



SOCIAL LUXURY INDEX

Milan, 13th November 2019



ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA

accenture

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AGENDA



1. The Social Luxury Index



2. Key results and Insights

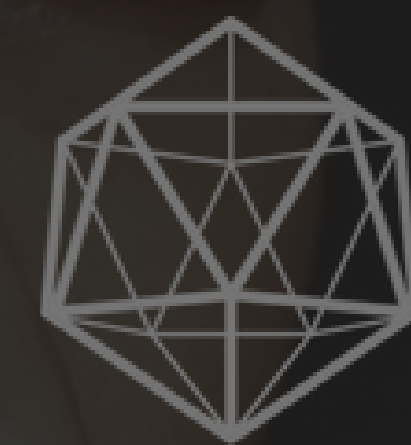


3. Conclusions and next challenges

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THE FIRST **SOCIAL LUXURY INDEX**

For the first time **Altagamma** plays a direct role as luxury industry association in measuring its **social media impact**, also as possible contributor to **Made in Italy** success.

Accenture partnered with Altagamma to design the Social Luxury Index and track the performance through a dedicated platform.

Our **ambition** is to actively contribute to **improve the social performance of Altagamma's members** over time.



SCOPE OF THE ANALYSIS



The analysis focuses on **2018 spontaneous public conversations (mentions)** on top global social media and most relevant blogs.

No tracking of **proprietary member accounts** nor **paid** social media investments were considered.

Altagamma social impact equals the **sum of its members** social media activities for the 8 Altagamma categories.



SOURCES OF THE ANALYSIS



Facebook



Twitter



Instagram



LinkedIn



Pinterest



You Tube



Sina Weibo



VK



WeChat



Blogs

2018

1st January – 31st December

8 categories

of Altagamma members

**5 Millions
relevant
mentions**

9 languages



**1 Leading tech
platform**



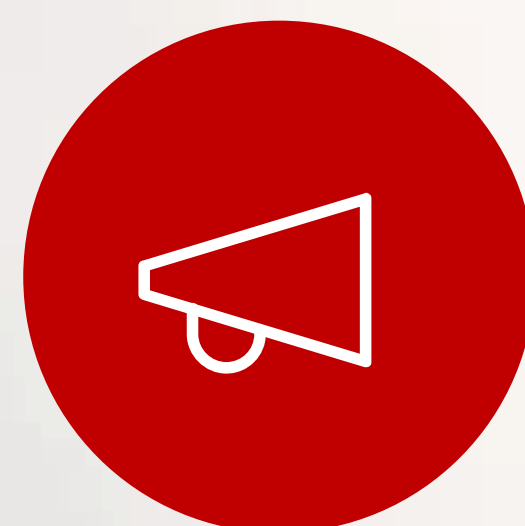


FIVE INDEX PILLARS

The index is made up of **5 pillars**. Each Altagamma category is assigned a **0 to 10** score for each pillar according to members' performance.



SOCIAL PRESENCE



SHARE OF VOICE



**SENTIMENT
ANALYSYS**



**REACH &
ENGAGEMENT**



**TOP AUTHORS
RESONANCE**



"MADE IN ITALY" FOCUS ANALYSIS



The study presents a deep dive on **Altagamma members'**
social media association with **"Made in Italy"**.

The analysis considers all spontaneous public conversations (mentions) that mention at least one **Altagamma member in conjunction** with **Made in Italy Top keywords**. (e.g. #stileitaliano #italiancraftmanship), highlighting both the contribution of Altagamma members to "Made in Italy" awareness and the use of Made in Italy as a social media positioning enhancer for Altagamma members.

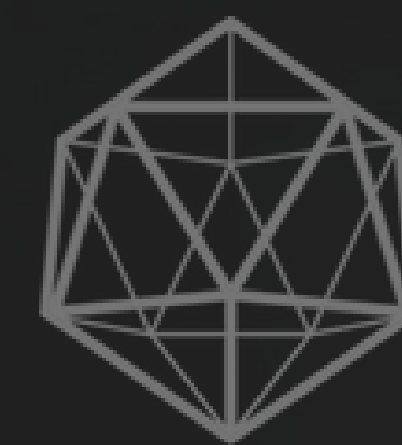
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2018 RESULTS



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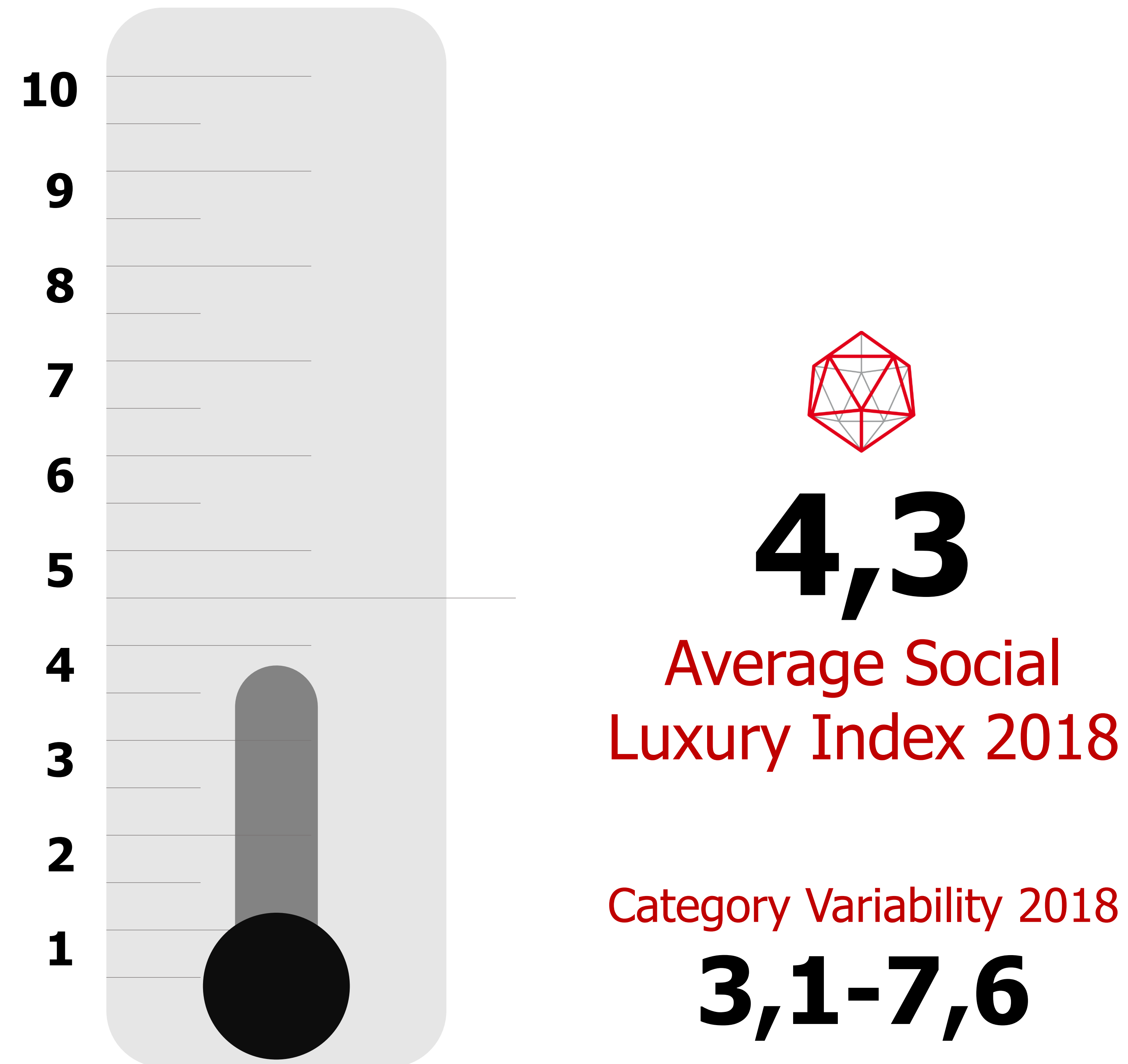
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MOST USED **BUZZWORDS**



SOCIAL LUXURY INDEX **RESULTS 2018**



2018 is the **year zero** of the Social Luxury Index era and serves as a **benchmark** for **future monitoring**.

The score is the **average of 5 pillars** each analyzed for **8 Altagamma categories**.

Through the analysis we will see substantial **differences** among **Categories** and **Pillars**, thus indicating the opportunity to

- a) perform the social benchmarking at Category Level for the different brands
- b) identify Category specific strategies / actions to grow the Social Luxury Index

INSIGHTS 2018

1.

~90%

**OF CONVERSATIONS ARE RELATED TO FASHION AND
AUTOMOTIVE MEMBERS. OTHER CATEGORIES SHOULD
TRY TO CATCH UP ON SOCIAL MEDIA BUZZ**



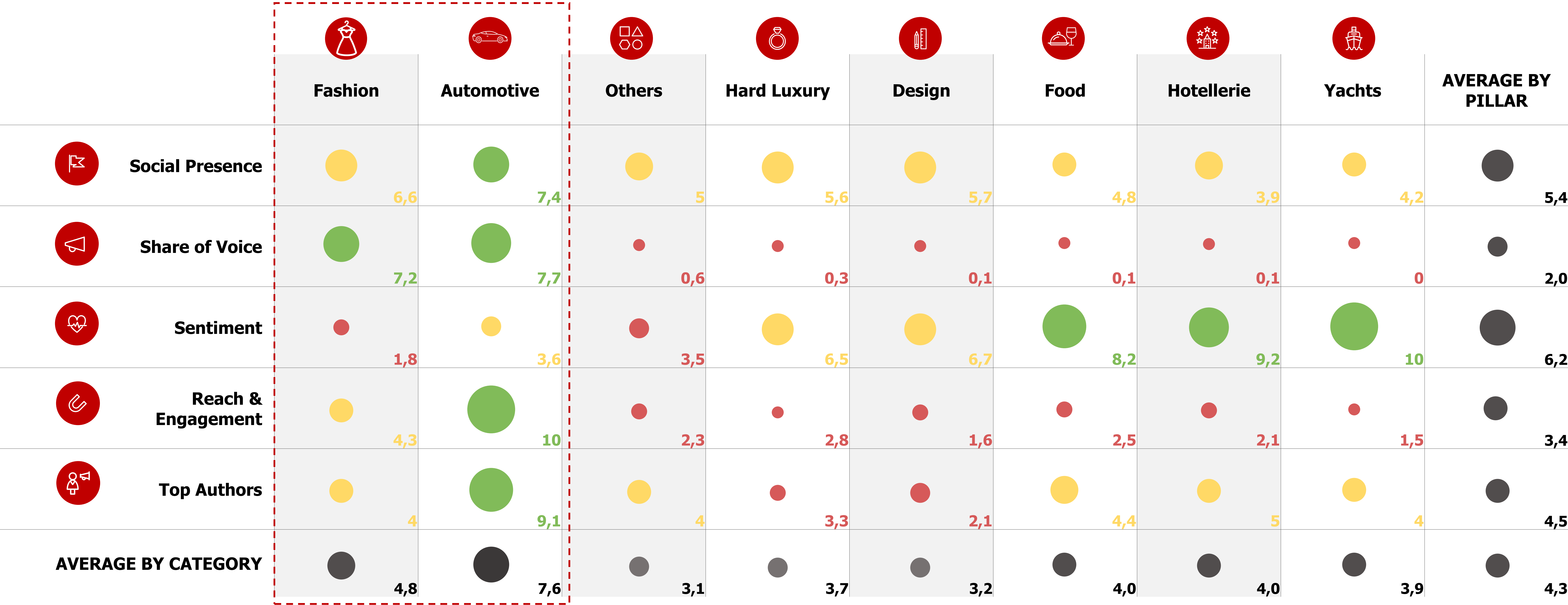


INSIGHTS 2018

2.

