

The background of the slide features a repeating pattern of Instagram logos. Some logos are the standard camera icon, while others are the multi-colored square icon. The pattern is set against a light gray background, which is itself on top of a solid red header bar.

# AVER

Aver Insight

## Instagrammable Installations

March 2019



# The Instagram effect!

*“In this digital age, the places we choose to visit, eat and stay at increasingly need to be Instagrammable. Design has become, if not all, then at least the starter and the dessert.”* **theguardian**

Since launching in 2010, Instagram has significantly evolved the way we make decisions, navigate and engage with our surroundings, and share our experiences.

For retail and leisure destinations, this has created significant avenues for creating and maintaining links with visitors – potential, current and past.

During this digital age and the rise of e-commerce, **Instagrammable installations** are a great way for bricks & mortar establishments to stay relevant and appealing to consumers. Engagement via Instagram can also be quantified which is another benefit for any landlord or brand.

# Who's using Instagram?

- **Over an eighth** of the 7.7 billion **people on the planet** (and counting) **use Instagram**, **1.1 billion** people use Instagram every month
- **71% of Instagram users** around the globe are **under the age of 35**
- **60% of users** seek out and **discover new products** on Instagram
- **Over a third** of Instagram users have **used their mobile** to **purchase a product** online – making them **70 percent more likely** to do so than non-users!
- **55 percent** of social media **selfies** come from **millennials**, but **Gen X** follow with **24 percent** and **baby boomers** with **9 percent**
- **And... millennials** are expected to take over **25,000 selfies** in their lifetime!

# How can brands maximise upon the trend?

The increasing **need for content and subsequent 'likes'**, can be harnessed to build awareness for retail and leisure destinations. **The 'Instagram effect'** has bled into many areas of modern life, from how interior design, to how food is arranged on a plate.

Investing in a **photo-friendly Instagrammable installation** can:

- Encourage people to **stop, engage and share**
- Create and maintain **connections** with consumers, even when not in a destination
- **Create desirability** for your brand, location or offering
- Endorse location tagging: creating a clear **call to action** for other visitors to physically visit a site
- Influence consumer **behaviour and spending**

# 1. Covent Garden

Covent Garden has established itself as a bustling, world-renowned shopping and cultural destination – which is accurately reflected on social media. The vicinity places great emphasis on presentation, with floral garlands, art installations, backdrops, and picturesque benches in-place purely for visitors to get the perfect snap.

- Rated **6** in the **top ten most geo-tagged London attractions** on Instagram
- Shows the **value of investing** in, and importance of maintaining the **'look and feel'** of a destination



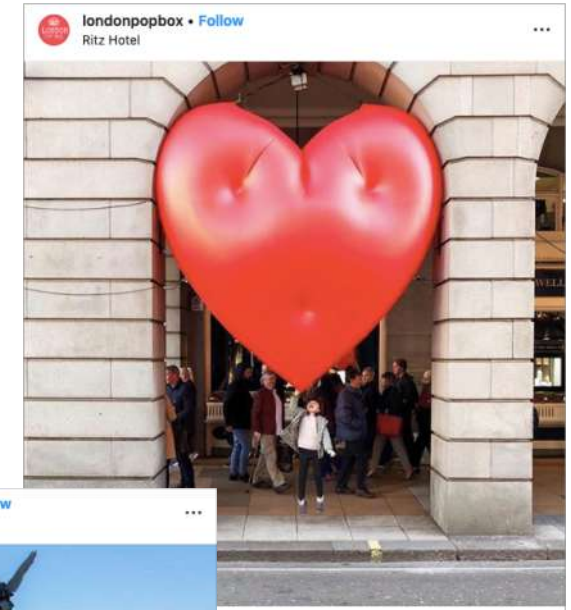


## 2. Valentine's Day - Anya Hindmarch

Chubby Hearts is a design project conceived by British designer Anya Hindmarch as a love letter to London, which was a huge success on Instagram.

