

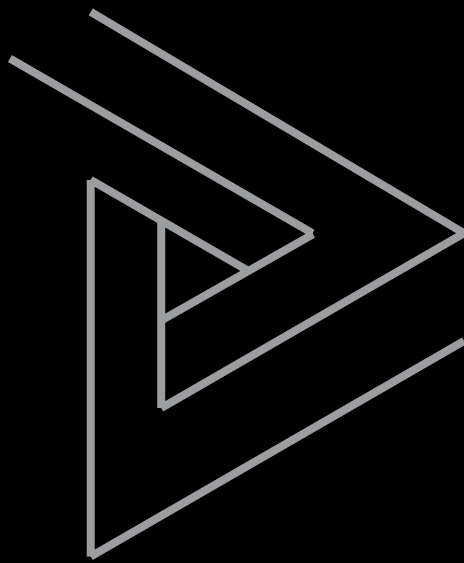
LA MODE
MONTHLY

TRIBE DYNAMICS

NOVEMBER 2014

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DESIGN: JORDYN ALVIDREZ



EMV

Tribe Dynamics' prescribed metric referring to the quantifiable dollar amount assigned to publicity gained through social word- of-mouth marketing accomplishments. Our holistic approach assigns a specific dollar value to each respective form of content based on the perceived value of each to brands within the industry, as it pertains to establishing ongoing relationships with influencers.

This is the next installment in our monthly series of reports that will provide a larger picture understanding of trends within the beauty and fashion industries that will help you build effective influencer marketing strategies and boost your brand's ROI.

Utilizing Tribe's proprietary data analytics, we will track which brands and products are creating the most valuable earned media over time, clearly out-performing the competition on a variety of social channels.

The data for this study was collected by Tribe Dynamics and is based upon the top 50,000 influencers in the beauty, fashion, and lifestyle spaces. The brands and products included in each month's study will be those that are most popular based on publicly-available information of these brand's annual revenue, and reviews from consumers and third party retailers.

DOWNLOAD REPORTS AT [TRIBEDYNAMICS.COM/INSIGHTS](https://tribedynamics.com/insights)

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THE TOP 10

EARNED MEDIA VALUE LEADER BOARD

For the month of
November, the following
10 brands were the
most socially influential,
generating the most
valuable earned media.
This metric is based upon
the following calculations:

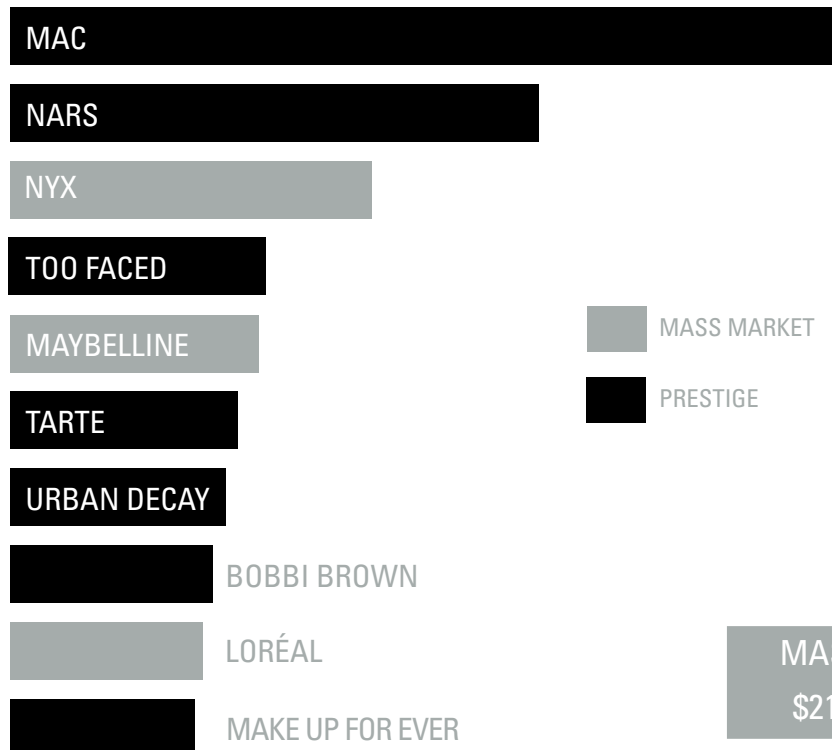
THE NUMBER OF POSTS:

- Blog posts
- YouTube Videos
- Tweets
- Facebook posts
- Instagram posts
- Pinterest Posts

ENGAGEMENT RATE BY:

- Blog views
- Video content views
- Twitter actions
- Facebook likes, comments, shares
- Instagram likes and comments
- Pinterest likes, comments, shares

0 4,000,000 8,000,000 10,000,000 14,000,000 18,000,000



1. MAC
\$18,816,002.90 EMV

2. NARS
\$11,293,157.05 EMV

3. NYX
\$8,903,939.75 EMV

4. TOO FACED
\$7,893,144.85 EMV

5. MAYBELLINE
\$7,124,880.15 EMV

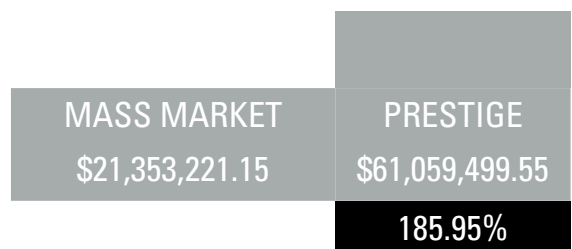
6. TARTE
\$6,841,813.50 EMV

7. URBAN DECAY
\$6,119,114.65 EMV

8. BOBBI BROWN
\$5,918,161.75 EMV

9. LORÉAL
\$5,324,401.25 EMV

10. MAKE UP FOR EVER
\$4,178,104.85 EMV



November resulted in the most significant gap in performance to date between mass market brands and prestige cosmetic brands. Together, the seven prestige brands within our Top 10, garnered over \$61M in EMV, approximately a \$6M improvement from October. By contrast, mass market brands, NYX Cosmetics, Maybelline, and L'Oréal, together rounded off the month at \$21M EMV, about \$2.6M less than these brands produced the month prior.

November's performance brought to focus the progressive rise of prestige brands alongside the stagnation or decline of some of the industry's most recognized names in the mass market sector. For the month overall, prestige brands outperformed mass at a 186% margin, topping October's variance of 129%. Many of the topics and themes we've identified as responsible for this trend over the past six months or so, have come to fruition. The innovation we've seen within prestige, and comparative lack thereof within mass, seems to be at the root of this trend. A growing number of prestige brands have realized this innovation not at a product level (the creation of entirely new products), but through their commitment with digital to creating compelling brand stories that engage consumers in the present and provide for extendable themes and interest.



THE TOP 10

**EARNED MEDIA VALUE
PERFORMANCE BY CHANNEL**

The following data
reflects the approximate
value of the content
created about each brand
by social channel during
the month of November,
as measured by Earned
Media Value.

