

# **Secret Garden – Versailles**

## **A Socialbakers' Viral Video Case Study**

A Socialbakers' exclusive guide to  
viral marketing on YouTube

# Socialbakers' YouTube Analytics help brands make the most out of their videos



Many brands have the ambitious goal of creating a YouTube campaign that goes viral. However, for every successful video that goes viral there are dozens of others that never take off for. This special case study is meant to serve as an exclusive showcase of Analytics PRO for YouTube and to illustrate the critical elements necessary for a successful YouTube video.

The following slides will explain what content creates the highest levels of engagement and what metrics are most important to monitor.



Luxury brand Dior’s Secret Garden – Versailles is the most recent example of a video posted by a brand that went viral and received more than 17 million views in a period of three weeks.

### **About the video**

“[Secret Garden – Versailles](#)” takes place in La Galeries Des Glaces (Château de Versailles) and is directed by the well know Dutch fashion photographer duo [Inez van Lamsweerde and Vinoodh Matadin](#). The video stars some of the industries top models such as Daria Strokus, Melissa Stasiuk and Xiao Wen Ju In.



'Secret Garden - Versailles' | Maki...  
7,819 views 1 week ago



'Secret Garden - Versailles' | Long ...  
5,788,391 views 3 weeks ago



'Secret Garden - Versailles' | Film  
17,303,227 views 3 weeks ago



'Secret Garden - Versailles' | Teaser  
846,223 views 1 month ago

## Timing and the distribution

If you want your video to go viral then you must take the necessary steps to distribute the video effectively. So how did Dior make their video go viral? First you must understand that a video such as “Secret Garden – Versailles” is one video of a much larger campaign. Check out some of the other videos that helped spur conversation about the final video.

To better understand Dior’s success, we decided to use Analytics PRO to monitor Dior’s YouTube channel, Facebook and Twitter.

**Dior** 26 April

The Château de Versailles... A mythical destination that has inspired the House of Dior and its creators over the years. A first glimpse of Dior's secret to be revealed tomorrow...  
 More on DIORMAG: <http://bit.ly/ITMe86>



Like · Comment · Share

43,657 2,256 6,523

**Dior** @Dior 27 Apr

#DIORMAG. An exclusive sneak peak at 'Secret Garden - Versailles'.  
 Watch the trailer: [bit.ly/Jf2DSw](http://bit.ly/Jf2DSw) [pic.twitter.com/ZcYEzwrR](http://pic.twitter.com/ZcYEzwrR)

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**DIOR MAG**

The first teaser video of this YouTube campaign appeared on Dior's channel at the end of April and has received more than 846 000 views. However, even before posting this teaser video, Dior had begun promoting the campaign in their magazine (DiorMag), their Facebook page and Twitter profile.



# The Metrics

The following metrics were used to analyze the video's performance:

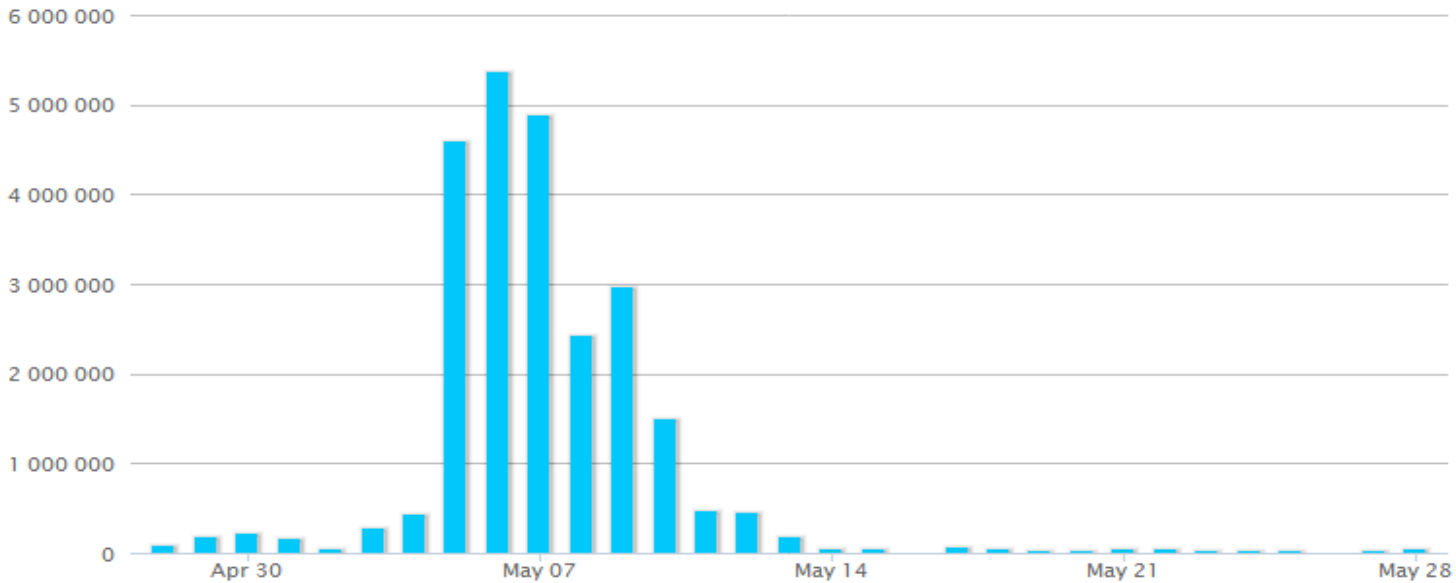
- Total Growth Of Uploaded Video Views
- Total Subscribers
- Total Subscribers Growth
- Followers Growth
- Daily Fan Growth
- Average Post Engagement Rate
- People Talking About



## Total Uploaded Video Views Growth



### Uploaded Video Views Growth from Apr 28, 2012 to May 28, 2012



#### Summary

#### Max Change of Views on

#### Min Change of Views on

#### Avg Change per day



Dior

5 376 862 ↑  
May 06, 2012

11 875 ↑  
May 26, 2012

799 806 ↑