Appearing in 2019 for the second year in a row, the installation sees giant heart-shaped balloons suspended (and squeezed into) locations around the city to coincide with Valentine's Day

- Shows the impressive reach and engagement which a simple, photo-friendly concept can achieve, with **8,582** public impressions for #chubbyhearts



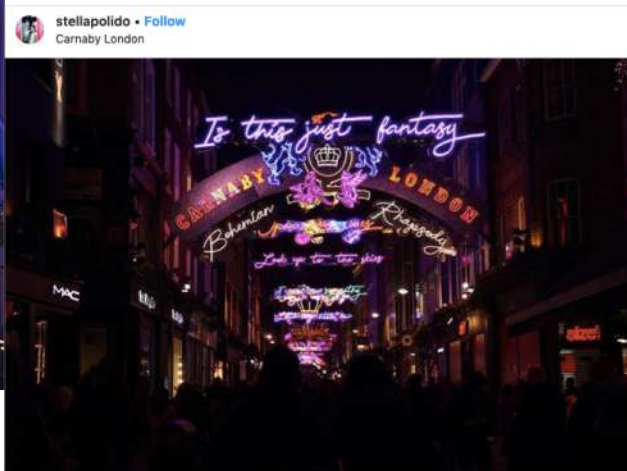
### 3. Carnaby Street – Bohemian Rhapsody



Carnaby Street's colourful light installation came to life in November 2018, in celebration of the new film launch for Bohemian Rhapsody.

To coincide with this, Carnaby housed a dedicated Queen pop-up shop and exhibition.

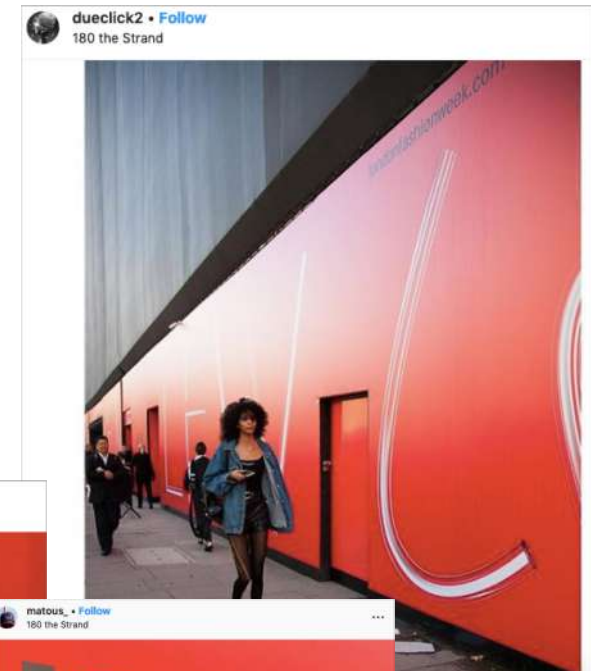
- Going against the grain of traditional Christmas decorations
- A great example of using an Instagrammable installation to drive traffic to an activation / retailer / sales translation



## 4. London Fashion Week

Anticipating the demand for social sharing around London Fashion Week, the February event saw the usual location– 180 The Strand – dressed up with arresting red hoardings and unmissable branding.

- Simple, visual and easily recognizable
- Show the importance of prioritizing visuals which will appeal to visitors and encourage content creation





## 5. The Ivy, Chelsea Garden

The iconic Chelsea iteration of London's Ivy collection, created a photo opportunity at its doors as desirable as its food and beverage offering. Going to great efforts to maintain an impressive façade pays off in the continual stream of geo-tagged Instagram content which visitors create and share.

- Regularly refreshed to maintain relevance and appeal
- Making content creation easy for visitors helps create an 'it' location



## 6. 'Festival of Light' at Bullring

Birmingham shopping destination The Bullring Estate transformed at the start of March 2019 with an awe-inspiring Festival of Light. The interactive installation is a reflection of Hammerson's annual investment of £2m into experiential events.

- Visitors encouraged to post and engage with the hashtag #GlowBrum
- An exciting addition to the estate's iconic bull statue, commonly shared on Instagram

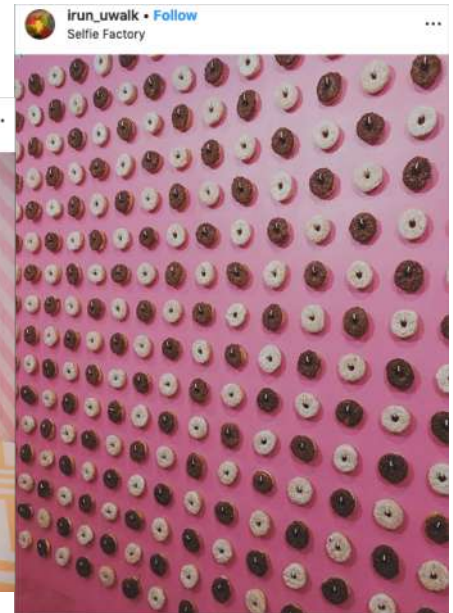




# 7. The Selfie Factory at Bluewater

Catering directly to the need for content and 'likes', the Selfie Factory is the UK's first 'Instagram-inspired funhouse for selfies'. The exhibit features unique photo-friendly environments including a giant ball pit, donut wall, confetti cove and more.