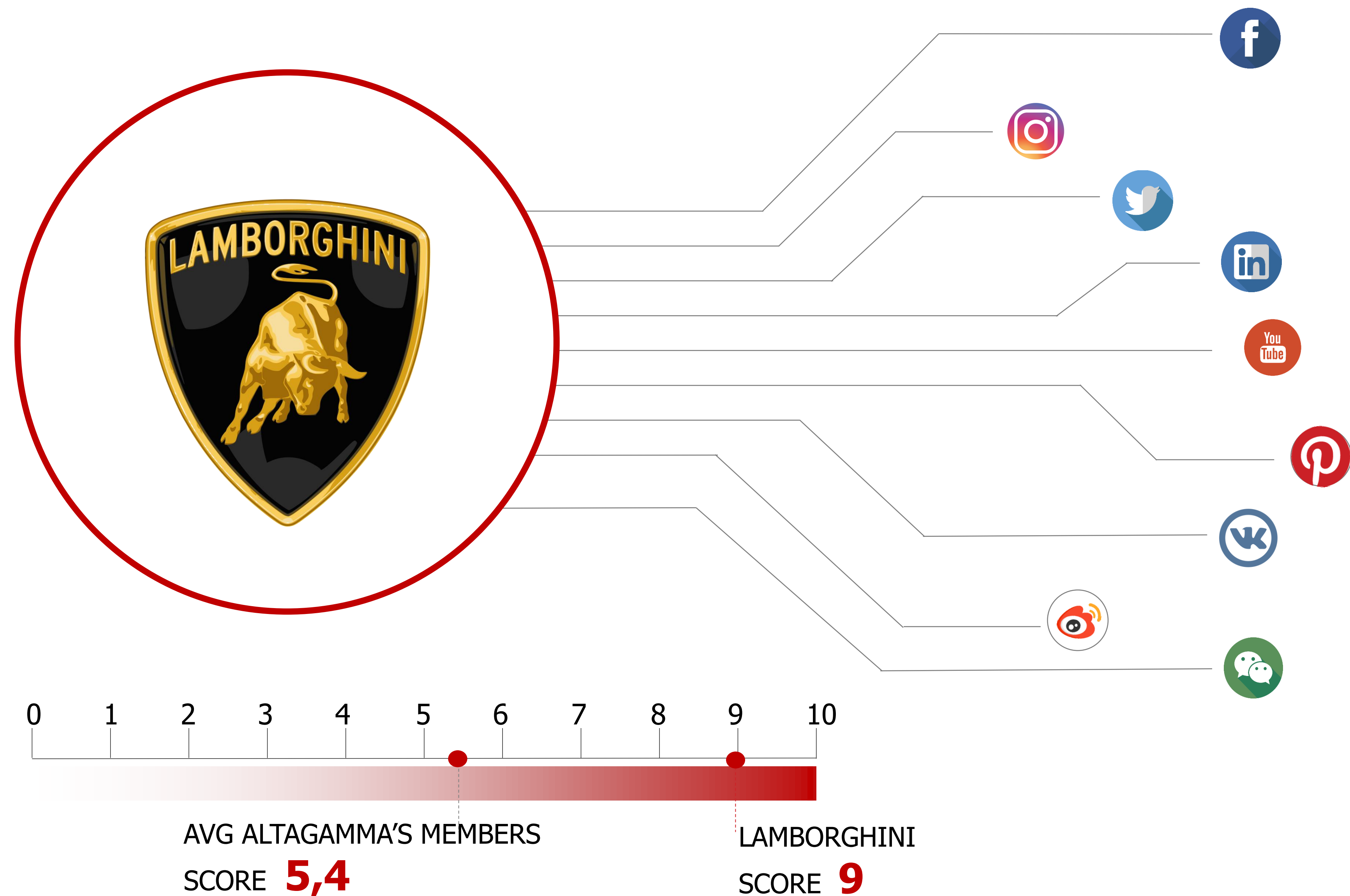
**DIFFERENT “SOCIAL” PRIORITIES AND
AREAS OF IMPROVEMENT FOR DIFFERENT
ALTAGAMMA CATEGORIES**

DIFFERENT PRIORITIES BY CATEGORY





SOCIAL PRESENCE BEST PERFORMER



9/10 channels covered.

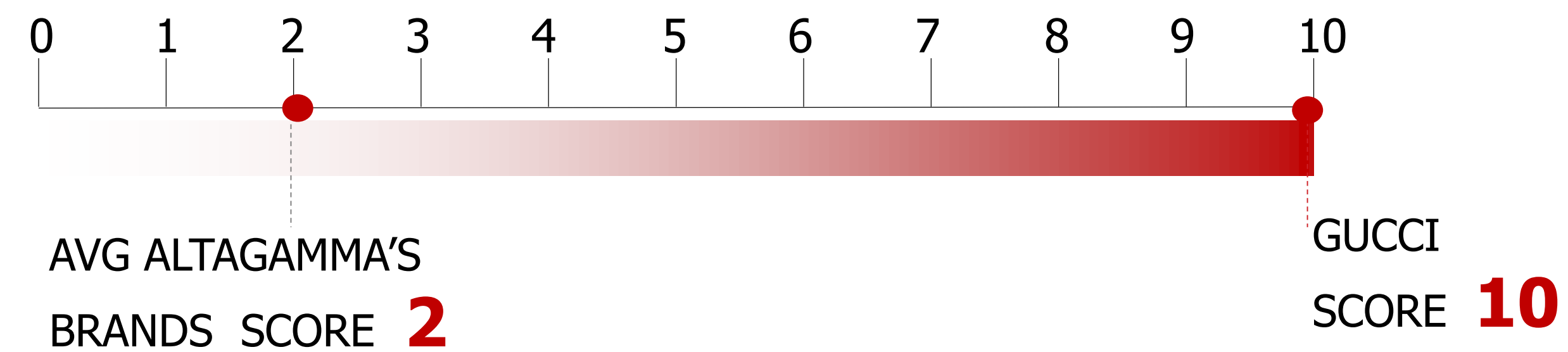
All channels proved to be
Complete,
Consistent and
Active.



