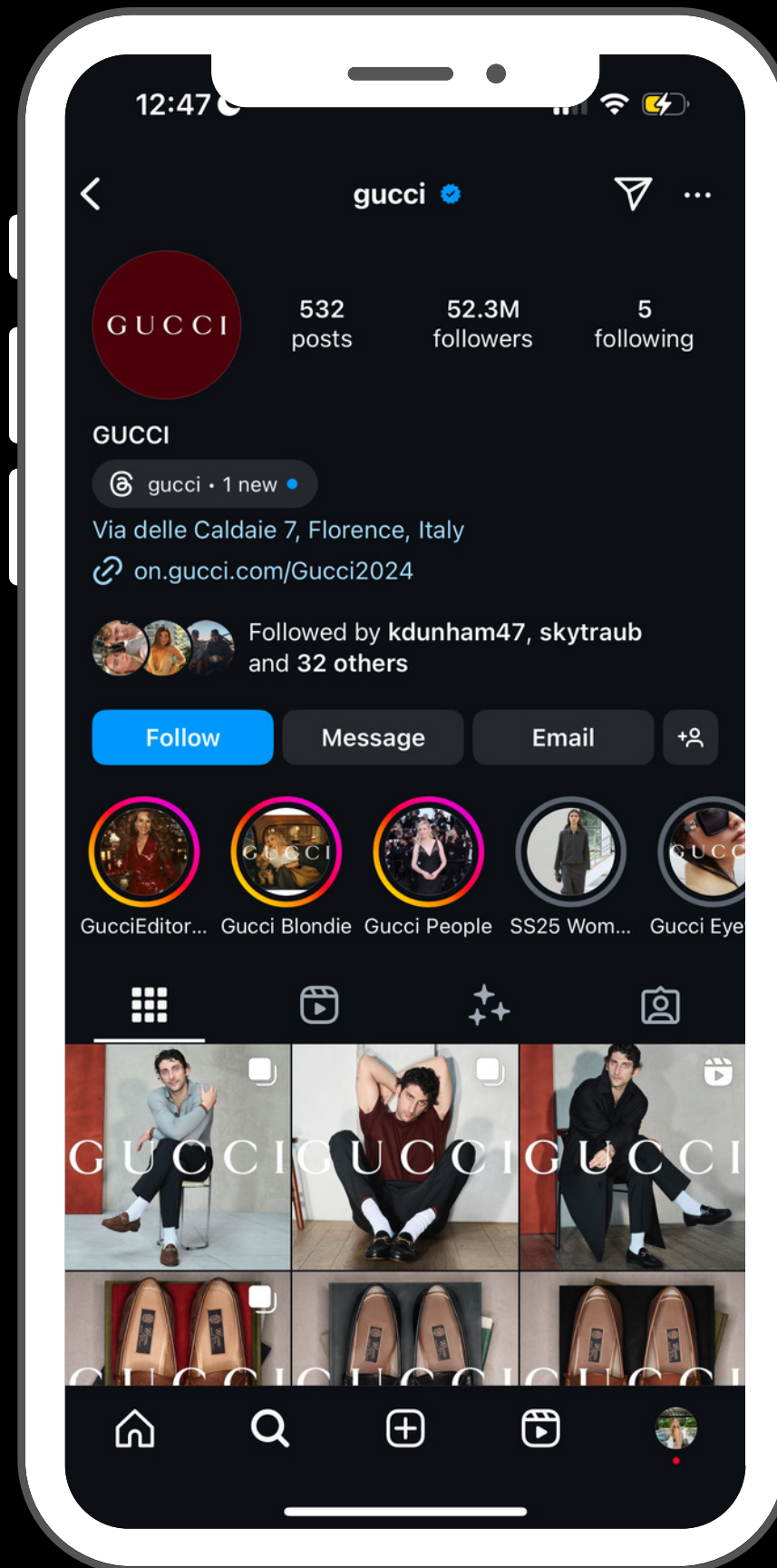


Followers	21M
Likes	20M
Engagement rate	0.0142%



Followers	7.3M
Posts	13.9K
Engagement Rate	0.118%





INSTAGRAM

Gucci's instagram page **showcases** a common trend of **campaign takeovers**. Gucci **draws attention** to its **vintage pieces**, through **reinterpretations**. Additionally, the brand draws **unique prints** from florals to different motives, creating a competitive advantage.

