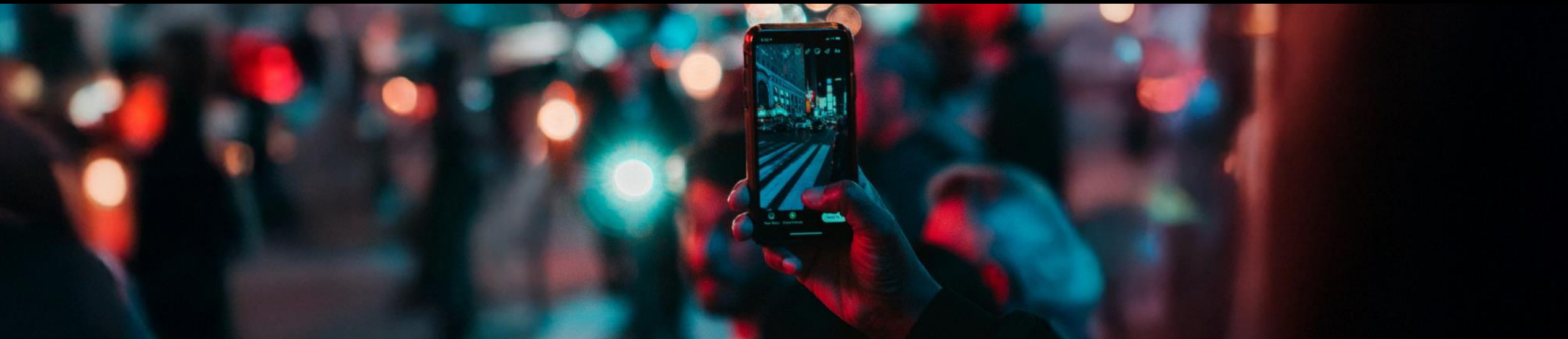


Using breakthrough social media for business growth

Marina Specht
Chair McCann Worldgroup Europe.
 in/marinaspecht

McCANN
WORLDGROUP





2 HOURS AND 23 MINUTES

**ONE THIRD OF OUR
TIME ONLINE**

**\$ 270 B SOCIAL AD
SPEND**

HOW TO USE SM FOR BUSINESS GROWTH: 2 CASES

LOEWE

duolingo

How to transform a functional language-learning app into a cultural icon with a fiercely engaged Gen Z audience

- without spending big on traditional advertising



The challenge

- Build **brand love**
- Increase daily **engagement**
- Attract a younger, social-first audience – **without spending big on advertising**

The impact

- Tik Tok followers: from 50K to 16M in less than 2 years
- 37M daily active users
- 10M paid subscribers
- 38% revenue growth