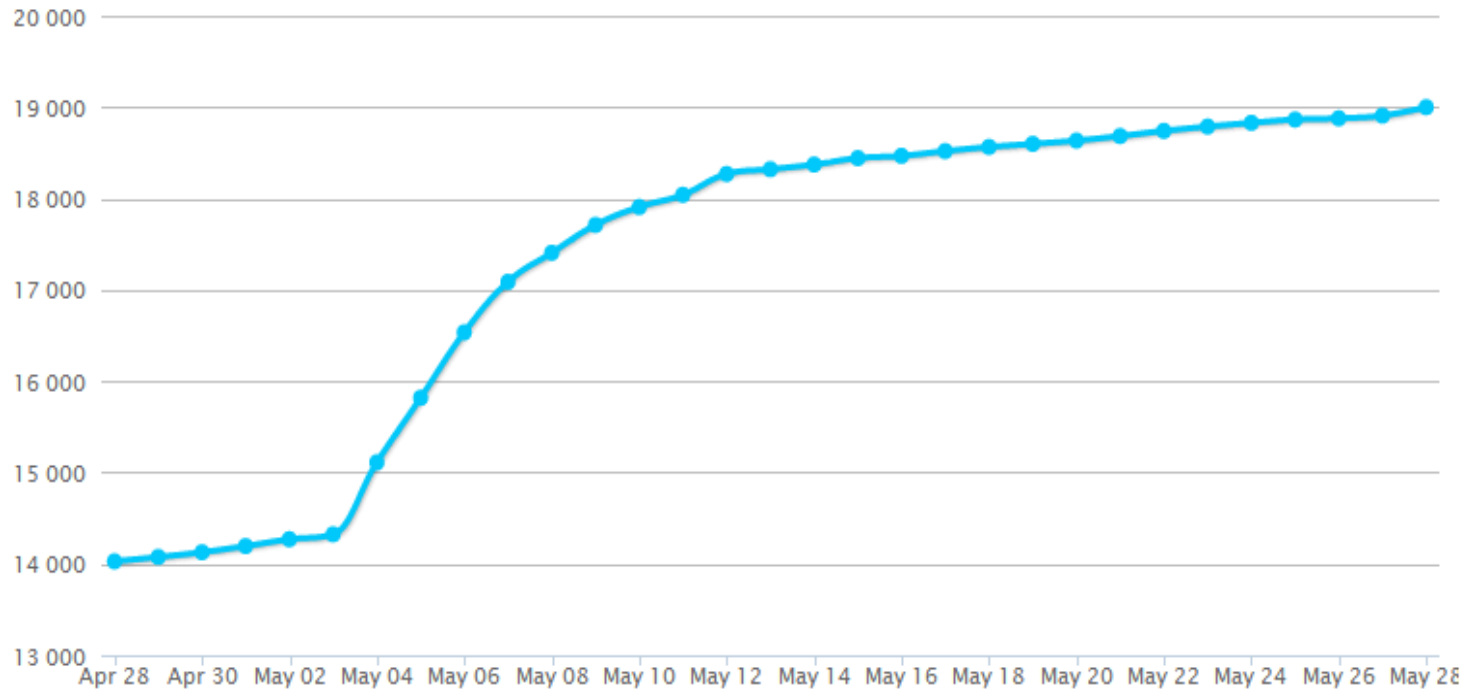
When the final video was posted at the beginning of May tens of thousands were already awaiting it. This resulted in the final video earning more than 17 000 000 views and an extended version launched 2 days later attracted more than 5 000 000 viewers. Compare this to the last “Making of” video, which only received 8 000 views. The reason for the poor performance of the “Making of” video is because it was posted at a much later date after interest in the main video had already passed.



