

Leveraging a Privately Branded Online Community

The Challenge

Fashion magazines, once the sole arbiters of style, now compete with social media influencers for authority in the industry. Peer-to-peer sharing generates higher engagement rates than traditional advertising and user-generated content accounts for nearly 5.4 hours of viewers' daily watch time worldwide.

The birth of social media has entirely rewritten the customer journey. While this shift has unsettled many media enterprises, ELLE Magazine chose to face the learning curve head-on. In order to leverage user generated content, maximize social media presence, and cultivate a place to interact productively with engaged readers, ELLE enlisted the help of Fuel Cycle to gather their most trusted customers into an research community.

The Solution

Within the ELLE Inner Circle community, Fuel Cycle carefully curated a subgroup called the ELLE Social Club, a group of social media savvy members (over half with 2000+ Instagram followers) who were committed to optimizing ELLE's advertising partnerships.

In one study, ELLE Social Club members tested a partner beauty brand's new skin care serum, provided feedback on the product, and published public Instagram posts featuring the product, which generated over 3,000 likes and 167 comments. Ten organic reviews were generated on the beauty brand's website as result, demonstrating the power ELLE Magazine possesses when it flexes its omnichannel muscles.



we replaced



83% of members post content every day

“Having a really smart, innovative solution to have a direct dialogue with consumers has definitely added to the bottom line for ELLE over the course of having a community.”

- Lauren Muehlethaler,
Senior Director of Brand
Development, Elle
Magazine.

The Results:

Traditional media brands must strive to stay relevant as the continuing influx of social channels and digital devices further splay viewer attention. Once persuaded by print and television ads, consumers have flipped the script, now controlling when, where, how and with which brands they interact through media. ELLE's Inner Circle insights have transformed their advertising partnerships, boosted social and digital engagement, and bolstered their longstanding global reputation. Through agile and continuous research run in collaboration with Fuel Cycle, ELLE is pushing the envelope and expanding their authority in the market.