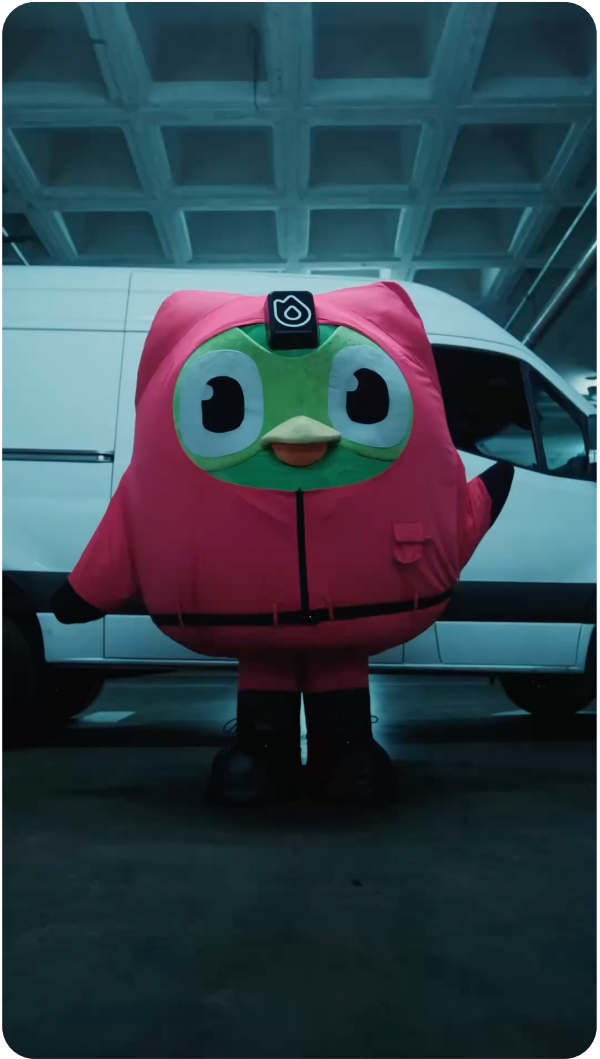
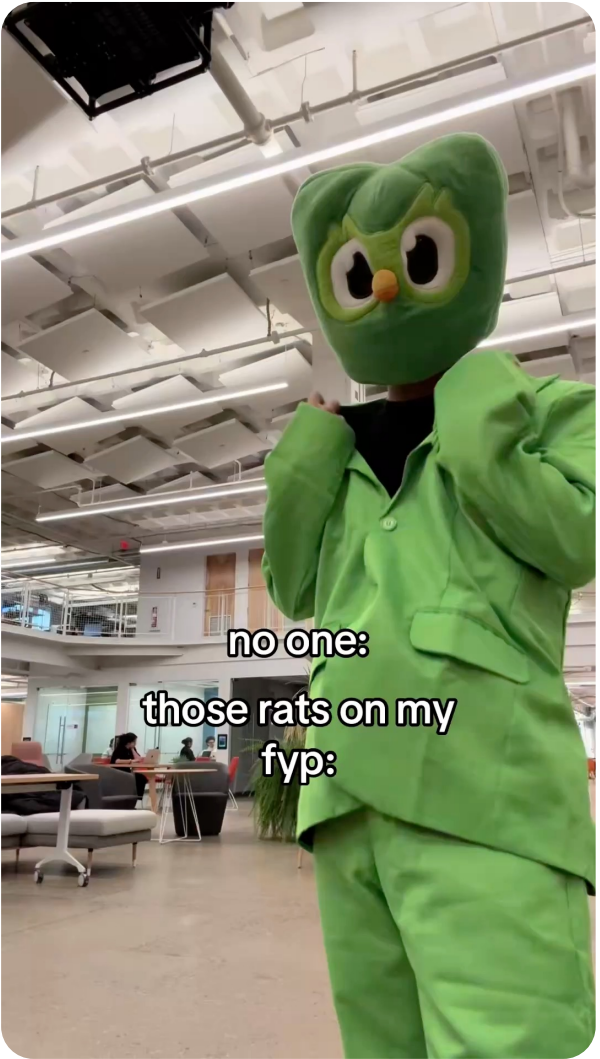
The creative strategy

- Lean into **humor and pop culture**
- Created mascot, Duo the Owl
- Tone shift, from **educational to entertaining**
- Reactive content
- **Minimal product pushing**

Why it worked

- Embraced a **platform culture vs adapting content to it**
- **Empowered a small, in-house social team** to experiment and take risks
- **Made a character the hero**, turning brand storytelling into a meme-worthy performance
- **Move fast!**

Duo the Owl





How to reposition a 178-year-old Spanish fashion brand and drive growth in a stagnating luxury industry

– while preserving its heritage



The challenge

- **Reposition and rejuvenate** a 178-years-old fashion brand
- With a hard to pronounce brand name

The impact

- **Higher purchase intent across diverse age groups**
- 2.3 M followers on Tik Tok
- 650M views and 53M likes