## Total Subscribers



Total Subscribers  
from Apr 28, 2012 to May 28, 2012



The impact of virality is not only the number of views – much more interesting metric from the long-term perspective is the number of subscribers of your channel. People who feel connected with your brand and are willing to subscribe to your future message. So was the campaign successful in this field?

Answer is Yes! :)

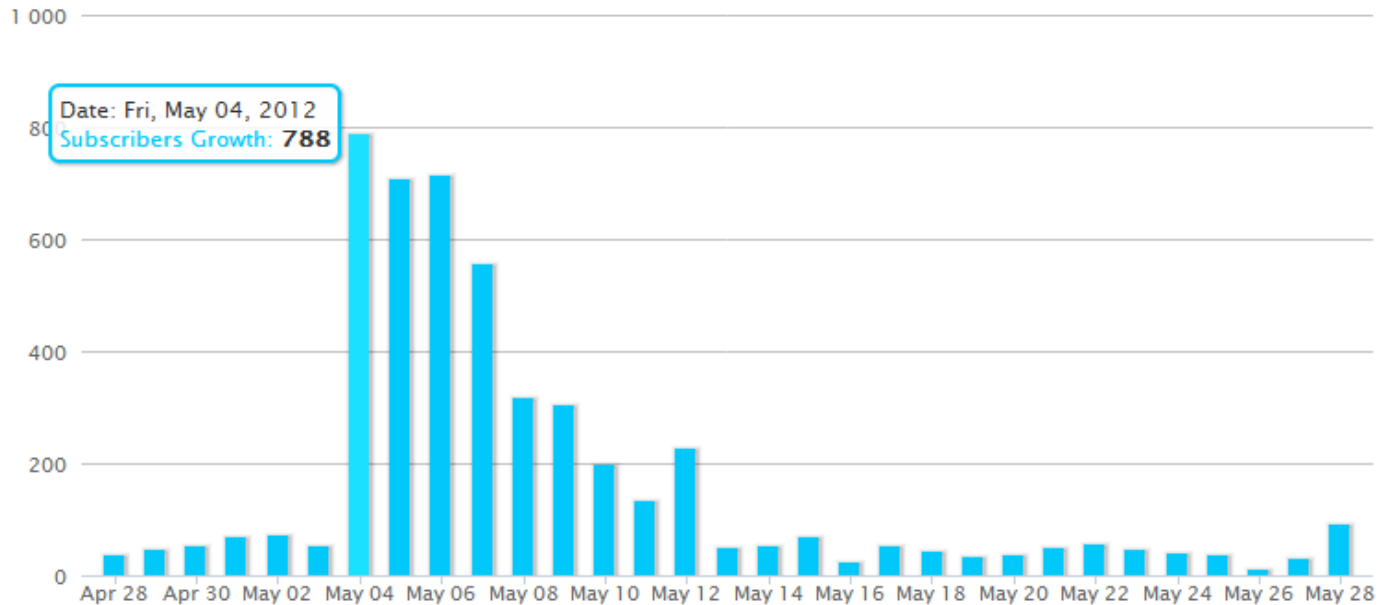




## Total Subscribers Growth



Subscribers Growth  
from Apr 28, 2012 to May 28, 2012



### Summary

Max change of Subscribers on

Min change of Subscribers on

Avg change per day



Dior

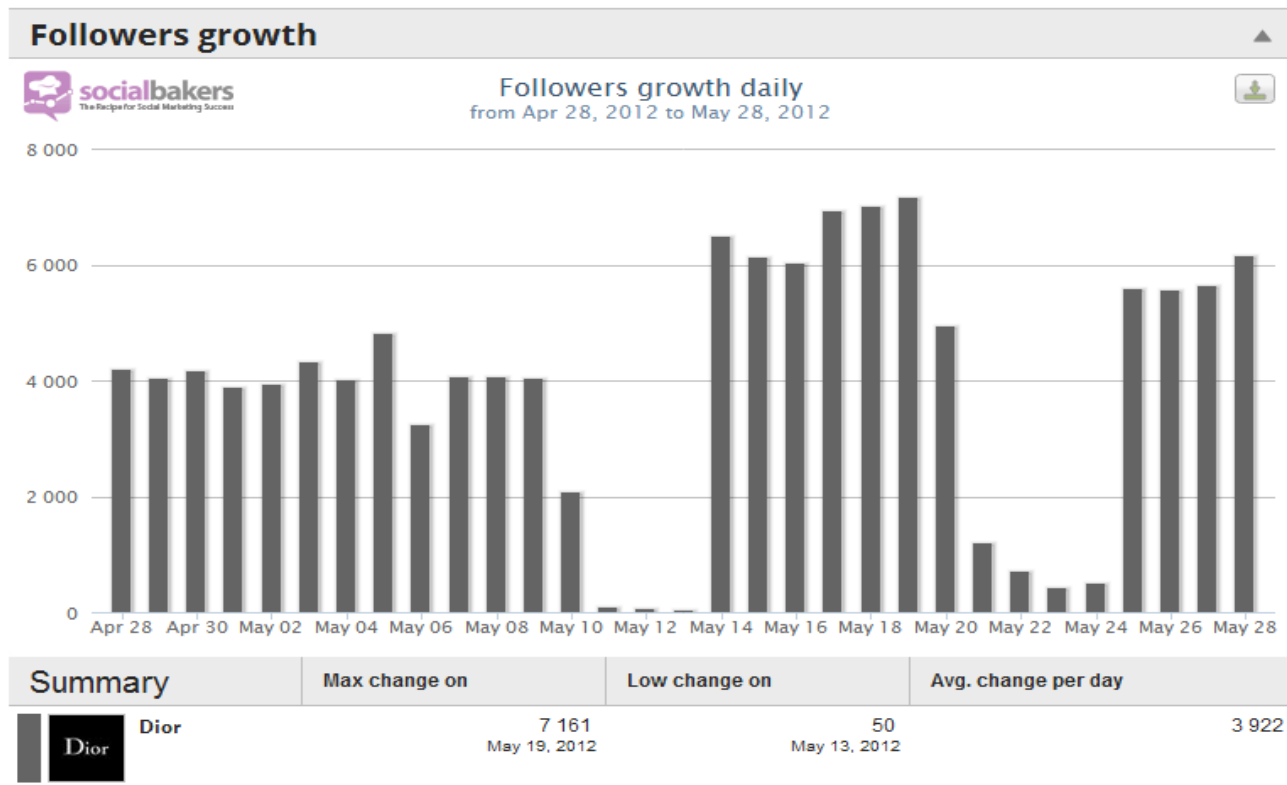
788 ↗  
May 04, 2012

12 ↗  
May 28, 2012

162 ↗

The most significant growth of subscribers to Dior's YouTube channel occurred during the first weekend of the campaign. On Friday, Saturday, and Sunday the number of new subscribers exceeded 700 per day!