BLOG EMV

MAC
\$1,208,407.40

NARS
\$725,394.80

MAYBELLINE
\$702,594.40

URBAN DECAY
\$564,569.40

LORÉAL
\$311,060.00

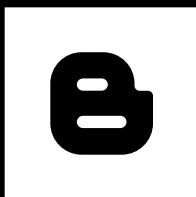
TOO FACED
\$299,114.60

BOBBI BROWN
\$295,695.00

NYX
\$288,240.00

MAKE UP FOR EVER
\$272,839.60

TARTE
\$47,920.00



YOUTUBE EMV

MAC
\$7,069,720.50

NARS
\$4,112,042.25

MAYBELLINE
\$3,799,090.75

NYX
\$2,909,709.75

TOO FACED
\$2,845,345.25

LORÉAL
\$2,759,846.25

URBAN DECAY
\$2,400,870.25

BOBBI BROWN
\$2,288,426.75

MAKE UP FOR EVER
\$1,417,995.25

TARTE
\$59,368.50



TWITTER EMV

MAC
\$247,800.00

TOO FACED
\$188,800.00

URBAN DECAY
\$168,500.00

NARS
\$140,600.00

LORÉAL
\$109,800.00

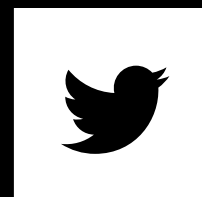
NYX
\$102,000.00

MAYBELLINE
\$95,700.00

BOBBI BROWN
\$89,800.00

TARTE
\$75,600.00

MAKE UP FOR EVER
\$47,800.00



FACEBOOK EMV

MAC

\$1,238,530.00

URBAN DECAY

\$1,062,485.00

TOO FACED

\$949,765.00

TARTE

\$683,170.00

NARS

\$664,825.00

LORÉAL

\$664,320.00

MAKE UP FOR EVER

\$446,180.00

BOBBI BROWN

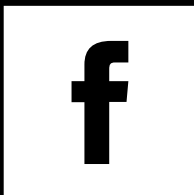
\$416,995.00

NYX

\$410,470.00

MAYBELLINE

\$346,730.00



INSTAGRAM EMV

MAC

\$8,697,455.00

TARTE

\$5,941,955.00

NARS

\$5,361,735.00

NYX

\$5,017,900.00

TOO FACED

\$3,476,680.00

BOOBI BROWN

\$2,687,115.00

MAYBELLINE

\$2,096,005.00

MAKE UP FOR EVER

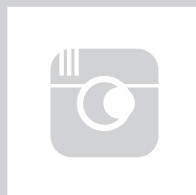
\$1,766,400.00

URBAN DECAY

\$1,562,100.00

LORÉAL

\$1,410,305.00



PINTEREST EMV

URBAN DECAY

\$360,590.00

MAC

\$354,090.00

NARS

\$288,560.00

MAKE UP FOR EVER

\$226,890.00

NYX

\$175,620.00

BOBBI BROWN

\$140,130.00

TOO FACED

\$133,440.00

MAYBELLINE

\$84,760.00

LORÉAL

\$69,070.00

TARTE

\$33,800.00



For November, MAC lead overall across all channels with the exception of Pinterest, where Urban Decay outperformed the brand by \$6,500.00.

Perhaps the most interesting takeaway from the month was the surprising jump in collective performance for the Top 10 on Instagram. Compared to October's \$19,321,745 EMV for Instagram, November's brands generated \$38,017,650 EMV on the channel, an approximate 97% increase in performance. Moreover, four brands broke \$5M for the channel alone, an impressive accomplishment considering that CoverGirl produced \$1,987,059.55 for the month overall. It seems to be the case that a larger number of top brands have recognized the effectiveness of Instagram when it comes to communicating a unique brand personality and story. Influencers and consumers alike have taken this more relatable, meaningful content and responded with greater earned media creation.

Tarte joined MAC, NYX, and NARS at the top in overall performance on Instagram, helping to explain its sudden appearance in our Top 10. The brand was a favorite amongst beauty and cosmetic influencers, whose posts mentioning @TarteCosmetics received as many as 16K likes. This specific post showed step by step how to use Tarte's Brown "SmoulderEYES" Pencil and "Lights Camera Action" Mascara to create a dramatic look. A majority of the most valuable content was in fact published by the same handful of influencers, referencing the brand and its products frequently over the month.