SHARE OF VOICE BEST PERFORMER

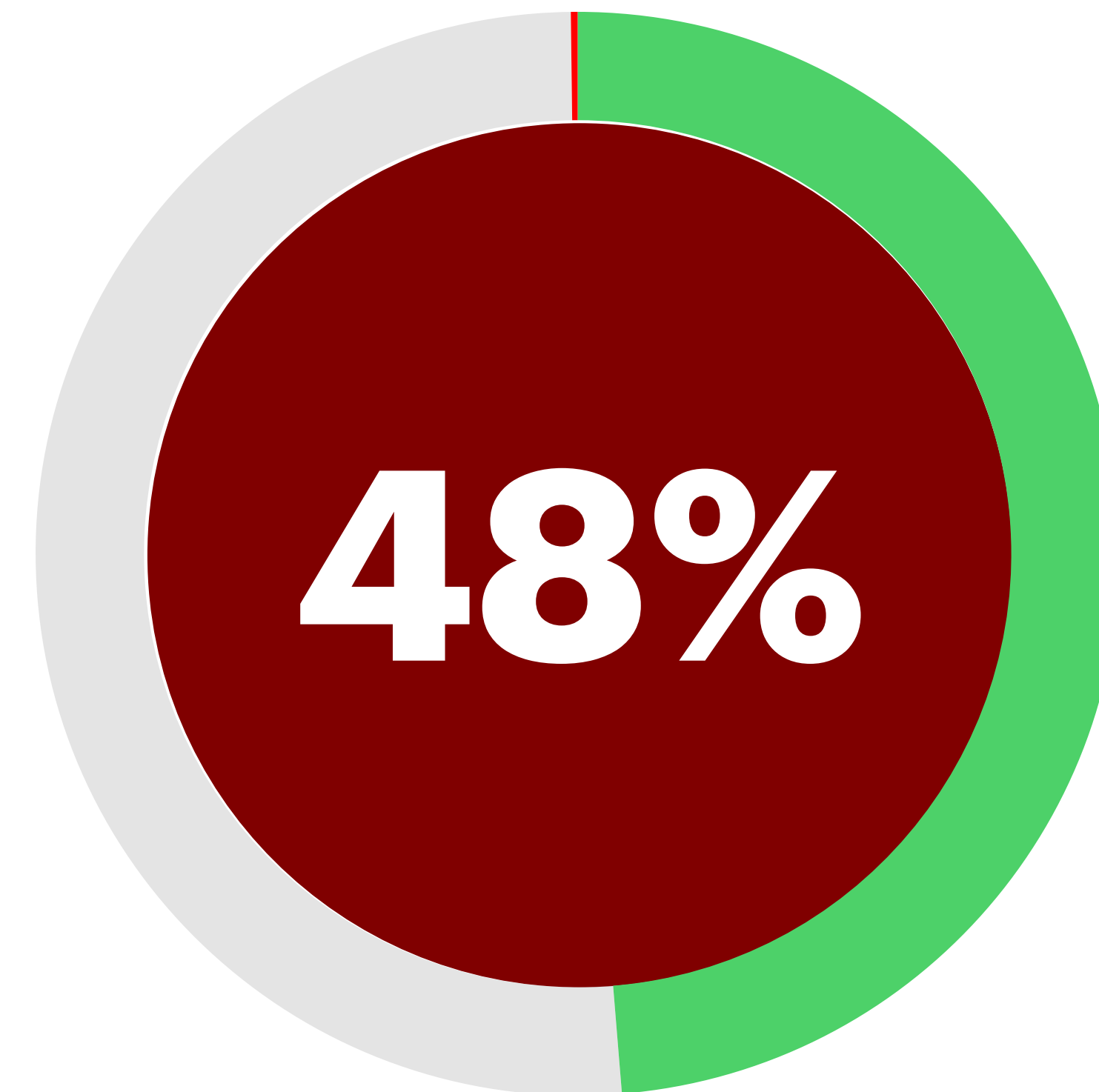


1,7 mln mentions in 2018





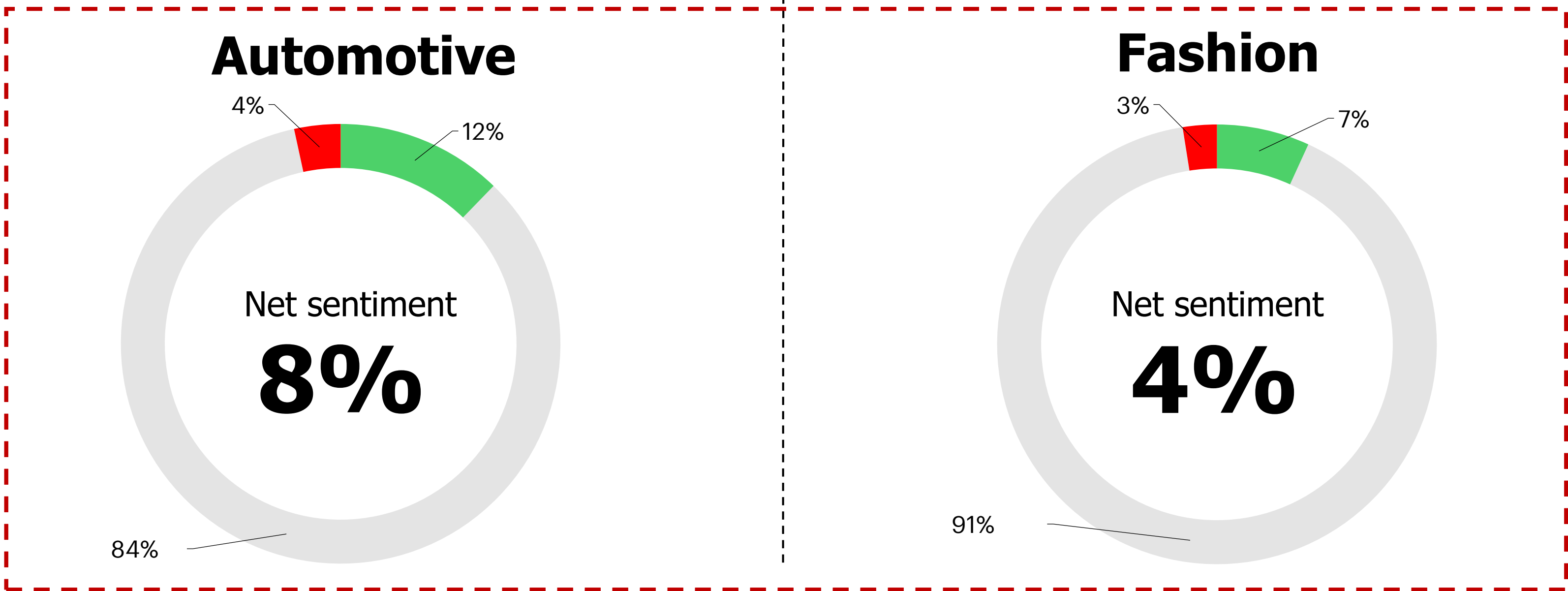
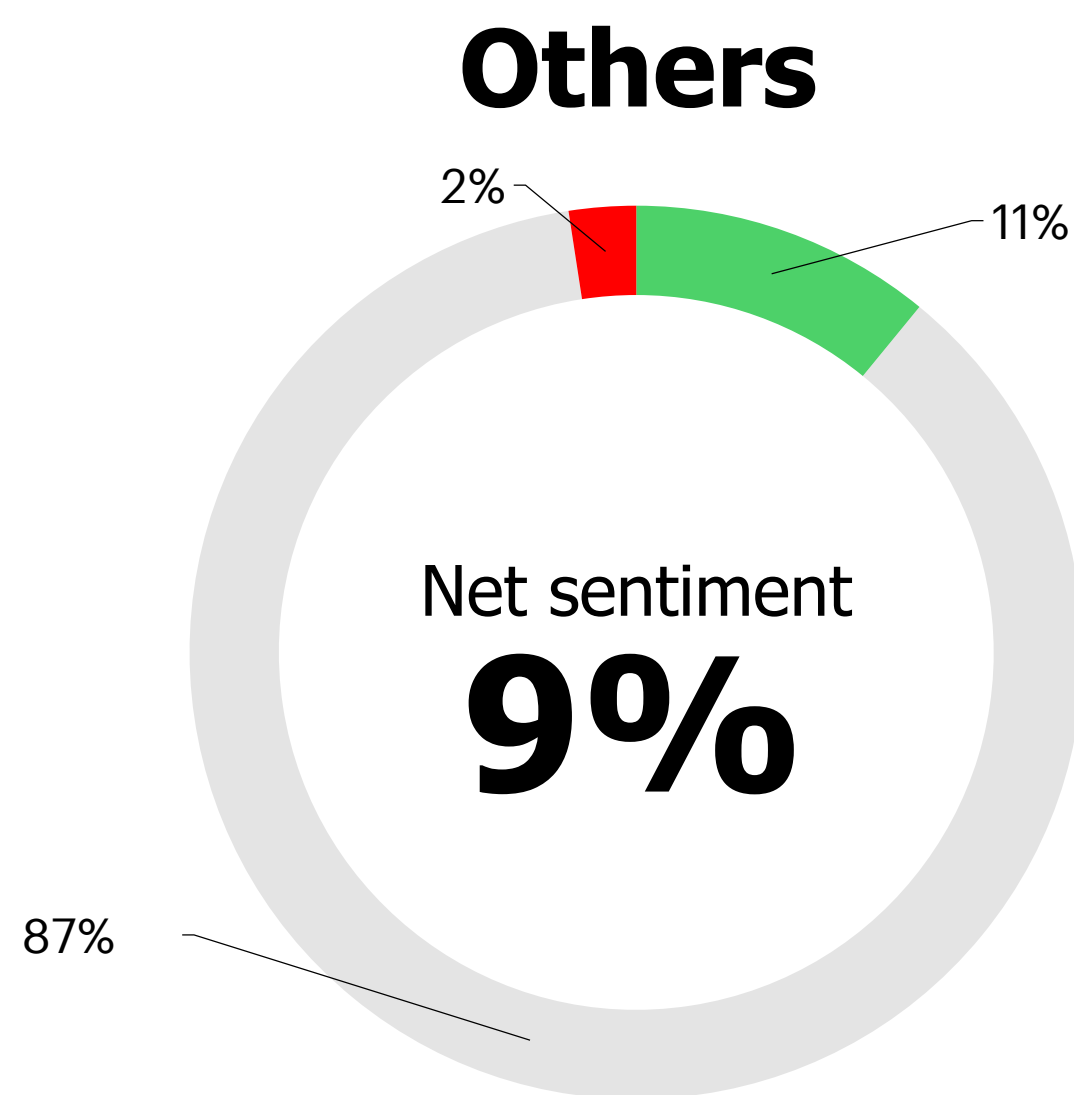
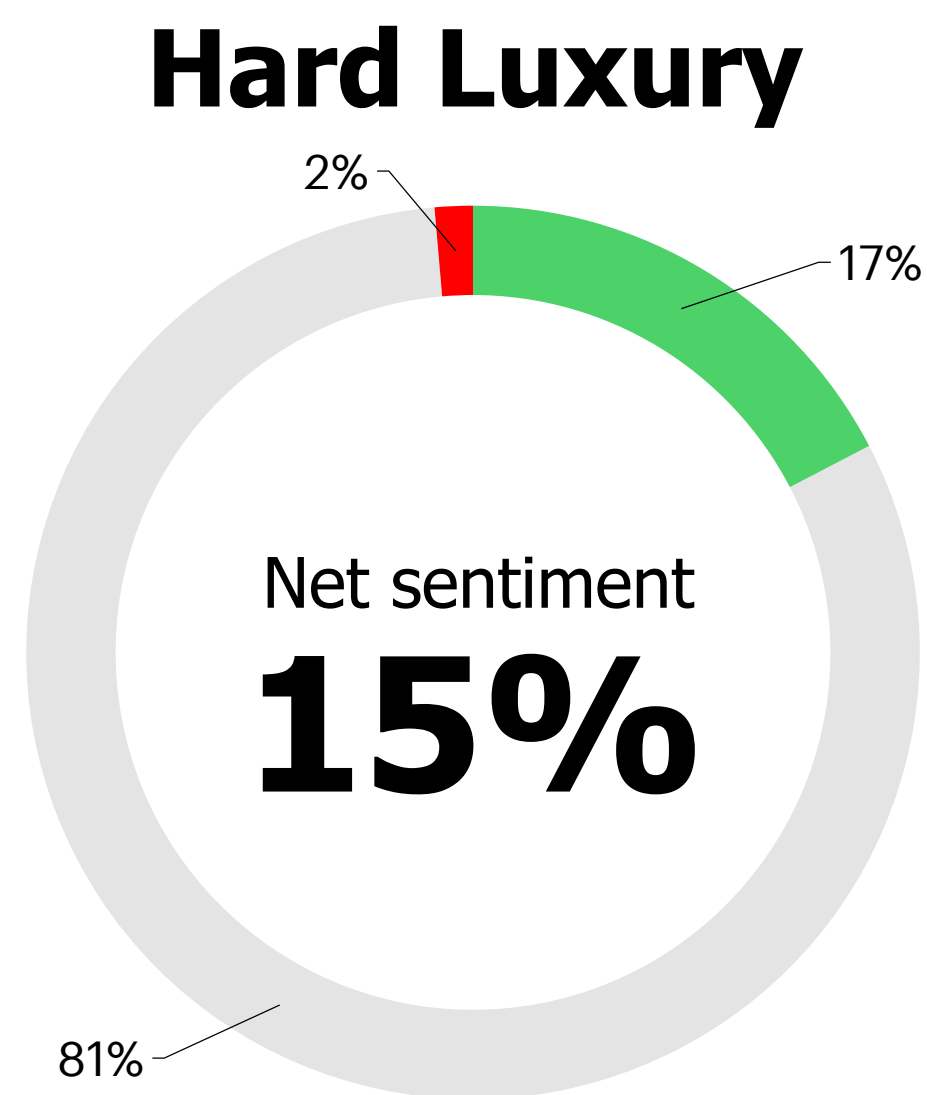