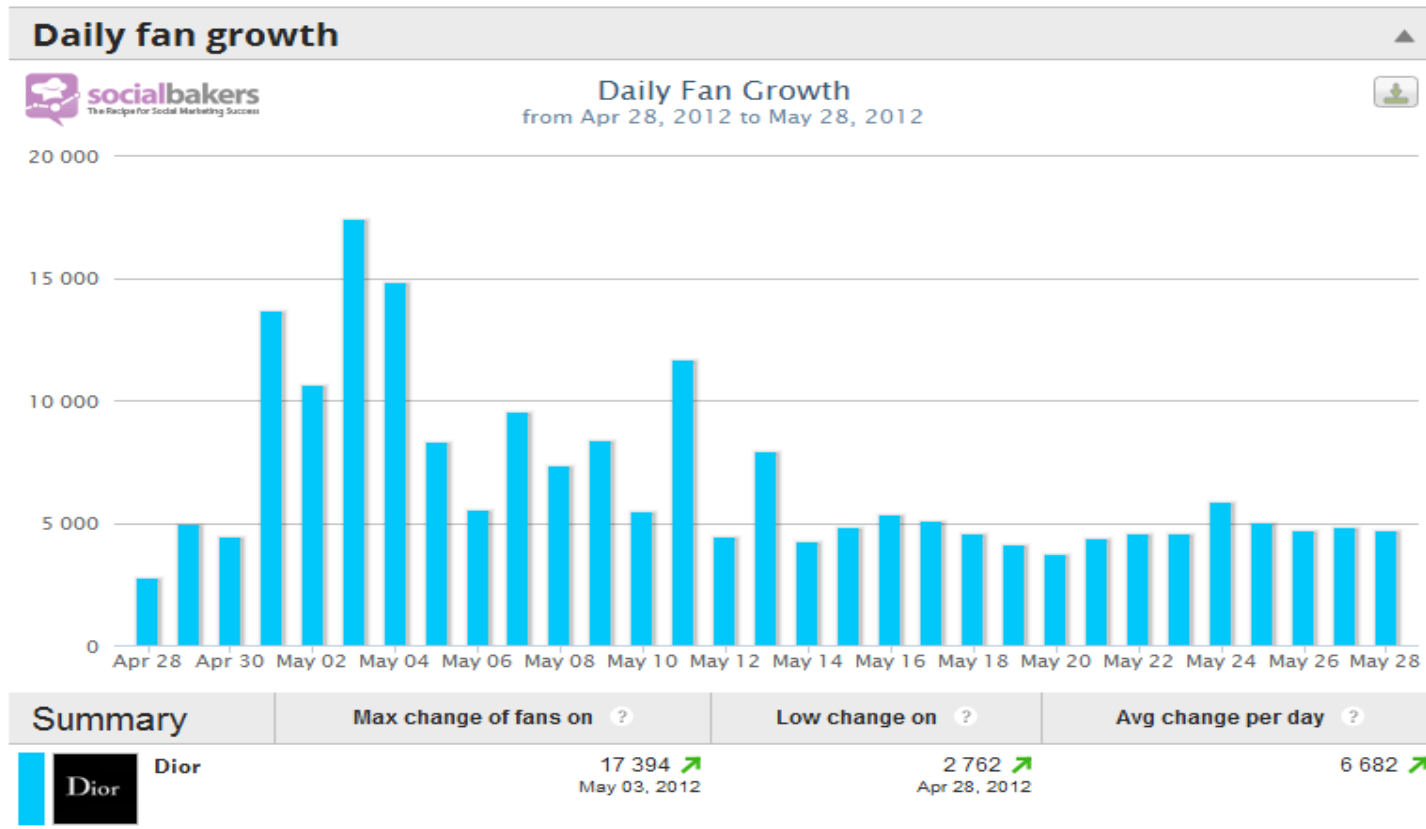


## Virality beyond YouTube

Since YouTube is not the only presence that Dior has on social media, let's take a look at the impact the "Secret Garden—Versailles" video had on Dior's Facebook page and Twitter profile.