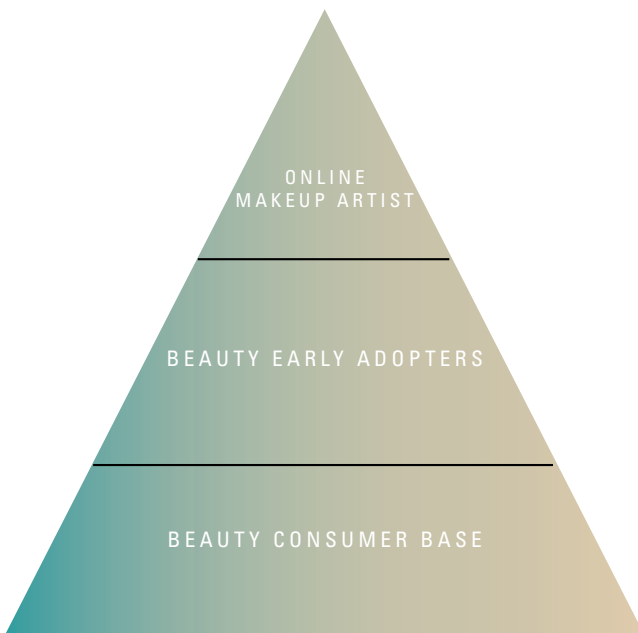


Why was the content being created about Tarte on Instagram more valuable than what was being created about other brands? First, it's important to point out that Tarte by no means had one of the highest post counts on the channel amongst our Top 10. Rather, the brand fell somewhere in the middle, behind Urban Decay. To better understand let's look at three of some of Tarte's most active influencers for the month. Between the three, the follower tally accounts for 1,538K engaged beauty consumers seeing the brand's name alongside attractive pictures of desirable makeup looks.

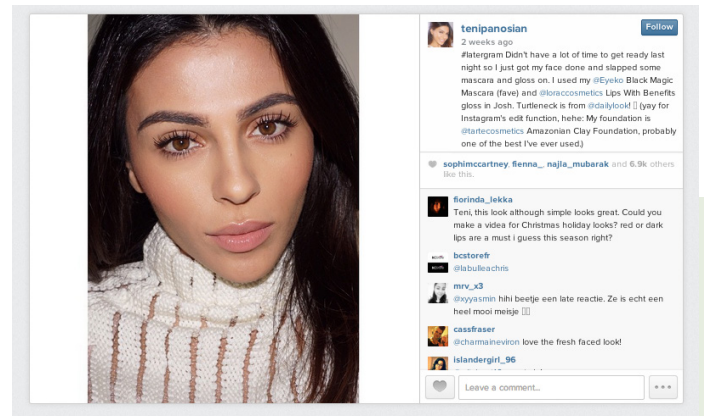
What are the implications of that number? In terms of brand awareness and exposure, content about Tarte is reaching an incredible number of target potential customers. Additionally, the content itself is more valuable, and the endorsement more authentic and believable, delivered through an impartial influencer.

If we were to visually represent Tarte's success on Instagram, it might look something like the representation pictured here. Some of the industry's most authoritative online influencers are creating organic, high-quality content, which is being shared with a community of informed cosmetics early adopters, who subsequently share it with an even larger, ideally-suited audience of consumers.

PYRAMID OF INFLUENCE



Let's return to post about Tarte that received 16K likes. Compare the impact of a single post travelling through this funnel to an advertisement placed in a leading industry magazine. The first, Tarte did not pay for and resulted in approximately 100K in EMV based on the influence of the publisher, the content itself, and the number of people actively engaging with the post. By contrast, an average ad placement would cost the brand upwards of \$100,000, with no guarantee way to measure engagement with the content. Arguably, Tarte benefits far more from the content worth \$5M EMV in November than if the brand had paid for ad placement in each of the top industry magazines and publications. Most importantly, the former was free.



A QUESTION OF INNOVATION:

WHAT THIS MEANS FOR BEAUTY

We've alluded to "innovation" at an abstract level in our discussions of the beauty industry's changing landscape. We've taken a closer look at the work of some of beauty's most "innovative" brands: MAC's compelling, unmistakable brand personality, NYX's elevation of the individual influencer and its unprecedented reliance on user-generated content, Too Faced's cost-effective influencer program and intimate product experiences.