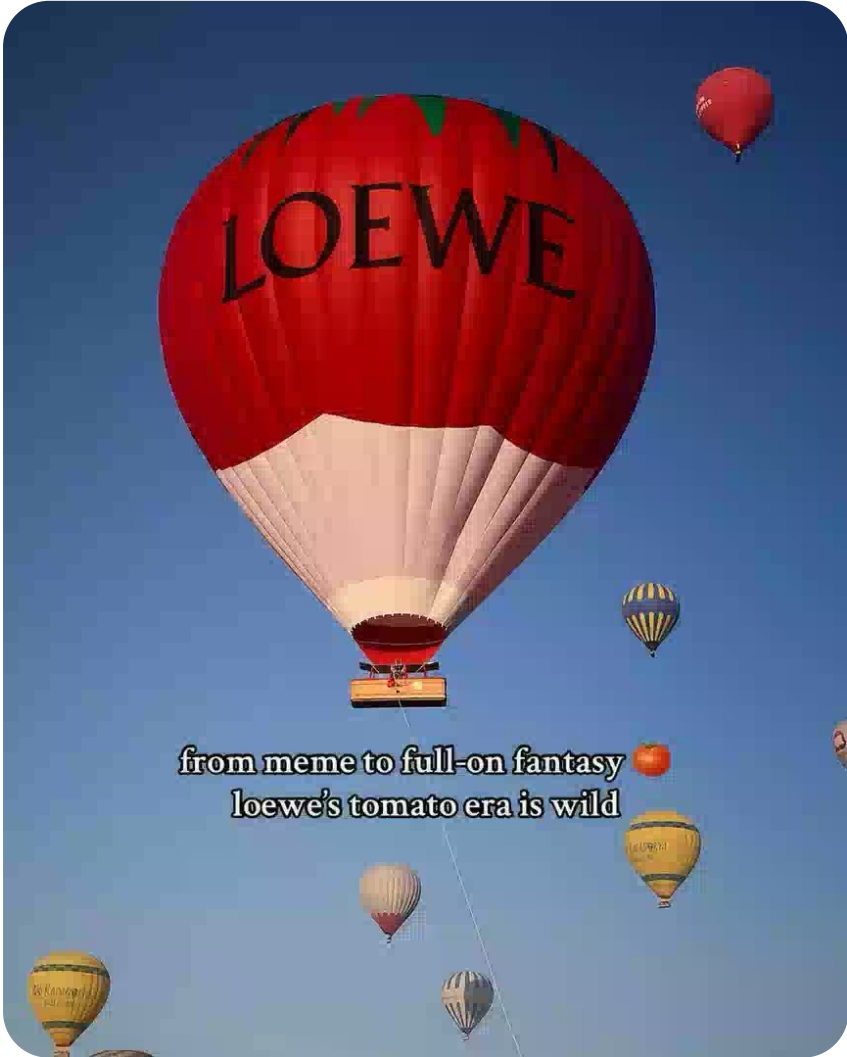
The creative strategy

- **Tap into Tik Tok native humor and meme culture**, while preserving brand heritage and prestige
- **Don't take yourself so seriously**

Why it worked

- **Platform native creativity**
- **Tone shift:** from perfection to authenticity and relevancy

Loewe's tomato era



Breakthrough Social: 7 takeaways

- **1. Be strategic and intentional: your SM content needs to link back to your brand and its business objectives**
- **2. Be a platform native**
- **3. Create content at the speed of culture; take creative risks**
- **4. Emotion, authenticity and credibility are key**
- **5. Leverage AI to accelerate content production, but without losing the human touch**
- **6. Partner with the creators and let them lead**
- **7. Measure & optimize. Fast.**

**PS. THIS ALSO APPLIES TO
B2B**





**“You’re either remarkable, or
invisible. Make a choice”**

–Seth Godin

A dense field of red tulips with green leaves, filling the entire frame. A single white tulip is visible in the upper right quadrant, standing out from the sea of red.

THANK YOU

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