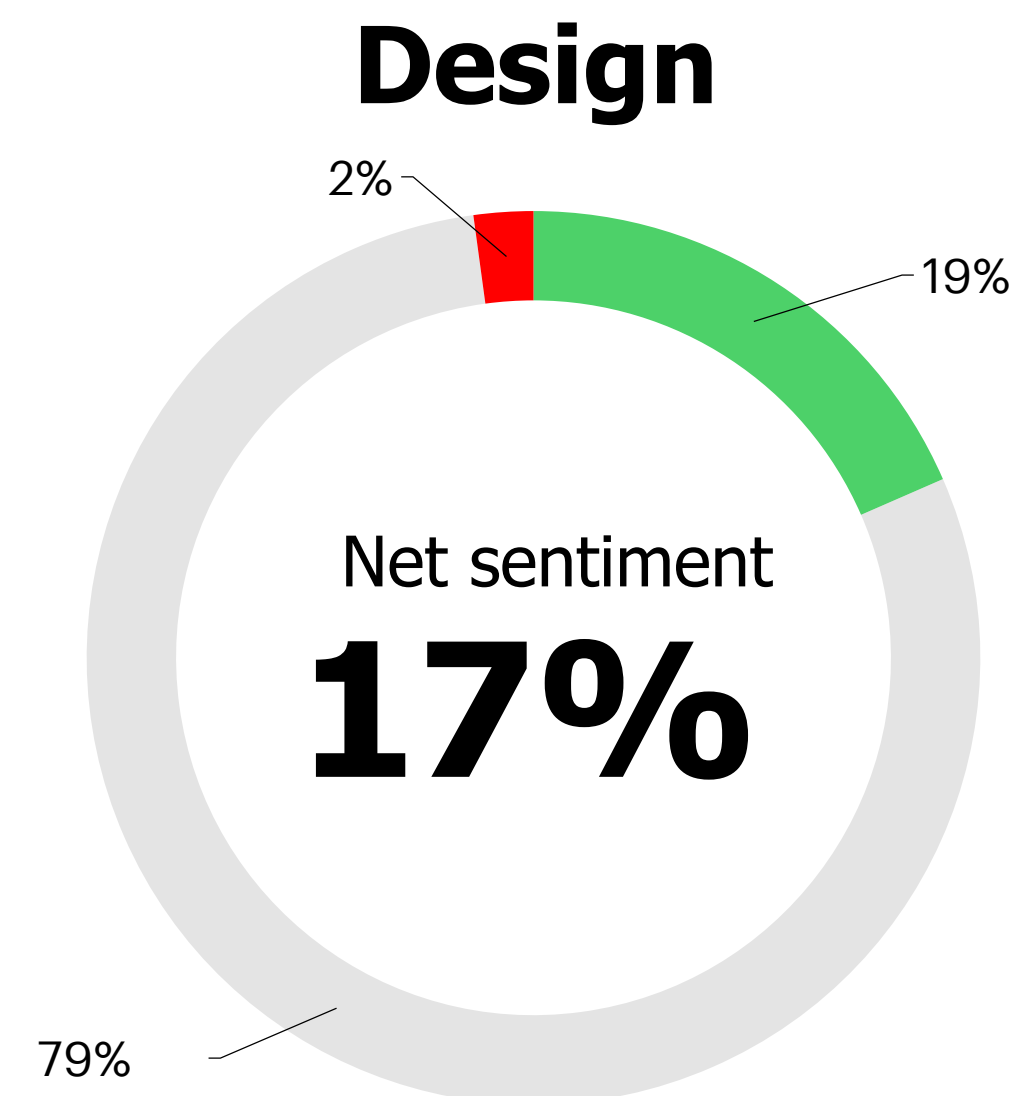
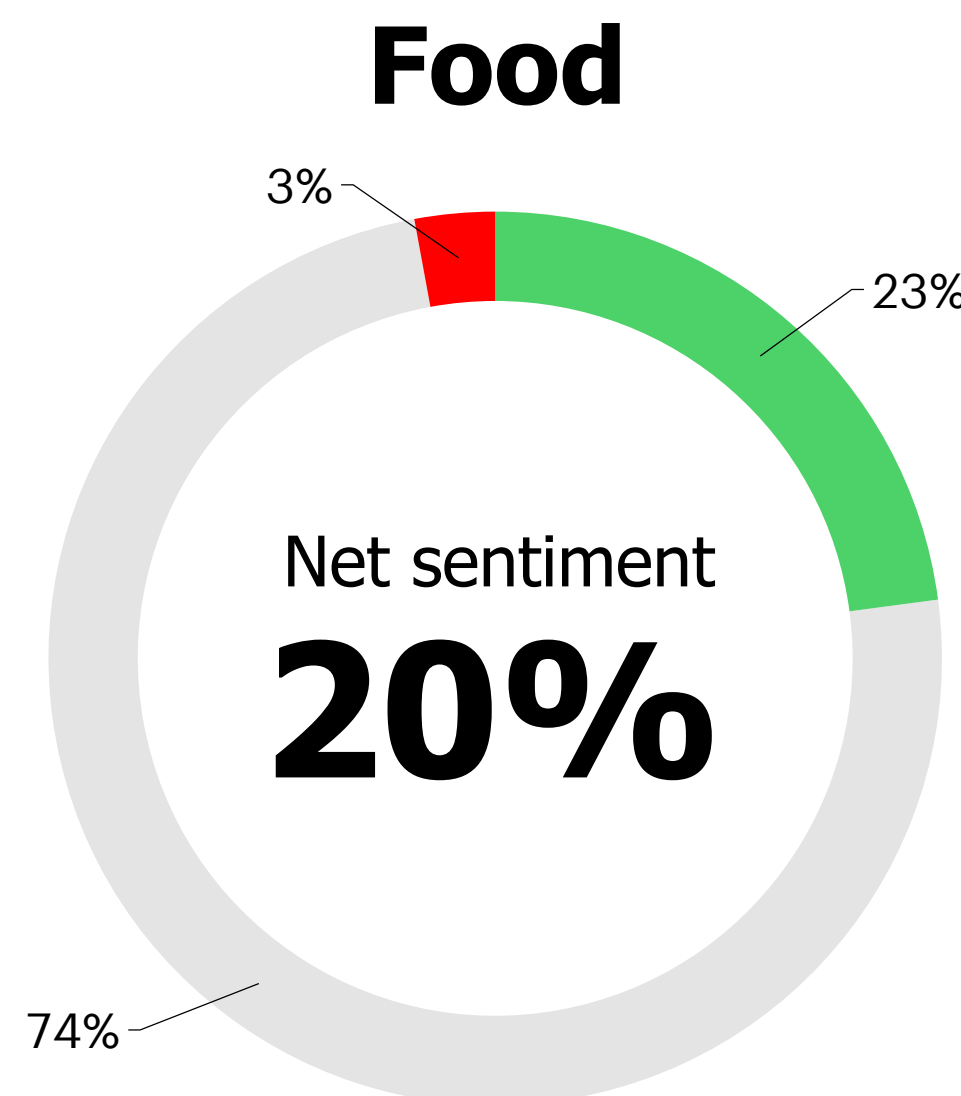
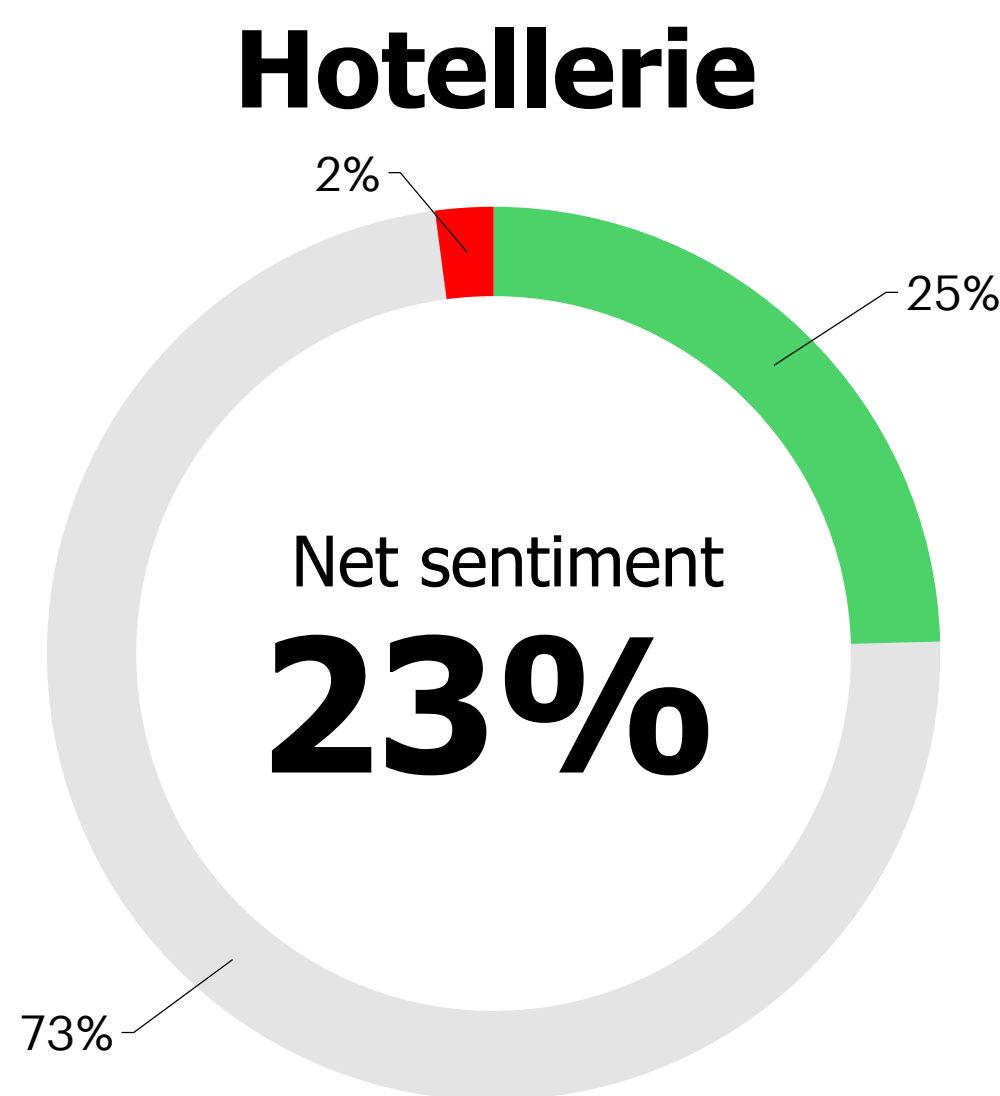
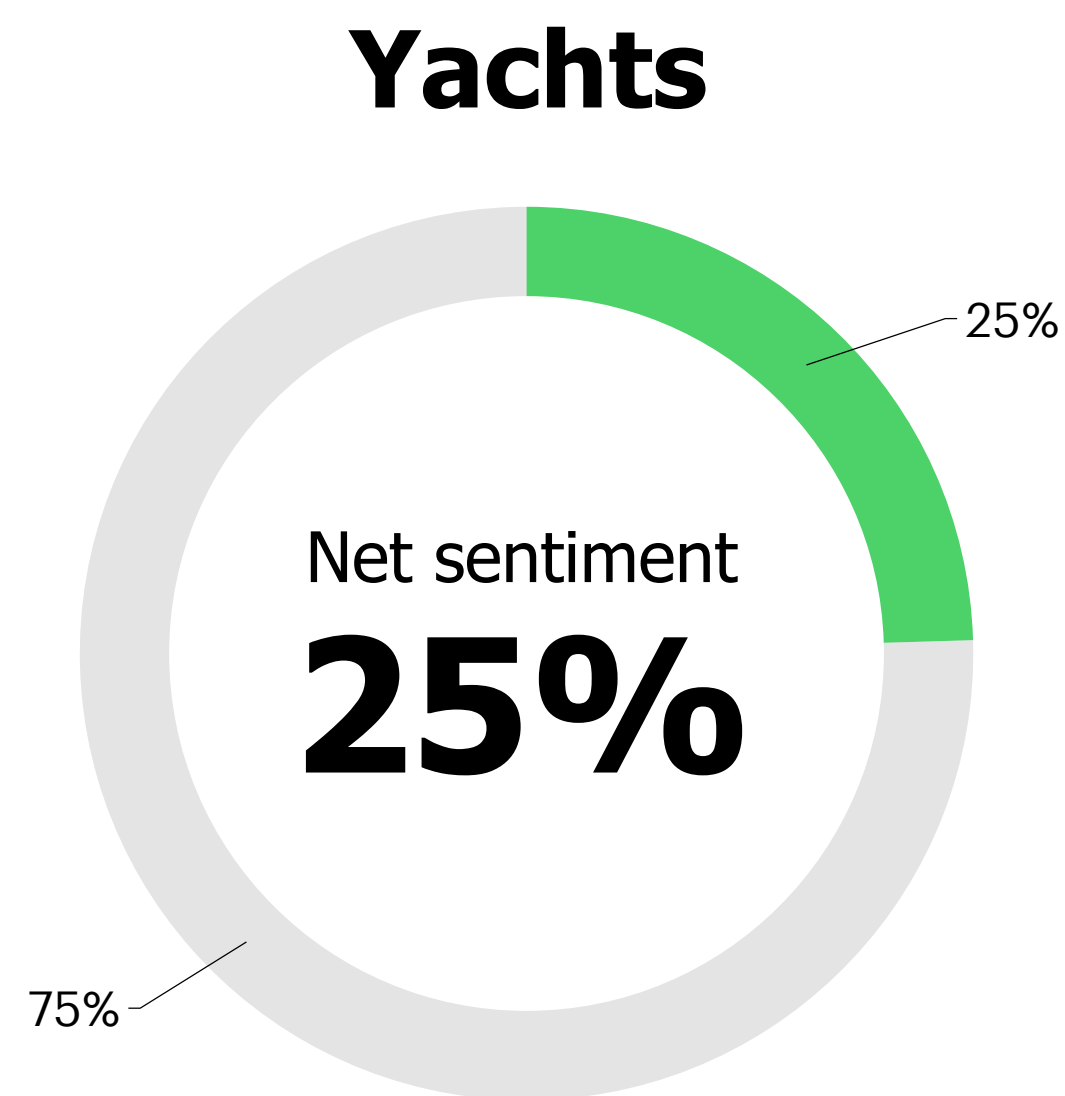
NET SENTIMENT BEST PERFORMER