What does innovation mean in the context of these discussions? What characteristics make a brand or specific program innovative? Within an oversaturated market like beauty, innovation is less a matter of inventing new products, but reinventing the less tangible elements that influence the brand to consumer relationship.

Keeping that in mind, what do the above brands have in common that separates them digitally from competitors?

Each has significantly improved the traditional relationship between a brand and its consumers, employing forms of communication and interaction that enhance a cohesive brand experience.

MAC, has mastered a brand personality that continues to grow stronger with the duality of newly-imaginative themed collections alongside consistent representation of brand attributes online. The brand has established a digital omnipresence that reinforces these fundamental brand elements and positive consumer perceptions with each encounter online.

Furthermore, the brand pursues partnerships with like-minded brands that share and enhance these images, values, and online presence. Its collaboration with Disney for the live action Maleficent resulted in an unprecedented amount of content creation, specifically tutorials for re-creating Angelina Jolie's makeup as the villain with products from MAC's Maleficent collection. More recently, MAC announced a collaboration with online style

destination, Nasty Gal, on a collection that captures founder Sophia Amoruso's "#GIRLBOSS" attitude. MAC has already benefited from content created by Nasty Gal's online community of style influencers. The advantages of these partnerships have been threefold: greater awareness for MAC amongst an appropriate online audience, reinforcement of desired brand attributes and elements, penetration into new markets of target customers.



Turning our attention to NYX, the brand remains unmatched in its reliance on word of mouth marketing when it comes to raising awareness and interacting with beauty consumers. NYX's quick ascent seems even more extraordinary considering the brand sidestepped traditional advertising almost entirely in favor of programs that inspire consumers to organically spread awareness for the brand.

NYX was one of the first to synchronize the experience customers had with the brand on its e-commerce website, social channels, and in stores. This was accomplished through the integration of user-generated content across all of these mediums. Fans creating content about NYX could find their self-created makeup looks being used as creative e-commerce shopping tools to inform consumer purchase decisions on the brand's website and/or as part of visual displays for NYX products in drugstores. It's not a far jump to assume that influencers whose looks are highlighted will become committed loyal NYX users, frequently interacting with the brand and other NYX fans online and creating valuable content and buzz about the brand in the future.

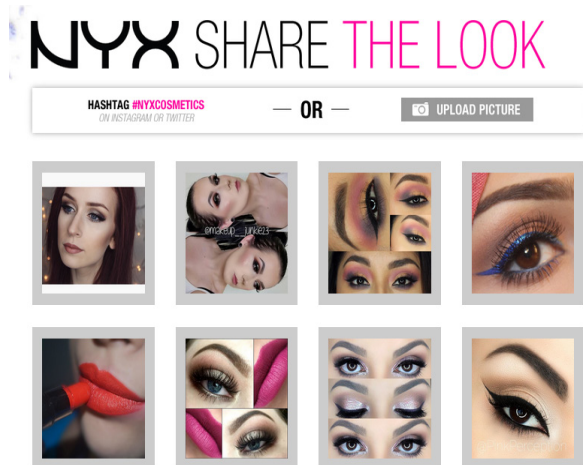
This leads us to our third brand, Too Faced, using a sophisticated influencer program to create intimate brand experiences that similarly elevate individual influencers. The brand communicates a great deal through these benevolent gifts. First, that it values the individual's association with its brand and their input. Second, that the



individual can expect similar, compelling brand experiences online and across a variety of mediums. Third, that they will directly benefit from taking part in raising awareness for the brand. Upon receiving the beautifully put together, personalized package from Too Faced, the individual develops an emotional attachment and will associate the brand with their feelings of gratefulness and unexpected joy.