Posts mainly focus on **product launches**, to **painted campaigns**, to **vogue cover photos**.

The feed **represents**, “**timeless pieces**.” As a brand, their main focus is to depict **artistic collaboration** through artists such as Billie Eilish, while also drawing in on gender inclusivity.

INSTAGRAM ANALYTICS

632,706

max likes on a singular post

907

max comments on
a singular post

1,600,000

Max views on a singular post

69,367

average likes per most recent 20 posts

284

average comments per most recent 20 posts

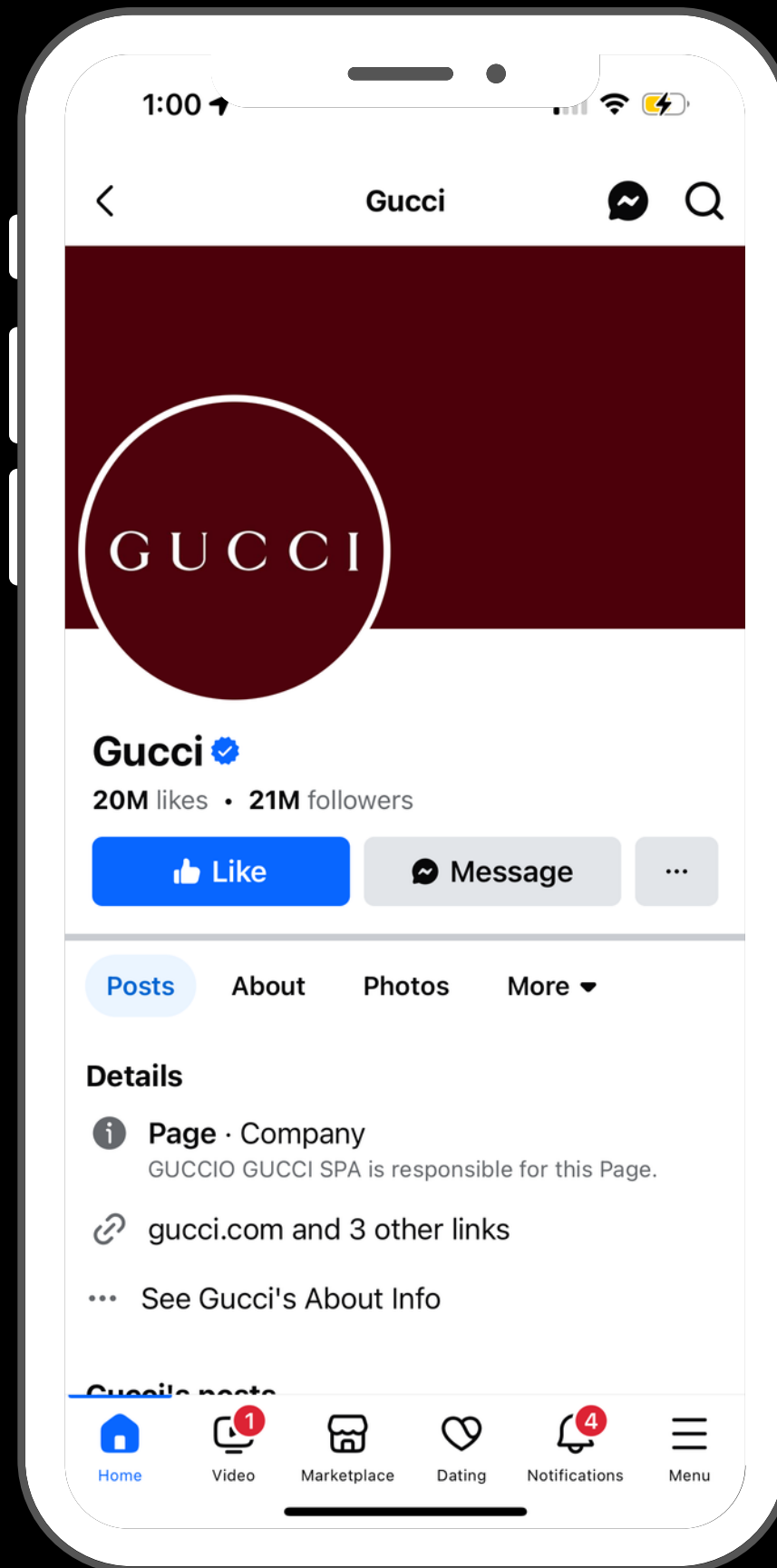
1,101,333

average views per most recent 20 posts

2.24%

ENG rate per post

Good engagement rate; consumers interact in
the comment section and through likes.