17,4% avg
of Altagamma's brands

NET SENTIMENT GAP TO FILL FOR FASHION AND AUTOMOTIVE

Net Sentiment Score is calculated as the difference between positive and negative mentions as percentage points.





INSIGHTS 2018

3.

**EMERGING SOCIAL MARKETS
AND INFLUENCERS KEY TO DRIVE
FUTURE GROWTH**

OPPORTUNITY IN EMERGING SOCIAL

China and Russia account for

~30%

of global luxury market for
Altagamma categories¹

~1.65 bln

Monthly Active Users on regional
and emerging social media²

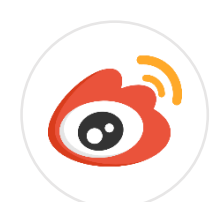
Only

~28%

Altagamma's members are
present on local social media



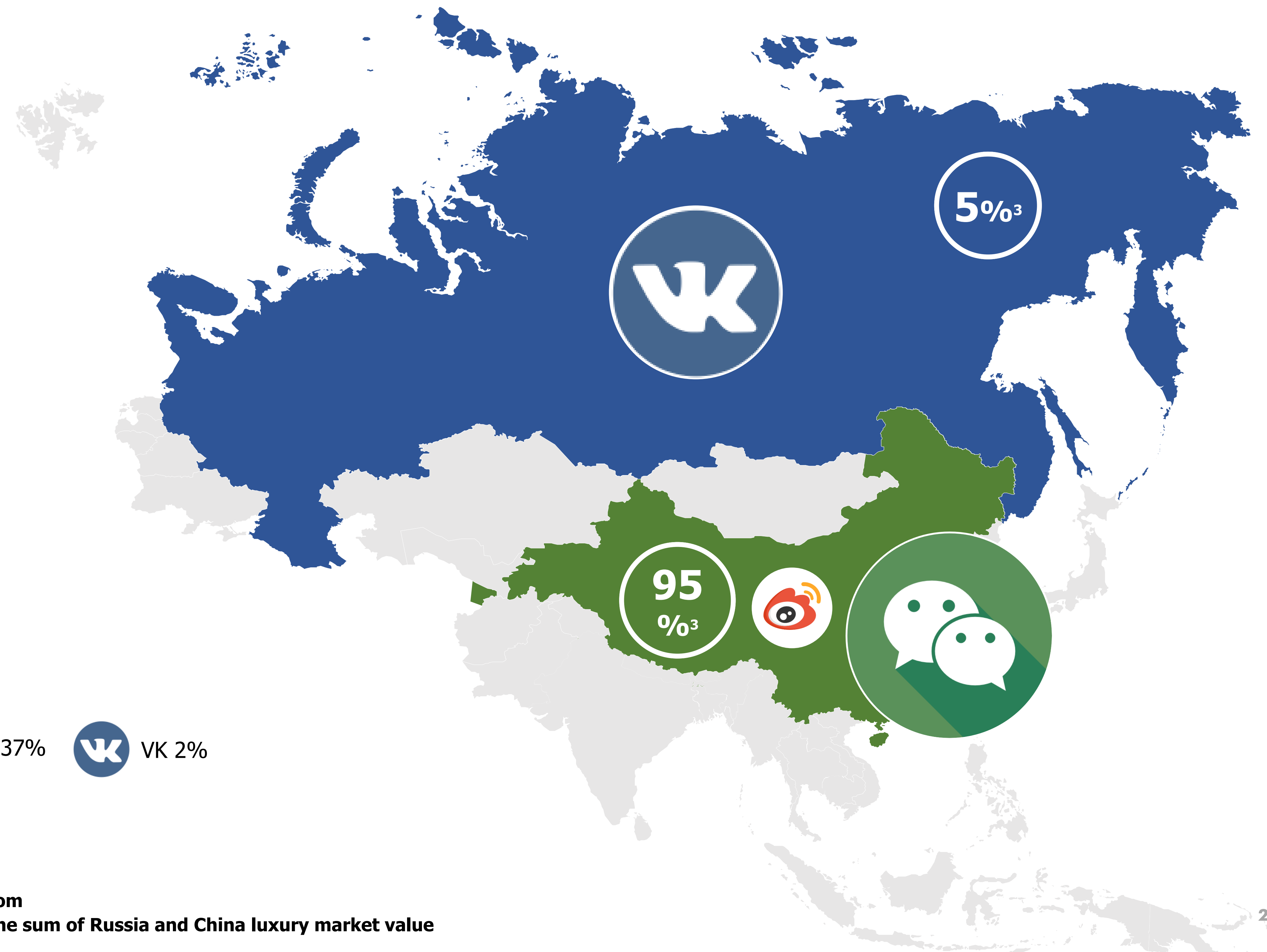
WeChat 45%



Sina Weibo 37%



VK 2%



¹ Euromonitor 2018

² Wearesocial.com and Statista.com

³ Percentage of each market on the sum of Russia and China luxury market value

SHARE OF VOICE BY REGION

	AMERICAS	EMEA	APAC
Fashion	38%	13%	49%
Automotive	50%	32%	18%
Others	45%	39%	16%
Hard Luxury	41%	22%	37%
Design	41%	48%	11%
Food	46%	44%	10%
Hotellerie	44%	49%	7%
Yacht	47%	49%	4%

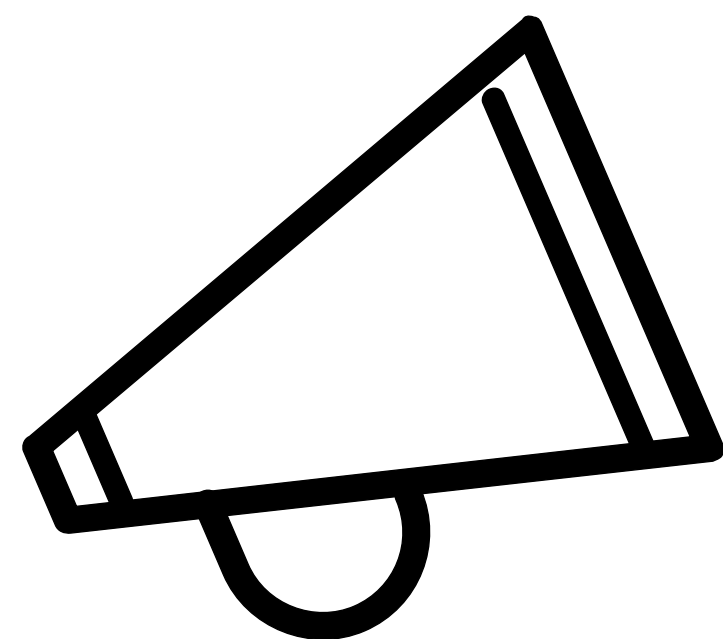
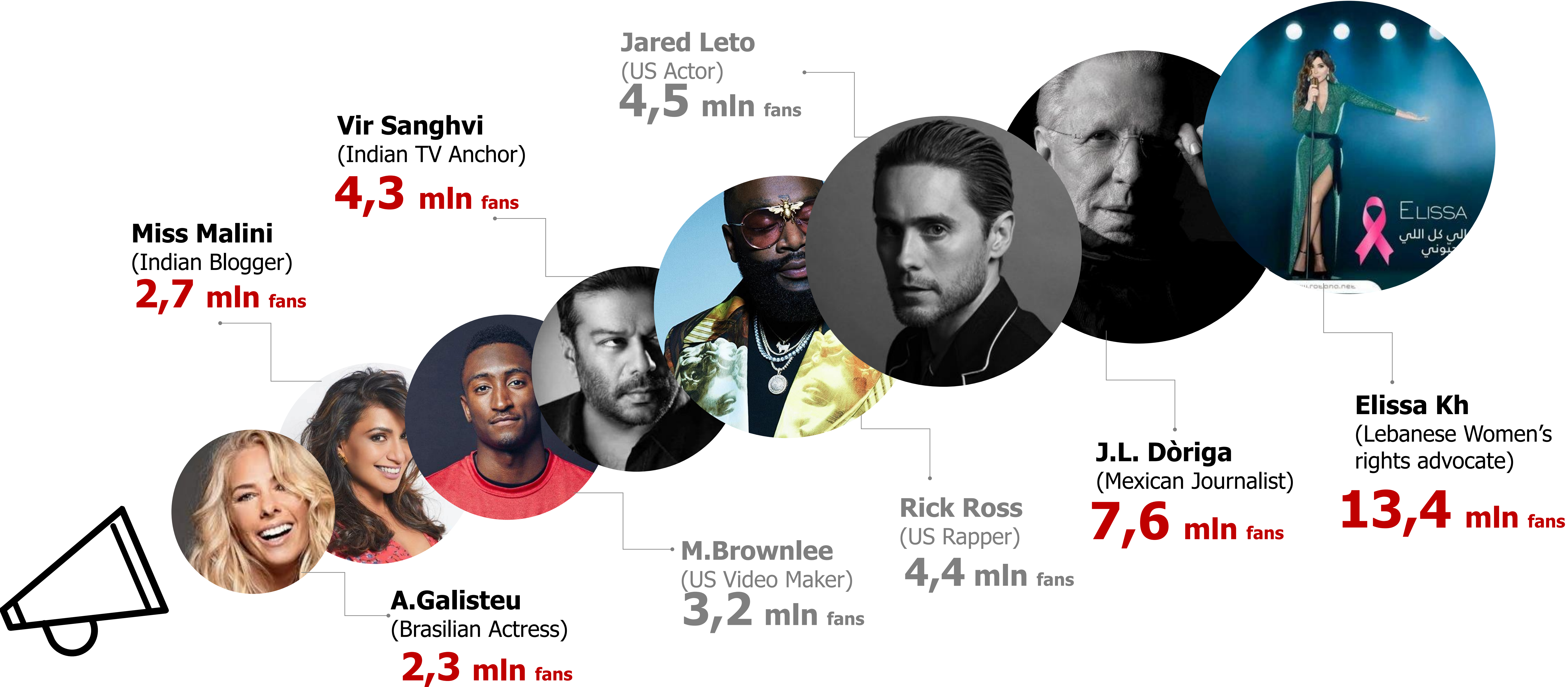
The most relevant regions for social media differ by category.

Fashion is the only category that registers the majority of spontaneous conversation in APAC.

Design, Food, Hotellerie and Yacht still have huge margins of growth in terms of awareness in APAC.

Note: 30% total mentions are not geolocalized.

MAJORITY OF TOP AUTHORS FROM EMERGING

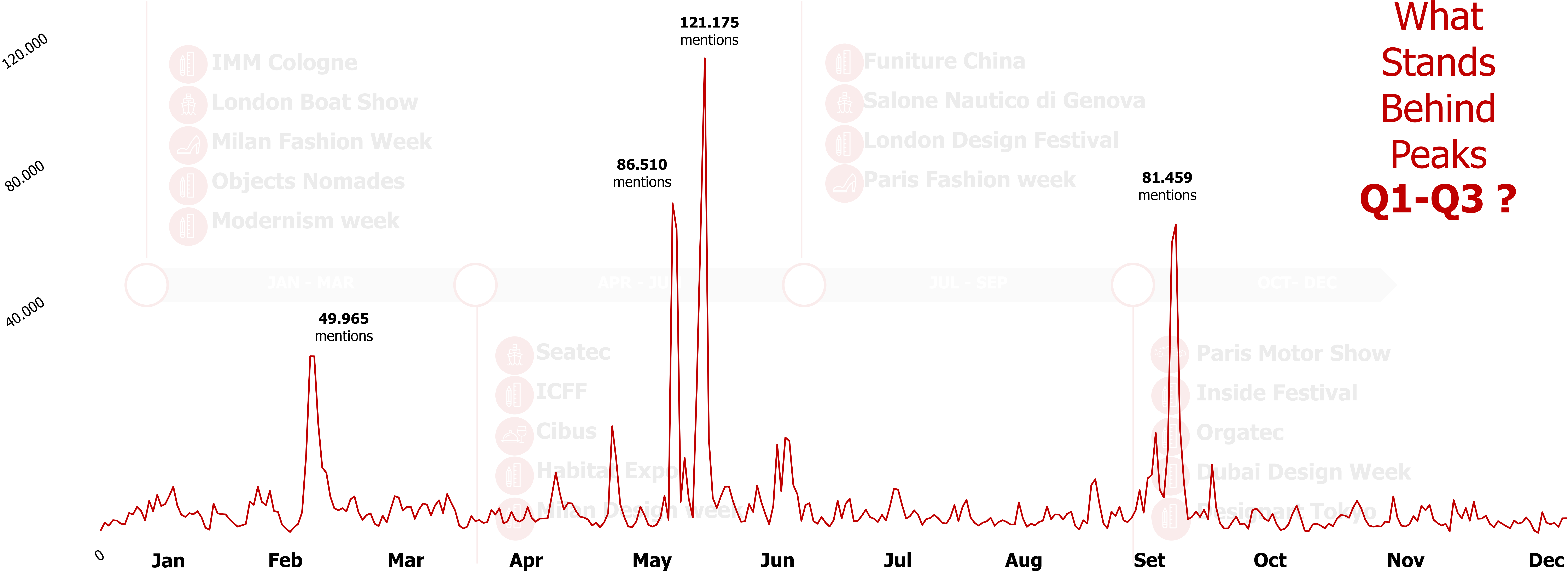


INSIGHTS 2018

4.