Influencer programs like Too Faced's are successful because they provide compelling reasons to believe in the brand's unique value proposition and why a consumer should prefer it to other brands. Each and every component of the package supports the brand's unique imagery and voice. The result is that these individuals want to share the story with followers and friends. The content that they create in response is all the more enthusiastic and authentic. Somewhere between creating this content to following the brand more closely online and becoming involved in communities of like-minded fans, the individual interweaves Too Faced's brand into an understanding of their own personality and self-actualization. When raising awareness for a brand becomes natural in this sense, the brand can expect a reasonable amount of ongoing content creation, and more than likely additional purchases from these recipients.

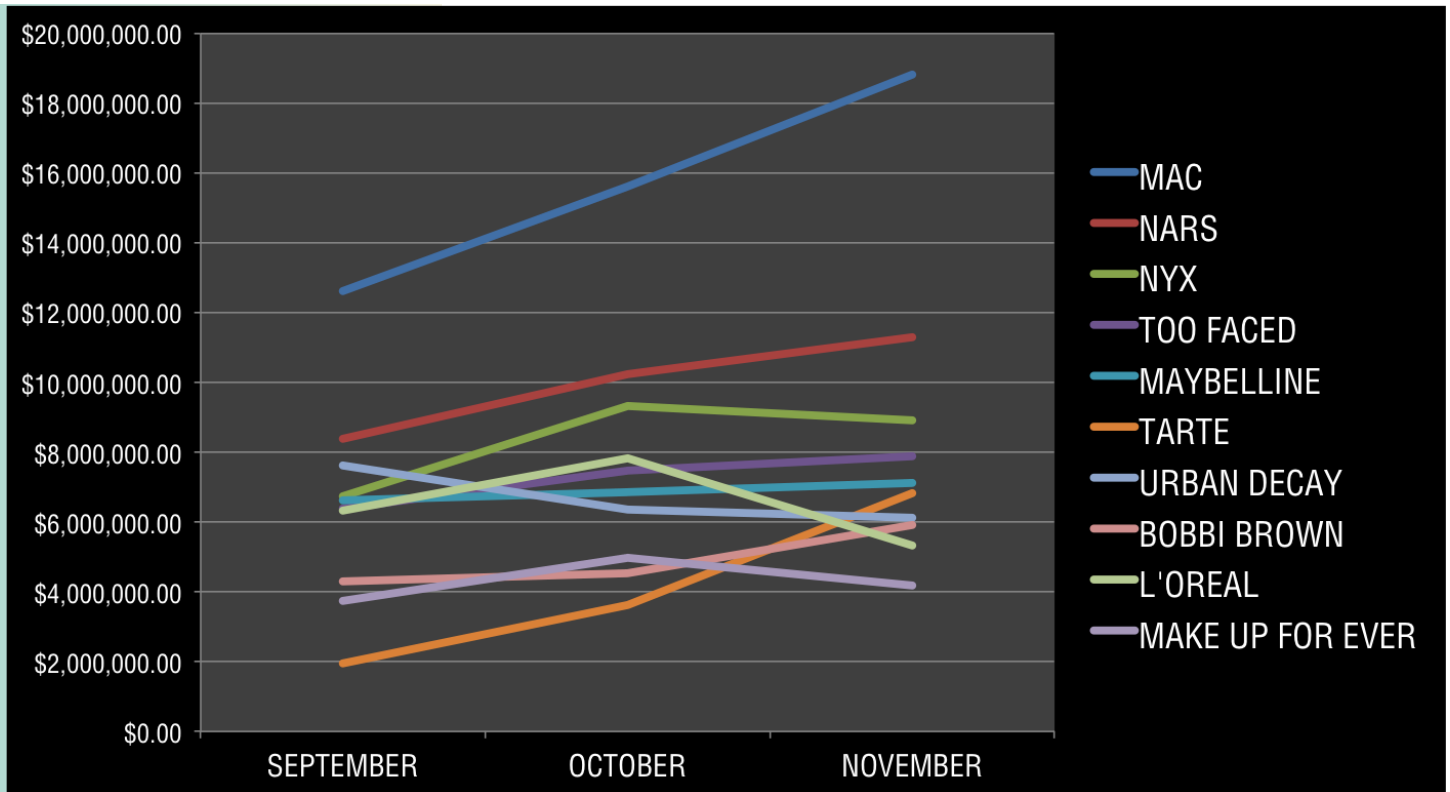
With so many brands turning their attention to digital investments, it's tempting to respond with a rushed, arms race of new products and digital programs. Instead, brands looking to grow online should strive for concentrated innovation, alternative marketing and engagement practices that advance and strengthen their unique value proposition. As Scott Bedbury, former VP of Advertising for Nike and VP of Marketing for Starbucks says, when it comes to brand extension and growth: "Just because you can . . . doesn't mean you should!"