FACEBOOK

Gucci's Facebook page **focuses** on **building a diverse** and welcoming environment through **introducing a large variety** of **products** that cater to different tastes and preferences.

Posts mainly focus on **product launches, product takeovers and ambassador marketing.**

The feed **represents energized luxury fashion**, through vibrant and **bold colors** that **attracts attention** from the audience. Most of the posts represent luxurious patterns and prints that reflect Gucci's brand identity.

FACEBOOK ANALYTICS

16,400

max likes on a singular post

1200

max comments on
a singular post

1700

Max shares on a singular post

2595

average likes per most recent 20 posts

115

average comments per most recent 20 posts

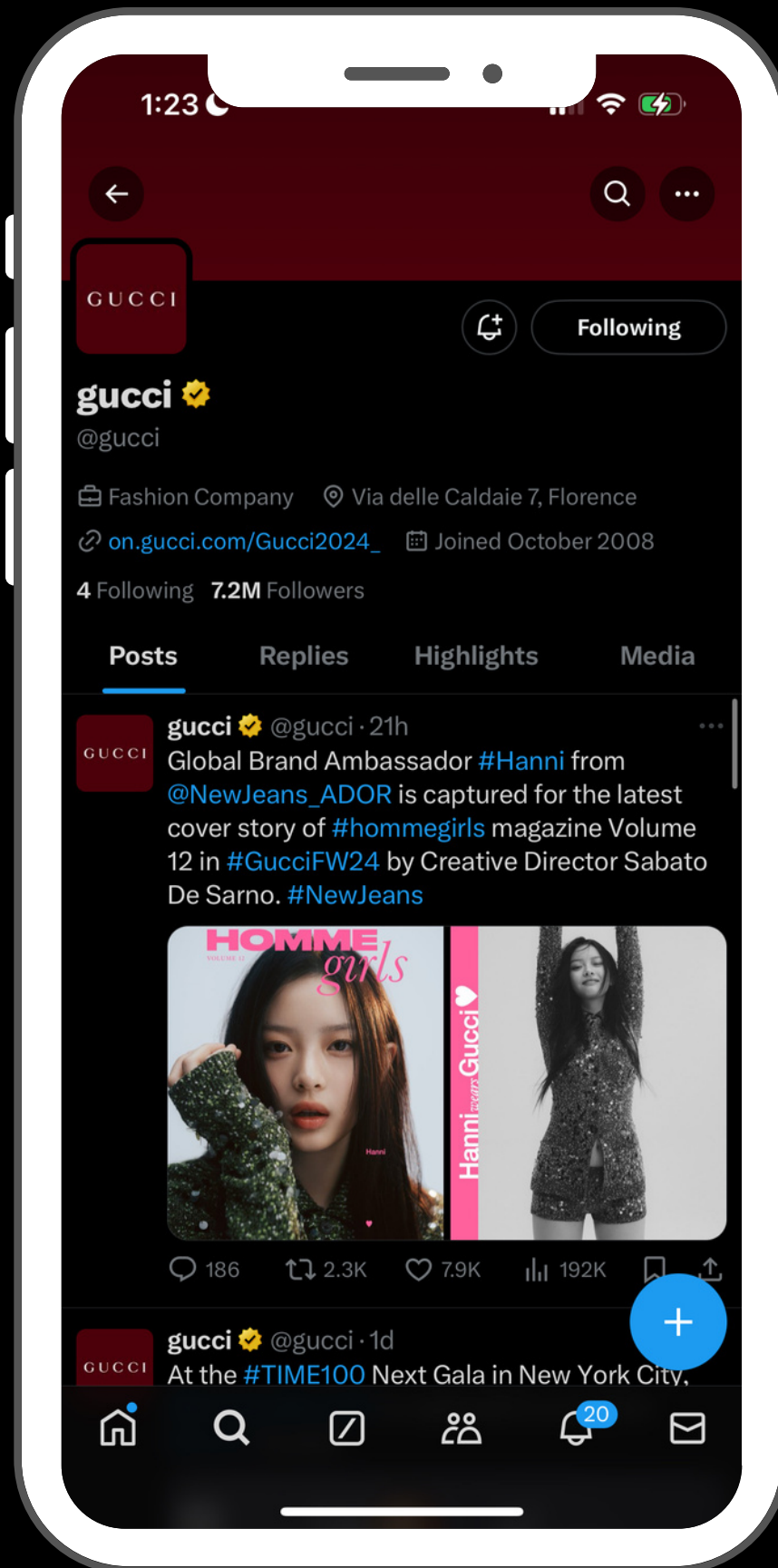
280

average shares per most recent 20 posts

0.0142%

ENG rate per post

Low engagement rate; need to curate content better and see how consumers react to different posts to increase engagement.



X/TWITTER

Gucci's X Account **reflects a vibrant aesthetic** similar to that of Gucci's Instagram. The account is mainly used to show **collaborations, new events and product launches**.

The feed represents a **playful and bold tone**, while still showing **professionalism**. Products are **typically** shown **highlighting** the **details and craftsmanship** that went into the creation process. Additionally, posts show the story behind some of the fashion shows and new pieces. This helps create an emotional element with the consumers.

X/TWITTER ANALYTICS

97,000

max likes on a singular post

2,000

max comments on
a singular post

43,000

Max retweets on a singular post

5,392

average likes per most recent 20 posts

195

average comments per most recent 20 posts

2,928

average retweets per most recent 20 posts

0.118%

ENG rate per post

Low engagement rate; focus more on creative,
interactive content.