**ROOM FOR CROSS CATEGORY “SOCIAL SYNERGIES”
TO BE EXPLOITED AMONG ALTAGAMMA MEMBERS**

SHARE OF VOICE: 2018 TRENDLINE

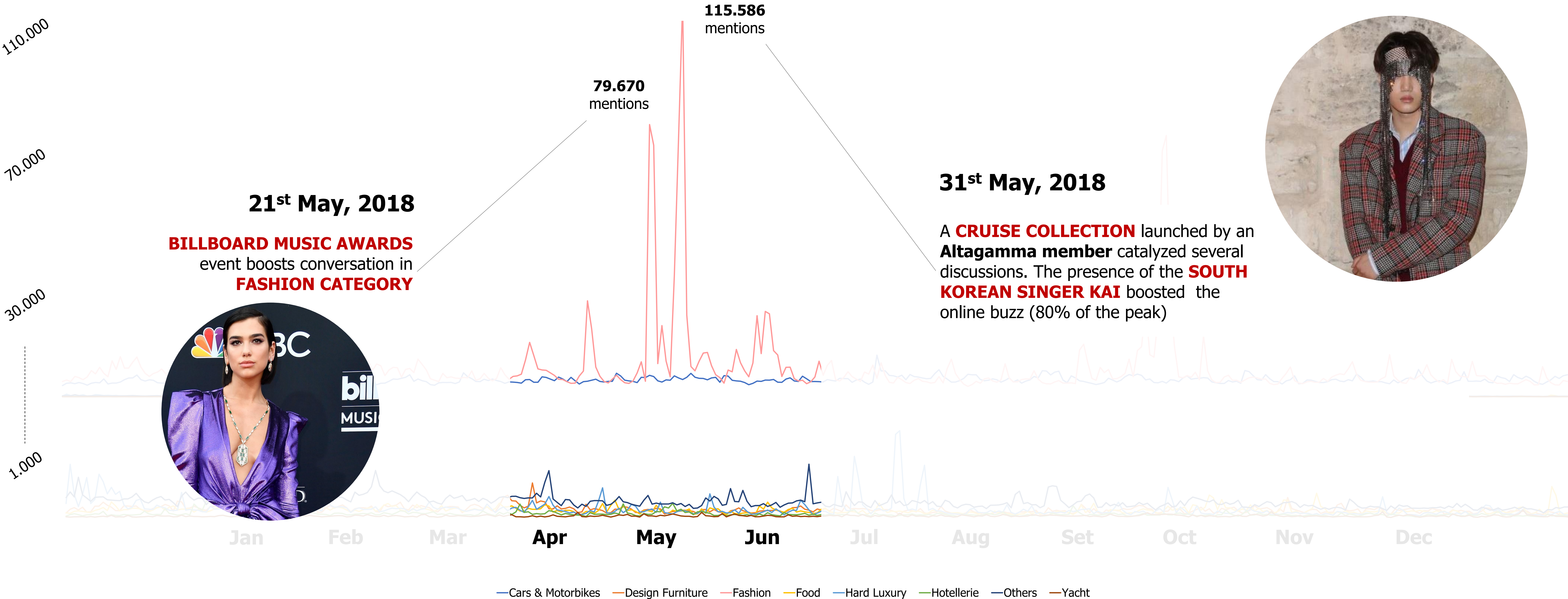


What
Stands
Behind
Peaks
Q1-Q3 ?

= 5 Mln mentions total

Q2: SHOW EVENTS AS A SHARE OF VOICE BOOSTER

Q2: 1.6 mln



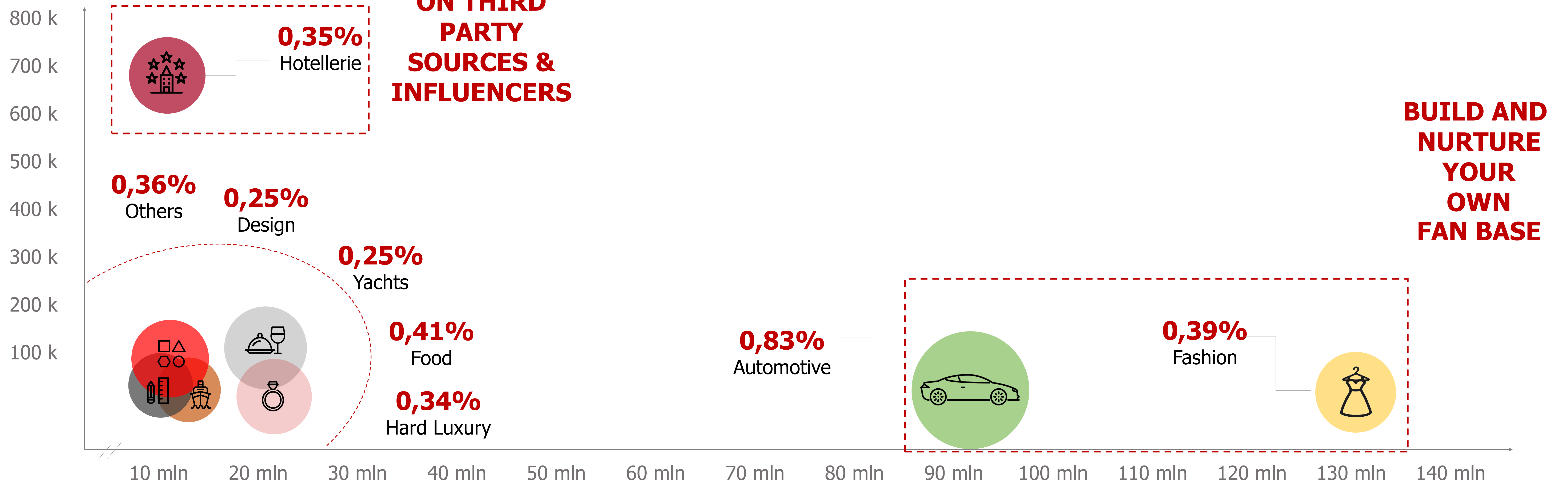
INSIGHTS 2018

5.

**2 KEY STRATEGIES FOR SOCIAL SUCCESS
SEEM TO EXIST FOR THE DIFFERENT
ALTAGAMMA CATEGORIES**

REACHING VS ENGAGING THE CROWD?

Earned Reach (fans)



The graph shows categories positioning according to their **Earned** and **Owned Reach**. The bigger the spheres, the higher the **Average Engagement Rate (ER) by category (%)**.

Owned Reach (fans)

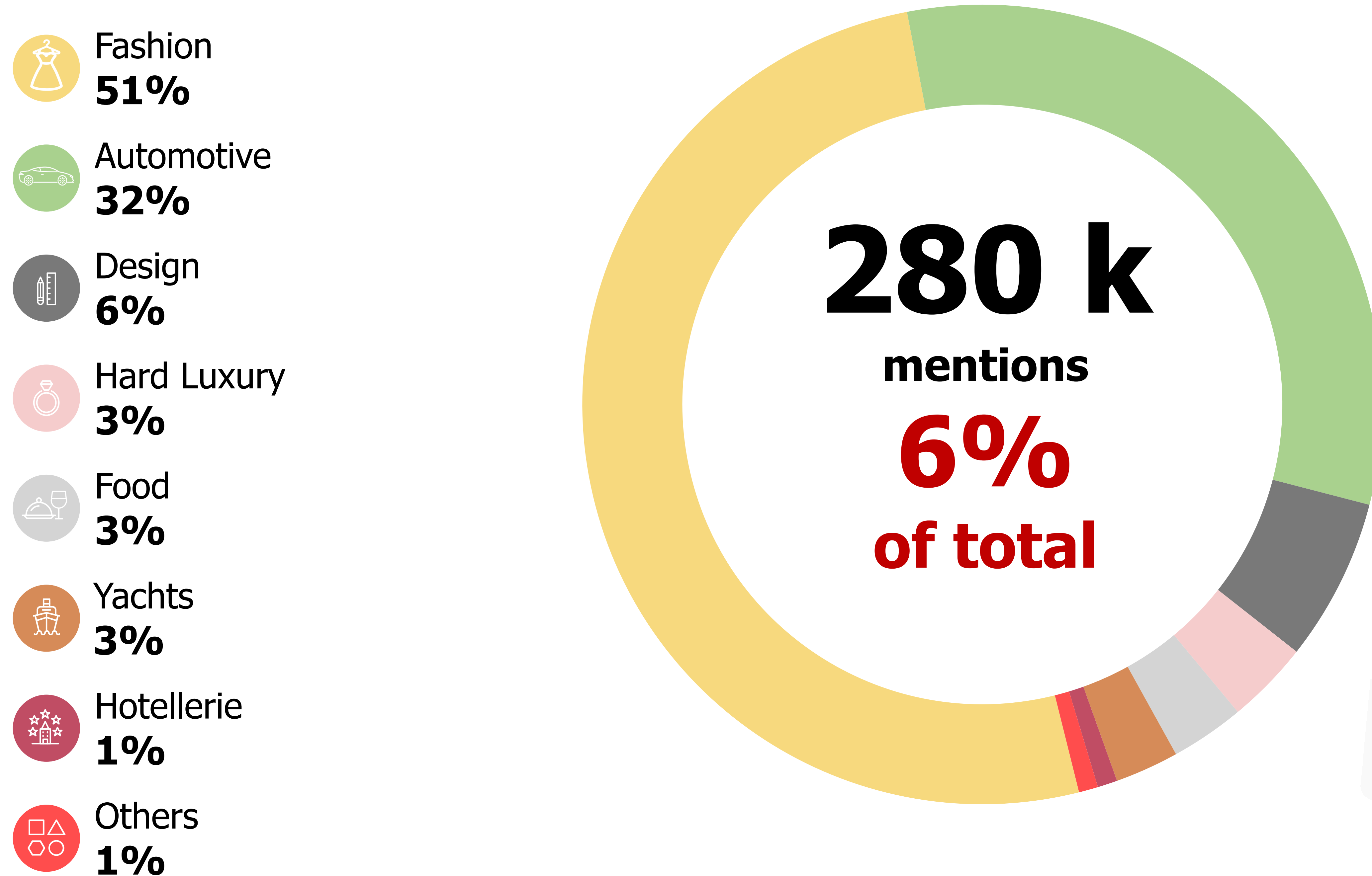


INSIGHTS 2018

6.