FALL EARNED MEDIA WRAP UP

PART 1: TRENDING OVERALL EARNED MEDIA PERFORMANCE, EMV

The following data highlights the trending EMV performance of this month's Top 10 brands for the fall (September - November 2014).



BRAND	SEPTEMBER	OCTOBER	NOVEMBER	SEPTEMBER TO OCTOBER	OCTOBER TO NOVEMBER
MAC	\$12,614,604.55	\$15,625,012.20	\$18,816,002.90	23.86%	20.42%
NARS	\$8,381,915.95	\$10,231,216.75	\$11,293,157.05	22.06%	10.38%
NYX	\$6,737,961.25	\$9,326,887.75	\$8,903,939.75	38.42%	-4.53%
TOO FACED	\$6,391,407.80	\$7,486,687.80	\$7,893,144.85	17.14%	5.43%
MAYBELLINE	\$6,611,915.30	\$6,851,783.60	\$7,124,880.15	3.63%	3.99%
TARTE	\$1,952,254.75	\$3,632,499.75	\$6,841,813.50	86.07%	88.35%
URBAN DECAY	\$7,625,310.25	\$6,361,633.40	\$6,119,114.65	-16.57%	-3.81%
BOBBI BROWN	\$4,294,679.80	\$4,522,845.25	\$5,918,161.75	5.31%	30.85%
L'OREAL	\$6,325,503.80	\$7,838,995.25	\$5,324,401.25	23.93%	-32.08%
MAKE UP FOR EVER	\$3,735,482.80	\$4,968,999.90	\$4,178,104.85	33.02%	-15.92%

PART 2:

EARNED MEDIA TERMS

1.1. EMV ATTRIBUTED TO BRAND-SPECIFIC MASCARAS

The following represents the earned media performance of each brand corresponding to a single mascara product.

1. MAC's "Extended Play Mascara": \$106,801.50
2. NARS's "Larger Than Life Mascara": \$46,719.25
3. NYX's "Doll Eye Mascara": \$20,080.75
4. Too Faced's "Better than Sex Mascara": \$785,631.50
5. Maybelline's "The Falsies Big Eyes Mascara": \$242,820.25
6. Tarte's "Lights, Camera, Flashes Mascara": \$33,950.00
7. Urban Decay's "Perversion Mascara": \$411,725.25
8. Bobbi Brown's "Everything Mascara": \$48,711.25
9. L'Oréal's "Voluminous Butterfly Mascara": \$124,524.25
10. Make Up for Ever's "Smoky Extravagant Mascara": \$126,495.00

1.2 EMV ATTRIBUTED TO THE EARNED MEDIA TERM "FALL"

The following represents the earned media performance of each brand in online beauty conversations mentioning "fall".

1. MAC: \$4,445,433.25

2. NARS: \$2,921,313.00

3. NYX: \$3,126,016.25

4. TOO FACED: \$2,008,251.75

5. MAYBELLINE: \$3,234,692.00

6. TARTE: \$391,815.75

7. URBAN DECAY: \$1,732,256.50

8. BOBBI BROWN: \$1,365,782.25

9. L'ORÉAL: \$2,124,763.50

10. MAKE UP FOR EVER: \$664,431.50

WOMEN
FALL