If we analyze metrics for Dior's Twitter profile, it is apparent that the video did not have a significant impact on daily follower growth nor did it have a drastic effect on followers engagement.

However, if we look at the daily fan growth rate of Dior’s Facebook page, it is apparent that there was a significant increase in the number of new fans when the video was at the peak of its virality. This is true for other important Facebook metrics such as the Average Post Engagement Rate or the number of People Talking About Dior.



The above graph shows that Dior’s Facebook page experienced the largest fan increase on the date of the video release (May 3) and the day after.

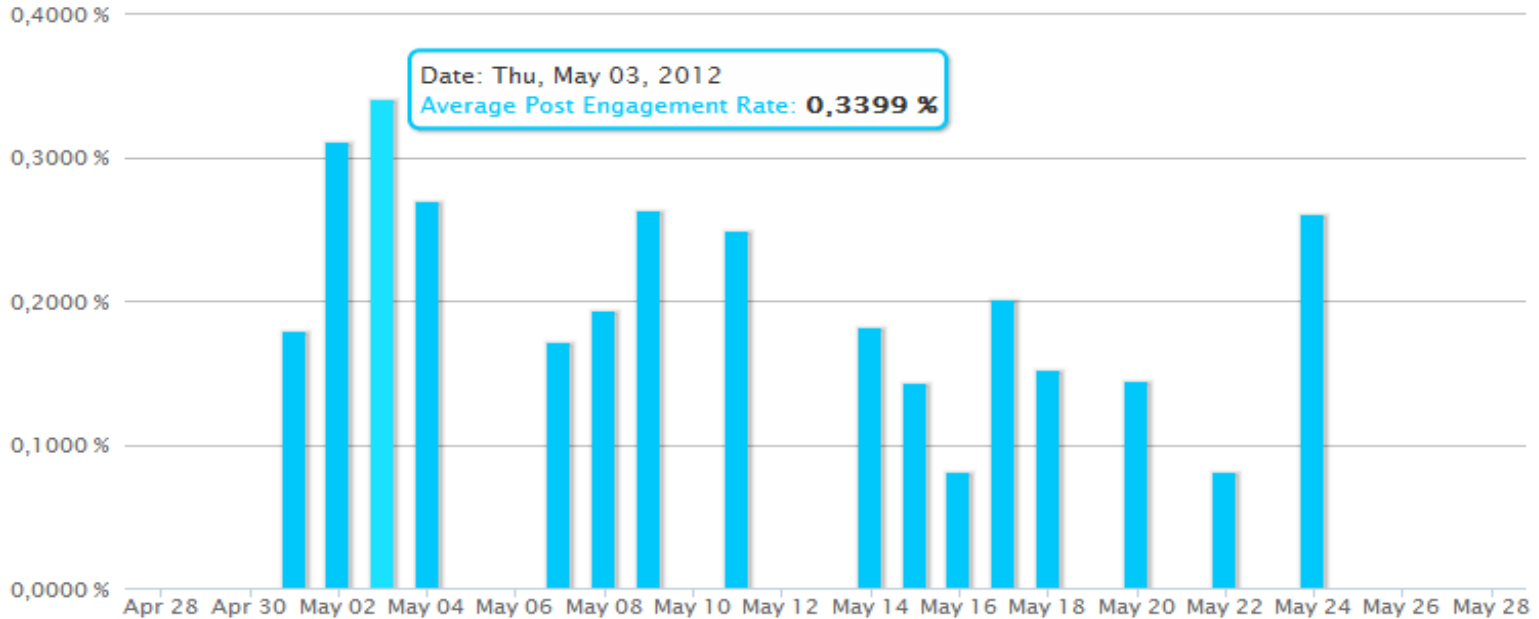
# Average Post Engagement Rate ?