**“MADE IN ITALY” ASSOCIATION SEEM TO BE STILL
UNEXPLOITED FOR SOME ALTAGAMMA CATEGORIES**

SHARE OF VOICE OF MADE IN ITALY

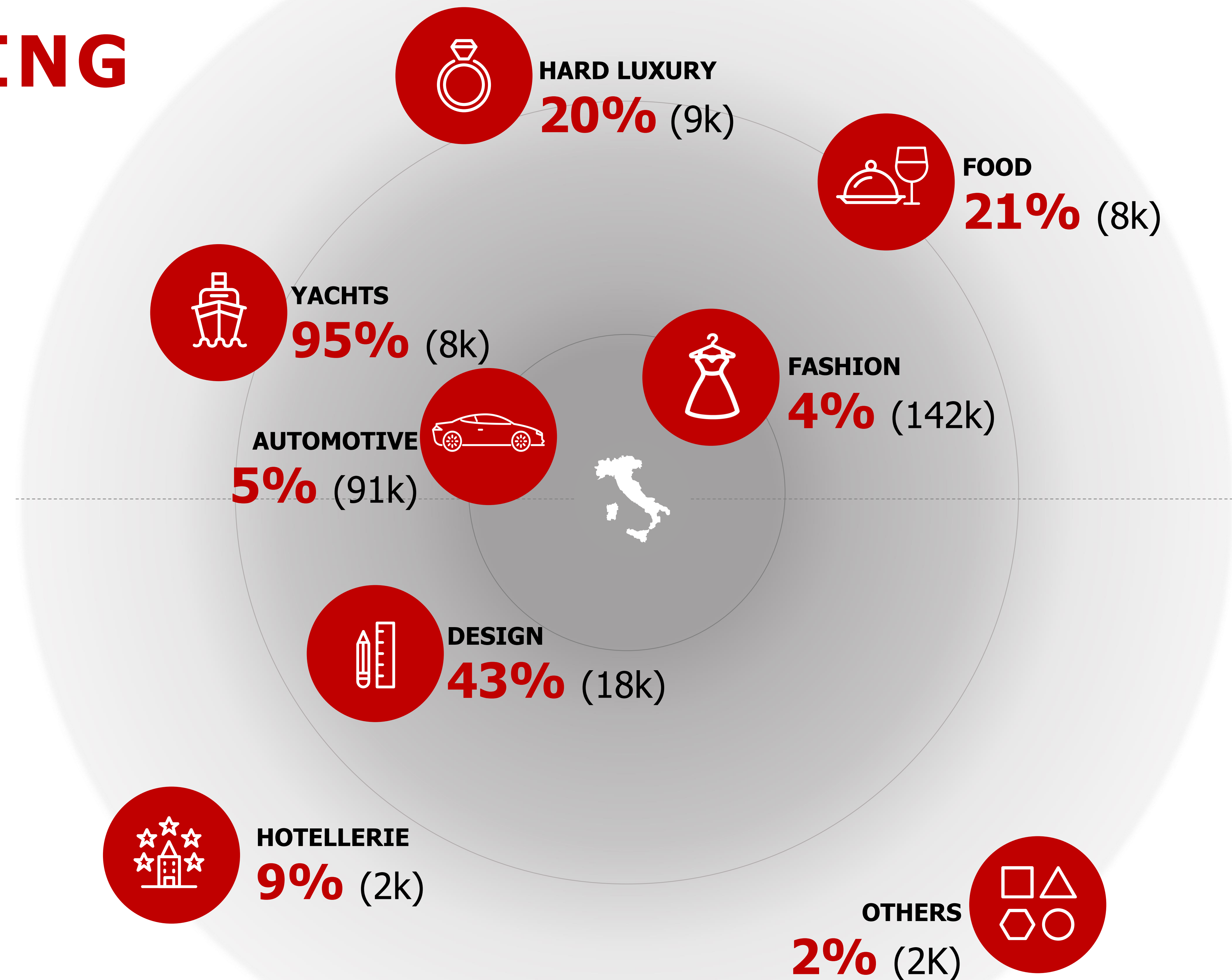


FASHION and **AUTOMOTIVE**
are towing conversations about
made in Italy, spreading it
most than others towards
foreign countries.

CATEGORIES **POSITIONING**

In absolute value **Fashion (142k)**, **Automotive (91k)** and **Design (18k)** are the most frequently associated industries to **Italian values and qualities**.

But.. If compared to each category's mentions, **Yacht (95%)** and **Design Furniture (43%) SEEM TO BETTER EXPLOIT THE ASSOCIATION WITH MADE IN ITALY.**



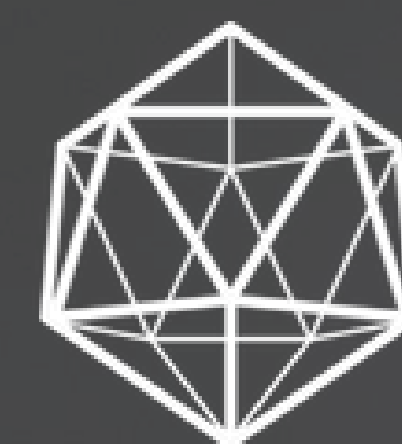
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RECAP ON **KEY TAKEAWAYS**

1.

~90% of conversations related to Fashion and Automotive. Other categories should try to catch up on social media buzz

4.

Room for cross category “social synergies” to be exploited among Altagamma members

2.

Different “social” priorities and areas of improvement for different Altagamma categories

5.

2 key strategies for social success seem to exist for the different Altagamma categories

3.

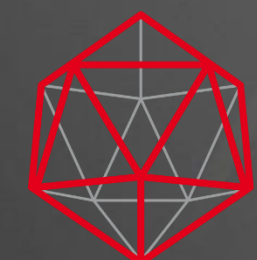
Emerging social markets and influencers are key to drive future growth

6.

“Made in Italy” association seem to be still unexploited for some Altagamma categories



TOP TRENDING TOPICS OF 2019



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2019 TOP 10 KEYWORDS BY CATEGORY

Fashion	Automotive	Hard Luxury	Design	Food	Hotellerie	Yacht
1.Wang (633K) 2.Got7 (341K) 3.Kai (292K) 4.Party (132K) 5.Bag (81K) 6.co-owned (70K) 7.Video (66K) 8.Wayv (60K) 9.Music (59K) 10.Cruise (45K)	1.Video (139K) 2.Look (105K) 3.Heritage (96K) 4.Engine (91K) 5.Game (84K) 6.Speed (57K) 7.Environment (37K) 8.Rebuilding (32K) 9.Sound (24K) 10.Event (16K)	1.Necklace (7,6K) 2.Snake (6,2K) 3.Suho (3,3K) 4.Exo (3,2K) 5.Bvlgari (1,9K) 6.Jewelry (1,6K) 7.Kriswu (1,5K) 8.Wuyifan (1K) 9.#whatwuyifanswear (1K) 10.Gddragon (0,8K)	1.Light (3,7K) 2.Architecture (1,6K) 3.Luxury (1,5K) 4.interior design (1,5K) 5.Décor (1,5K) 6.Photography (0,9K) 7.salone del mobile (0,85K) 8.furniture design (0,4K) 9.AR (0,37K) 10.Desginlover (0,25k)	1.Coffee (15K) 2.Wine (4K) 3.italian taste (2,7K) 4.World50best (1,4K) 5.premium quality (1K) 6.Chef (0,8K) 7.Latam50bests (0,7K) 8.Food waste (0,4K) 9.#moretoeverystory (0,4K) 10.Mirazur (0,35k)	1.Boycottbrunei (4K) 2.Relax (1,8K) 3.Event (1,2K) 4.Ivanka (1K) 5.Travel (0,9K) 6.Family (0,8K) 7.Room (0,7K) 8.Savoini (0,6K) 9.View (0,5K) 10.Brexit (0,3K)	1.Design (724) 2.Length (518) 3.Award (279) 4.Deck (274) 5.Exterior (213) 6.Tradition (195) 7.Sustainable (162) 8.Sold (151) 9.Comfort (108) 10.Marocain (42)

FASHION IN 2019: ASIA, COLLABORATIONS, EVENTS AND HIP HOP CONTAMINATION



Asian wave

The online interest generated by Chinese and Korean people, proved the high relevance of Asian markets towed by brand ambassadors related to music world



Partnerships

Partnerships and collaborations announced by luxury brands keep producing high online impact



Public Events

Public Events and celebrations confirmed as a topic capable of rapidly boosting online users' discussions (Fashion Weeks, Cannes Film Festival, Karl Lagerfeld Memorial)



Hip Hop Culture

The Hip Hop Culture appears to be increasingly associated to luxury fashion brands, especially in correlation to the “Trap wave”



CARS&MOTORBIKES IN 2019: SUPERCLASSIC FASCINATION, GREEN MOBILITY AND THE GAMING CULTURE



Heritage

Online users frequently refer to the values of classic and ionic style that shaped italian brands' glorious past



Sustainability

Recurrent online discussions about hybrid and electric engines demonstrate a rising interest around sustainable and green mobility



Rebuilding

The practice of rebuilding and restoring old luxury vehicles gave high online visibility to Italian brands



Gaming

The presence of Italian luxury vehicles in online gaming platforms increases users' conversations about them



HARD LUXURY IN 2019:

POP MUSIC, ASIAN COUNTRIES AND ANIMALS



Pop-luxury

Pop Music, a world apparently positioned far away from that of hard luxury is leveraged to reach new generations and countries, combining the elitism of the hard luxury industry with the easy-access of pop music.



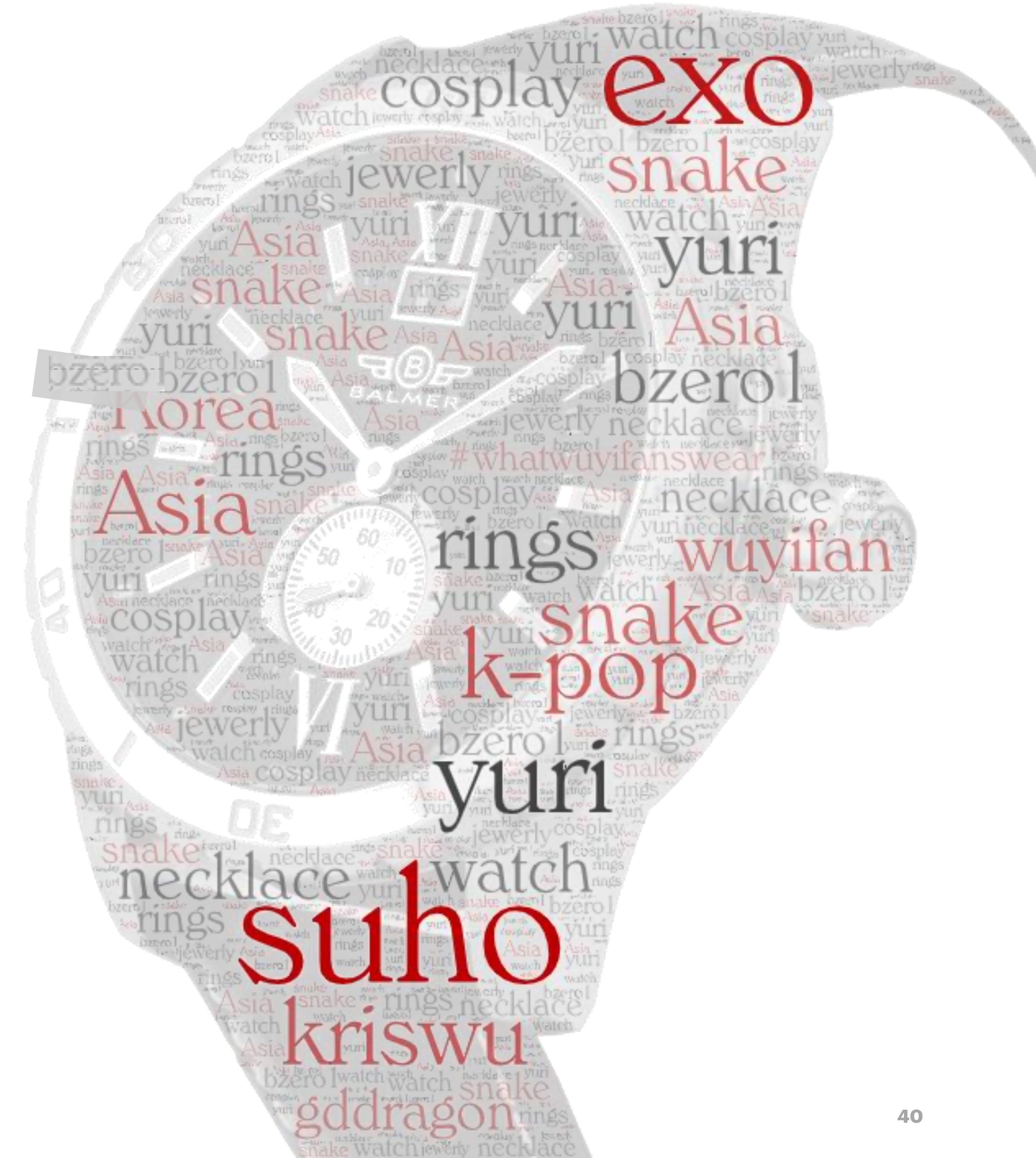
Asian rising

Following the trend already outlined in 2018, Asian country are becoming more and more relevant and visible: k-popper, Asian boyband and singer stand out as the most engaging ambassador for the industry.