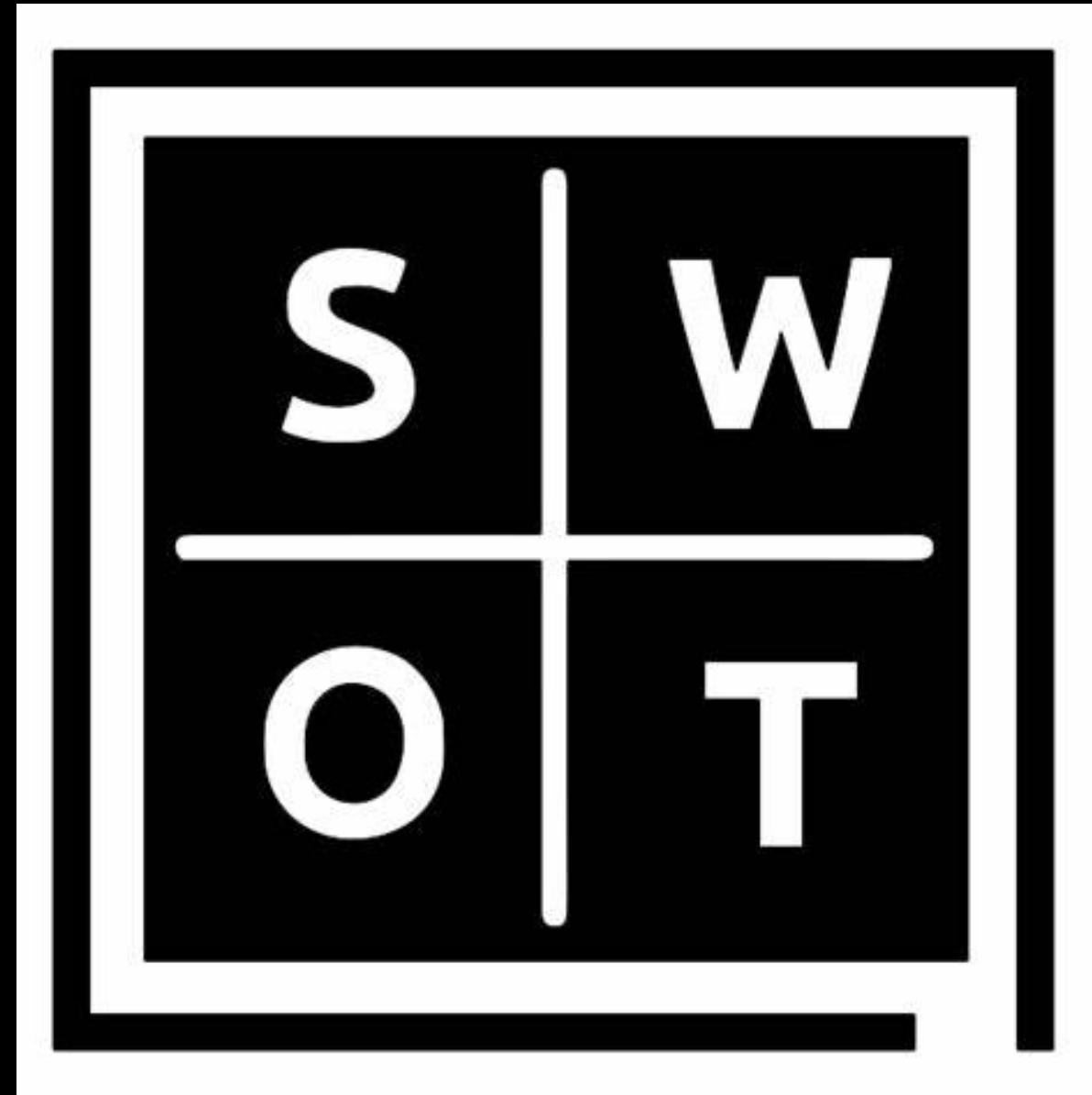
SWOT ANALYSIS GUCCI

STRENGTHS

- **Strong brand history** and brand image.
- Posts a **balance of reels and images**, which engages different types of consumers.
- Clear, **high definition imagery** used in campaigns.

Opportunities

- Focus of **product extensions**, look to **step into different categories** such as home products.
- Introduce more celebrity, EXCLUSIVE collaborations. **Limited time** sales to draw **consumer foot traffic**.



Weaknesses

- Need to **focus** more on **website creativity and accessibility**, because a large portion of sales come from online purchases.
- Posting the **exact same content** across platforms, **does not give consumers any differentiation**,

Threats

- In the **overall luxury market**, **competition** poses the biggest threat.
- **Potential change** in **trends**, that result in less product consumption.

RECOMMENDATIONS

1) Engage with Audience

Begin **responding** to **comments** and **answering questions**. This will **build a brand community**!

Additionally, using **Instagram stories** to collect **data** through **polls**.

Utilize interactive captions and **emojis** to **increase number of comments**.

2) Change it up

All of Prada's platforms push out the same content, **not offering a variety**.

Changing up the **content** across all platforms will **increase search visibility**, potential reach and will drive "sharing and reposting."

3) Let's Talk Sustainability

Prada is well known for its sustainable practices. Why not talk about it?

Bring **increase awareness** across all platforms to some of **Prada's sustainable practices:** reducing Prada's footprint, avoiding harm to ecosystems.

4) Instagram Takeovers

Give ambassadors the opportunity to do “**instagram takeovers.**” Days leading up to the campaign, ambassadors will be able to post content on the platform's story. This will **give a new perspective to the consumers,** elevating them and the brand.

