

## Luxury in the digital age:

# How a global brand protects its legacy and engages its community

This globally celebrated luxury fashion house has built an enduring legacy recognized worldwide for its commitment to craftsmanship, innovation, and excellence.

Throughout its evolution, the brand has remained true to its pioneering spirit, setting standards in luxury while embracing new ways to engage with its audience.

As part of its digital strategy, the brand seamlessly blends creativity with technology, ensuring that its online presence—across both paid and organic channels—reflects its values and fosters meaningful connections in a safe and dynamic space.



## The challenge

With a vast global following exceeding 100 million followers, social media is a vital part of the brand's communication strategy, with social networks leveraged to launch campaigns, introduce ambassadors, and promote new products to a global audience.

By engaging on social media, the brand strengthens its connection with its community and expresses its creative vision—but this visibility comes with challenges. In an open online space where users freely express themselves, brand perception can be impacted by toxic comments, potentially influencing desirability and reputation.

Every month, tens of thousands of comments are posted across the brand's social platforms. While this engagement reflects the brand's influence, it also presents a challenge: making sense of audience sentiment at scale. Understanding these interactions is essential for refining messaging, anticipating trends, and maintaining a strong connection with their community.

## The solution

Bodyguard's solution combines industry-leading moderation with advanced data analysis, enabling our client to mitigate the risk of toxic user-generated content while gaining deeper insights into their online audience.

Operating 24/7 across the brand's Facebook, Instagram, TikTok, X (formerly Twitter), LinkedIn, Discord, and YouTube accounts in nine languages, Bodyguard not only ensures a safer digital space but also provides a deeper understanding of audience sentiment and engagement.

Our solution instantly detects and removes toxic comments while performing in-depth analysis of audience interactions. This dual approach delivers both continuous brand protection and valuable community insights, allowing the brand to refine its messaging and engagement strategies without censoring genuine audience opinions.



Bodyguard instantly detects and removes toxicity, with contextual analysis that understands even the most nuanced messages, and custom classifications around brand sensitive topics.



Bodyguard alerts the brand to real-time activity spikes, enabling swift, strategic responses to protect its reputation.



Advanced data and market intelligence help the brand benchmark their performance against industry standards, and refine its social media strategy for stronger engagement.



The brand can confidently stream live events including prestigious fashion shows to a global audience, with instant toxic comment removal and real-time audience sentiment analysis.

## The results

Since the partnership began, Bodyguard has analyzed 3.5 million messages and protects nearly 1,000 posts monthly. 30 brand ambassadors are safeguarded from online toxicity, giving the brand greater control over its image and deeper insights into audience sentiment.

**3.5m**

messages analyzed to date.

**1k**

posts protected each month, on average.

**30**

individual brand ambassadors safeguarded.

The brand partnered with Bodyguard for our industry-leading content moderation, but quickly unlocked the full potential of audience intelligence through our advanced social media monitoring.

With deep data analysis—including post performance, follower evolution, and platform engagement trends—our client now has a trusted, single source of truth to understand audience behavior and refine their social media strategy.

Custom classifications tailored to brand-sensitive topics provide an extra layer of protection against reputational risks. Meanwhile, real-time alerts help the brand anticipate and mitigate potential crises before they escalate.

Managing user-generated content at a global scale is a challenge—but with Bodyguard’s insights, our client is turning social media into a powerful tool for both protection and strategic growth.



**Bodyguard has revolutionized the way we leverage our social media and connect with our audience.**



Brand Performance Manager, Bodyguard client

## Ready to join our satisfied customers?

Discover the power of all-in-one moderation and audience insights with Bodyguard. Request a free demo and see how quick and easy it is to ensure a safe and engaging environment for your online community.

[Contact us](#)