Animal spirit

In trying to get away from the classic idea of luxury jewels, some brands designed disruptive collection inspired to animals skin which resulted highly discussed and appreciated by the online community for their peculiarity and boldness.



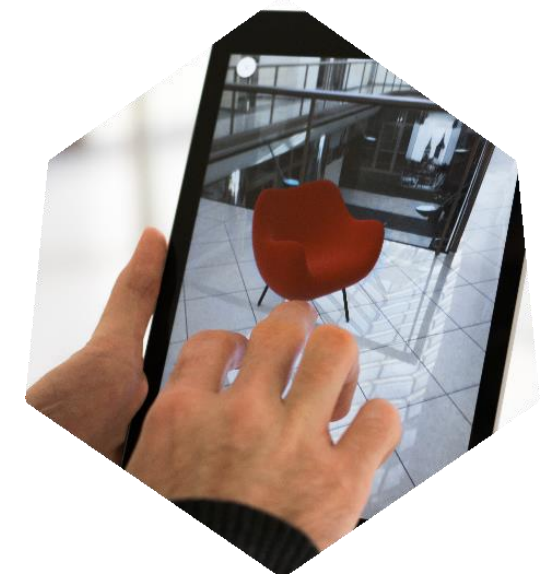
DESIGN IN 2019:

USE OF LIGHT, AUGMENTED REALITY AND SUSTAINABLE DESIGN



Design of light

Within online discussion, light emerges as an active components of the items: it became the enabler of a new way of fruition also if it is not fully integrated within the object.



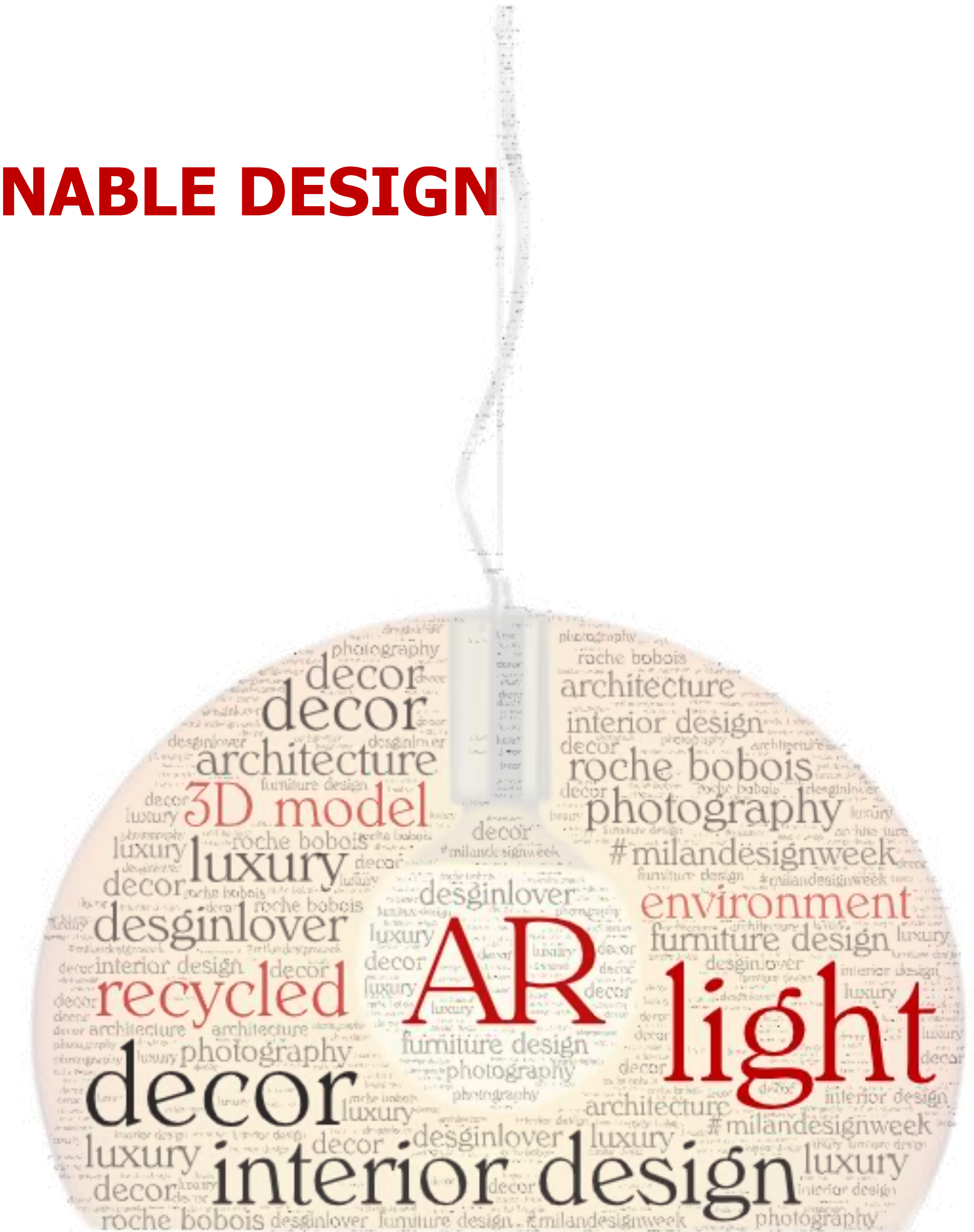
Augmented design

With the aim to ease the access to premium products to all customers, brands are moving towards a tech approach based on AR and 3D modelling which resulted notably appreciated by online audience.



Zero impact

Solar panels, recycled material and environmental impact: also design industry is moving towards a sustainable business especially regarding architecture world and material used to create new products' lines.



FOOD IN 2019:

AWARDS, TECH, AMBASSADOR AND SUSTAINABLE COOKING



Gourmet awards

Food industry gained high visibility due to awards and competition like the World 50 best, allowing people to access to professional-cooking world.



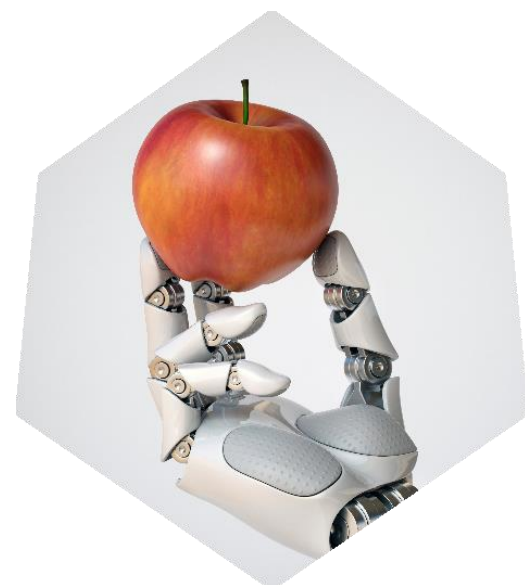
Influ-chef

Food no longer needs to engage people from other worlds to promote itself: more and more chefs are the most relevant, recognizable and trustable faces for the users.



Circular food

Gastronomic world is moving to a zero-waste approach: this trend proves itself in 2019 too with a greater attention in reducing waste and environmental impact.



Tech-food

New experiences enabled by tech-suppliers: this is the way that some brands are adopting to provide new experiences to clients and improve production efficiency.



HOTELLERIE IN 2019:

POLITICAL RISKS AND OPPORTUNITIES, THE PREMINENCE OF RELAX AND WELLNESS



Politics

Popular political figures indirectly give prominence and visibility to luxury hotels and resort, especially when hosting official meetings and conferences.



The risks of Star Boycott

Homophobic restrictions adopted by the Sultan of Brunei, owner of several luxury hotels worldwide, provoked George Clooney public blame and boycott actions, thus causing a reputational damage for the brands involved



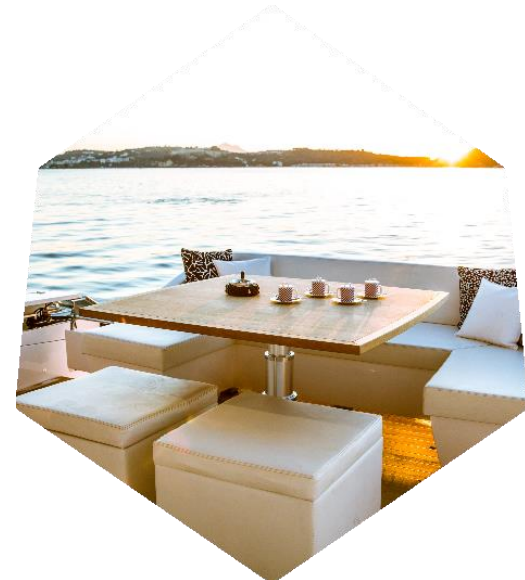
Relax&Wellness

Among the major services offered by luxury hotels, those related to physical well-being and relax are considered of primary importance by online users



NAVIGATION IN 2019:

INTERIOR DESIGN, EQUIPMENT AND ENVIRONMENT



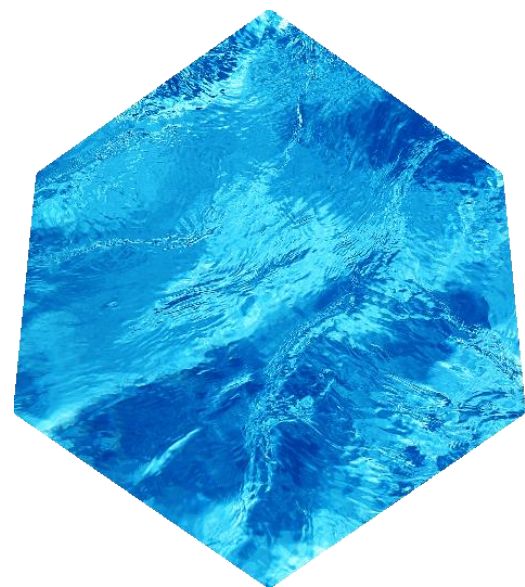
Inside the boats

What's inside the yachts? This is one of the most frequently discussed topic regarding the navigation industry: furniture, materials and premium features.



Meters matter

Several comments and discussions were published with regards to the lenght of luxury boats, as always a relevant aspect capable of triggering online appreciation



Sustainable navigation

Brands' proposition focusing on hybrid propulsion for luxury boats is raising as a viral topic during 2019





THANK YOU