5) Make the Ordinary, Extraordinary

Reposting photos from **ordinary consumers** who are tagging Prada products, will **generate increase engagement and posting showing diversity.**

This will **give consumers** a **sense of familiarity**, instead of only seeing posts about brand ambassadors.

6) Create a Series

Louis Vuitton's highest engagement rates resulted from clips of their ongoing "podcast."

Prada **can introduce reels** in a new way through their **own mini series**, such as "Back in time." Showcasing some of their most iconic pieces. Or interviews with top designers, explaining their process.

7) Optimize Bio Features

During campaigns, Prada can **optimize their bio features** to **convey a message**.

Currently **Prada fails** to **mention** the **brand's mission** statement. However, including this will **help convey the purpose and image of the brand**.

8) Start a Hashtag

Prada uses many hashtags throughout its page, but one way to **increase engagement** would be through a **hashtag campaign**.

#MyGoToPrada

This hashtag will influence consumers to share some of their favorite pieces, increasing brand attraction.

9) Listen to Feedback

Social media **users** are constantly leaving **comments** under posts, giving **suggestions** and **concerns**.

Its important to **gather** this **data** and **take it into account** and show that you are **listening** to **customer opinions**.

Meet customer demands.

10) More than Just a Picture

Behind every picture is a story. Storytelling is one of the most effective forms of advertising, so why not use it?

Include educational information with each post- ie; Prada's Nylon bag being one of the most **historical pieces from the 1980s.**

Thank You

Any questions?
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