Post  Page ▲



## Average Post Engagement Rate

from Apr 28, 2012 to May 28, 2012



Summary	Avg. engagement rate ?	Total interactions ?	Facebook likes	Facebook comments	Facebook shares
Dior	0,1960 % <span style="color: green;">▲</span> +0,0283	328 563	305 656 93,03 %	4 603 1,40 %	18 304 5,57 %

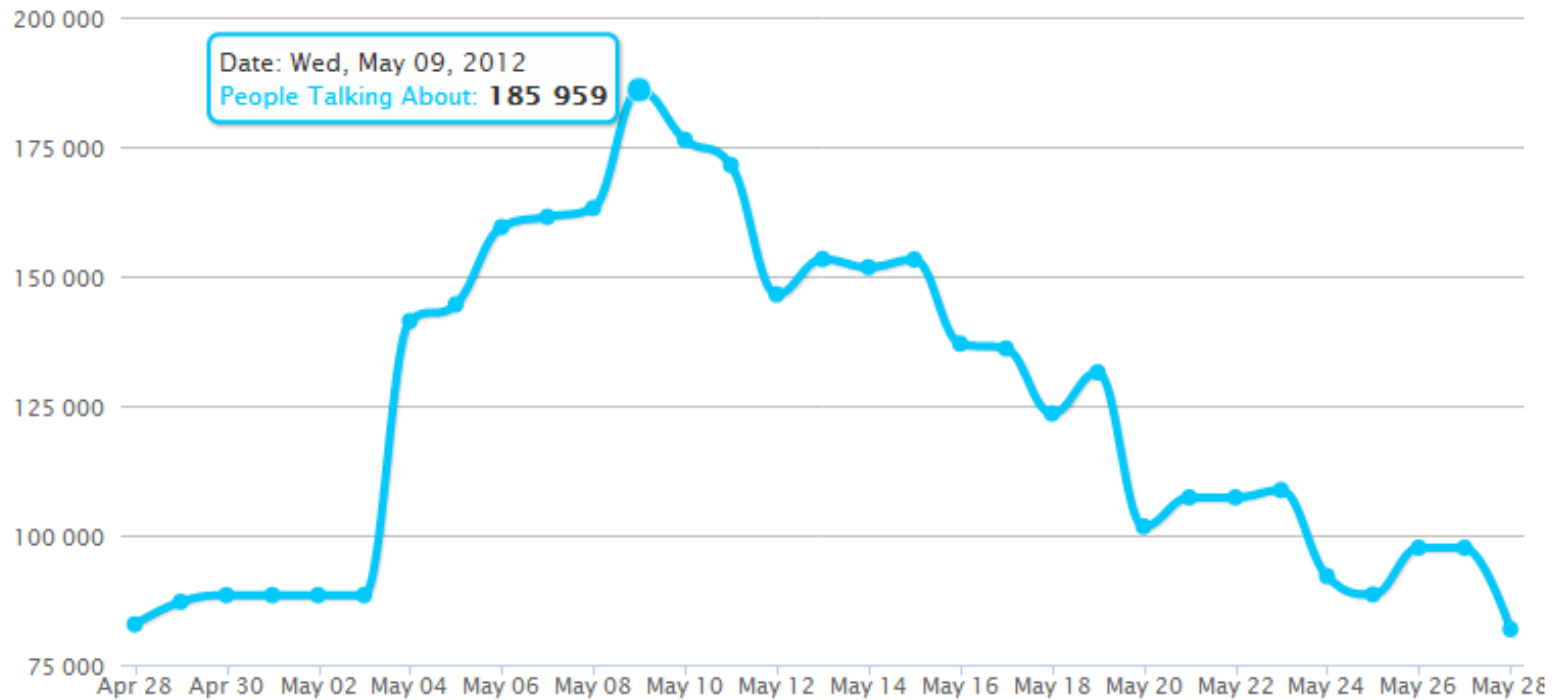
Similarly, Dior’s average post engagement rates were the highest during the month of May following the launching of the “Secret Garden—Versailles video. On May 3<sup>rd</sup>, the Dior Facebook page had an average post engagement rate of .3399%



## People talking about



People Talking About  
from Apr 28, 2012 to May 28, 2012



It is clear that during the week of the Dior video campaign the number of people talking about Dior increased on Facebook. The above graph clearly shows that there was a spike in the number of people talking about Dior beginning on May 2<sup>nd</sup> and culmination on May 9<sup>th</sup> with more than 185,000.



# Further questions?

Please do not hesitate to contact us! You can reach our Social Media Expert team at **[experts@socialbakers.com](mailto:experts@socialbakers.com)**