- Launching as a pop-up in Shoreditch in November, the Selfie Factory is about to launch at Bluewater Shopping Centre with tickets (£9 for an hour, or £20 day pass) already selling out
- 1,983 posts for #selfiefactory, and countless geotagged posts



## 8. 'Spaces Frames' at Coal Drops Yard

With its intriguing history and photogenic brick architecture, London's Coal Drops Yard was reinstated in late 2018 as a shopping and restaurant district. Shortly after launching, a handmade light installation, 'Spaces Frames' by Studio Mieke Meijer, was unveiled at the site - mimicking the graphic outlines of the industrial structures.

- Created social hype amongst the desired audience for the new destination
- Effectively reflected the unique heritage and character of Coal Drops Yard





## 9. Camden Lock

Camden's appeal lies in its unique and eclectic character, which is amplified by street art and murals around the vicinity – which effectively promotes geo-tagged Instagram content. This 'public face' is regularly evolving and carefully maintained to maintain interest and footfall.

- Shows strong understanding of what appeals to visitors, while also staying true to the history and culture of the destination
- 21,300 posts for #camdenlockmarket, and countless geotagged posts



# 10. Chinatown

In the past, Chinatown had only hung red lanterns to mark Chinese New Year, but has recently made the traditional decoration a permanent fixture. This has proven hugely popular on Instagram, with a considerable amount of content shared on Instagram year-round, rather than only during seasonal celebrations.

- 50,533 posts for #chinatownlondon and countless geo-tagged posts



# Tips and considerations

- Accessibility for visitors is key
- Consider weather and seasonal trends before investing in the installation
- Think about how your audience will engage with your brand - promote a dedicated hashtag or geo-tag to add value to the content
- While an Instagrammable installation is a great way to build awareness and drive footfall, it doesn't always directly translate to tangible sales
- Social hype created through an Instagrammable installation may not directly reach the desired audience, or resonate with older generations
- Lack of content control / monitoring as to what people will post



# Media headlines

**Forbes**

**Bricks And Clicks: How Instagram Is Changing Physical Retail**

**The Telegraph**

**The power of pictures: how Instagram changed the property market**

**Bloomberg**

Real Estate

**Developers Are Now Designing Apartments for Selfies**

And even affluent buyers are getting hashtag happy.

**de  
zeen**

**Creating instagrammable moments "now part of architectural briefs"**

**Vox**

**Instagrammable pop-ups are everywhere.  
What does that mean for art?**

**The  
Guardian**

Life and style

**Is Instagram changing the way we design the world?**

**TheNegotiator**

**Is this the UK's first property sale via Instagram?**

**Say cheese... Dirty Bones gives diners kit to take better Instagram photos**

**EveningStandard.**

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# Sources

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- <https://adespresso.com/blog/instagram-statistics/>
- <https://www.aol.com/article/news/2017/05/19/millennials-expected-to-take-over-25-000-selfies-in-their-lifeti/22099995/>
- [http://www.olapic.com/resources/restaurants-instagram-evolving-dining-experience\\_blog-p1aw-g1br-v1qs/](http://www.olapic.com/resources/restaurants-instagram-evolving-dining-experience_blog-p1aw-g1br-v1qs/)
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- <https://www.forbes.com/sites/jonbird1/2018/03/30/bricks-and-clicks-how-instagram-is-changing-physical-retail/#2344469d5bdd>
- <https://hootsuite.com/en-gb/resources/social-media-trends-report-2019>

The logo features the word "AVER" in a large, bold, red serif font. The letters are closely spaced, with the 'V' and 'E' having distinctive, slightly overlapping shapes. The 'A' is a classic serif capital, and the 'R' has a long, elegant tail. The entire word is centered horizontally.

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