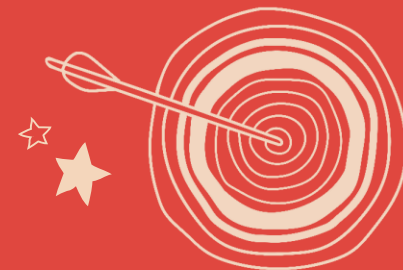


LOEWE

Reinvigorating an iconic brand's social channels



Mission

In April 2023, Little Red Rooster was briefed to take over the strategy, content and

management of its social media channels to stimulate growth and engagement across

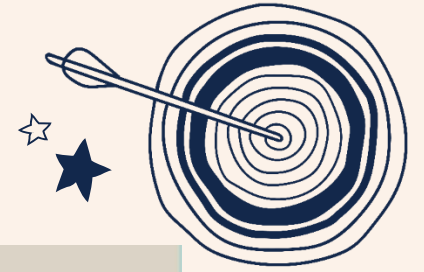
its Instagram and Facebook channels. Our aim was to reinvigorate the channels, so they better captured Loewe's status as a luxury brand with an incredible 100-year heritage.

Method

Little Red Rooster transformed the content, which had previously been solely focussed on static imagery with graphic overlays. LRR created three months' worth of content to ensure Loewe was maximising all tools available to them, such as Reels, Instagram stories and well-curated brand partnerships. Understanding the power of video, LRR knew a steady stream of creative, engaging and punchy Reels would drive stronger engagement and growth, while also highlighting the strength of Loewe's products. In addition, LRR re-worked Loewe's hashtag and community engagement strategy to drive profile reach and engagements.

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BOOM

In the first three months of managing the channels, Loewe's Instagram saw a 115% increase in organic engagements, a 85% increase in organic post reach, a 166% increase in followers driven from posts (versus the previous six months) and a 28% increase in profile visits. In addition, Loewe's engagement rate skyrocketed from 0.4% to an average of 5.5%. On Facebook, Loewe saw a 82% increase in organic engagements, a 135% increase in profile visits and a 30% increase in organic post reach.



LITTLE RED

