LA MODE MONTHLY

TRIBE DYNAMICS

JANUARY 2015

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.

JANUARY

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.

*Please note, the brands included in our La Mode Monthly Cosmetics reports are those offering primarily color cosmetics products within the larger beauty industry.

In an effort to ensure that we are always providing the most insightful data and analysis to help you better understand the latest digital trends, we've made improvements to our measurement of earned media performance. This report includes these adjustments, with slight variations to the value of specific forms of content. As we continue to advance our own understanding of earned media and learn about the industry, we will update our analytics to reflect new knowledge and innovations.

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CONTENTS

THE TOP 10

EARNED MEDIA VALUE LEADER BOARD

For the month of January, the following ten 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

1. ANASTASIA BEVERLY HILLS $23,085,296 EMV

2. MAC COSMETICS $22,987,175 EMV

3. NYX COSMETICS $10,199,690 EMV

4. L'ORÉAL PARIS $10,138,194 EMV

5. NARS $10,038,801 EMV

6. TOO FACED $9,736,450 EMV

7. MAYBELLINE $8,541,269 EMV

8. URBAN DECAY $8,038,911 EMV

9. KAT VON D $6,094,821EMV

10. BOBBI BROWN $5,893,863 EMV

0	5,000,000	15,000,000	25,000,000

ANASTASIA BEVERLY HILLS

MAC COSMETICS

NYX COSMETICS

L'ORÉAL PARIS

NARS

TOO FACED

MAYBELLINE

URBAN DECAY

KAT VON D

BOBBI BROWN

MASS MARKET	PRESTIGE
$28,879,153	$85,875,316
	197.36%

Prestige started the year on a high note, maintaining its significant lead over mass with an approximate 197% difference in earned media performance for the month. This month we saw some of the more developed Instagram influencer programs come to fruition, with brands like Anastasia Beverly Hills achieving incredible rates of recurring engagement. For the first time, Anastasia stole the lead at $23M EMV with a record $19M EMV due to content creation on Instagram alone. The brand's investment in an influencer-focused digital strategy has led to what can only be described as an explosion of consumer awareness amongst influential bloggers and the larger beauty community.

THE TOP 10

EARNED MEDIA PERFORMANCE BY CHANNEL

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

BLOG EMV

MAC
$1,310,783.40

MAYBELLINE
$750,180.00

NARS
$719,909.20

URBAN DECAY
$607,769.40

NYX COSMETICS
$348,930.00

L'ORÉAL PARIS
$344,295.00

TOO FACED
$328,954.60

BOBBI BROWN
$324,789.80

ANASTASIA BEVERLY HILLS
$141,830.00

KAT VON D
$114,610.00

YOUTUBE EMV

MAC
$10,709,349.25

NARS
$5,492,886.25

MAYBELLINE
$4,933,292.50

L'ORÉAL PARIS
$4,794,749.25

TOO FACED
$4,487,635.25

NYX
$3,771,396.50

URBAN DECAY
$3,006,310.00

BOBBI BROWN
$2,938,097.50

ANASTASIA BEVERLY HILLS
$2,146,304.75

KAT VON D
$2,073,402.75

TWITTER EMV

URBAN DECAY
$494,200.00

MAC
$348,300.00

MAYBELLINE
$340,000.00

NARS
$199,900.00

L'ORÉAL PARIS
$179,500.00

TOO FACED
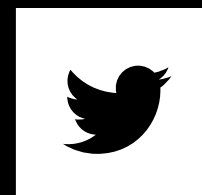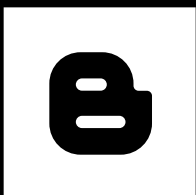## $179,000.00

ANASTASIA BEVERLY HILLS
$176,600.00

KAT VON D
$147,800.00

NYX
$94,300.00

BOBBI BROWN
$65,000.00

FACEBOOK EMV

L'ORÉAL PARIS
$1,852,870.00

MAC
$1,848,055.00

URBAN DECAY
$1,589,400.00

ANASTASIA BEVERLY HILLS
$1,572,725.00

TOO FACED
$726,580.00

NARS
$719,695.00

NYX
$687,535.00

MAYBELLINE
$679,870.00

BOBBI BROWN
$450,730.00

KAT VON D
$424,405.00

INSTAGRAM EMV

ANASTASIA BEVERLY HILLS
$18,970,375.00

MAC
$8,198,505.00

NYX
$5,043,275.00

TOO FACED
$3,815,080.00

KAT VON D
$3,141,655.00

L'ORÉAL PARIS
$2,874,465.00

NARS
$2,222,250.00

URBAN DECAY
$2,002,985.00

BOBBI BROWN
$1,847,590.00

MAYBELLINE
$1,677,300.00

PINTEREST EMV

NARS
$684,250.00

MAC
$573,430.00

URBAN DECAY
$338,340.00

BOBBI BROWN
$267,750.00

NYX
$254,450.00

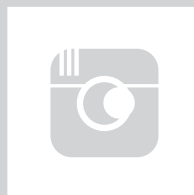TOO FACED
$199,500.00

KAT VON D
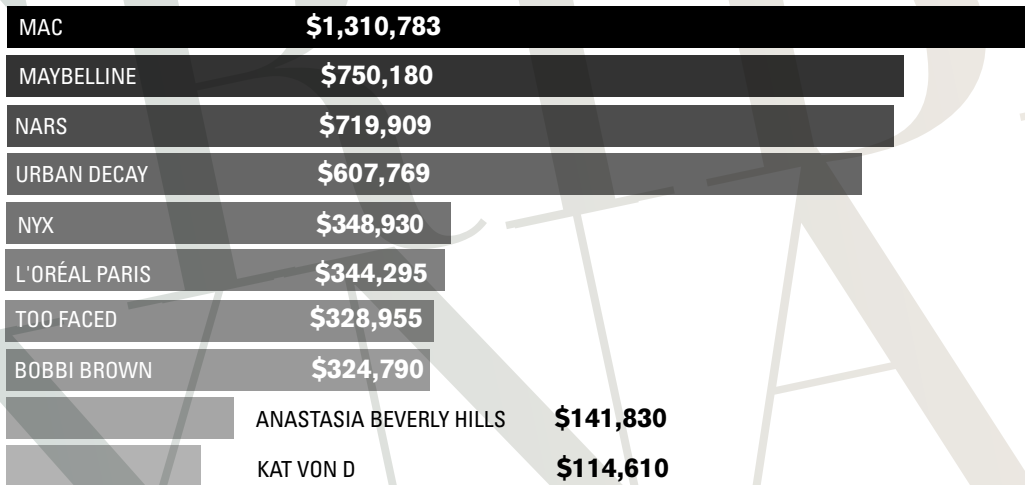## $193,140.00

MAYBELLINE
$160,810.00

L'ORÉAL PARIS
$92,580.00

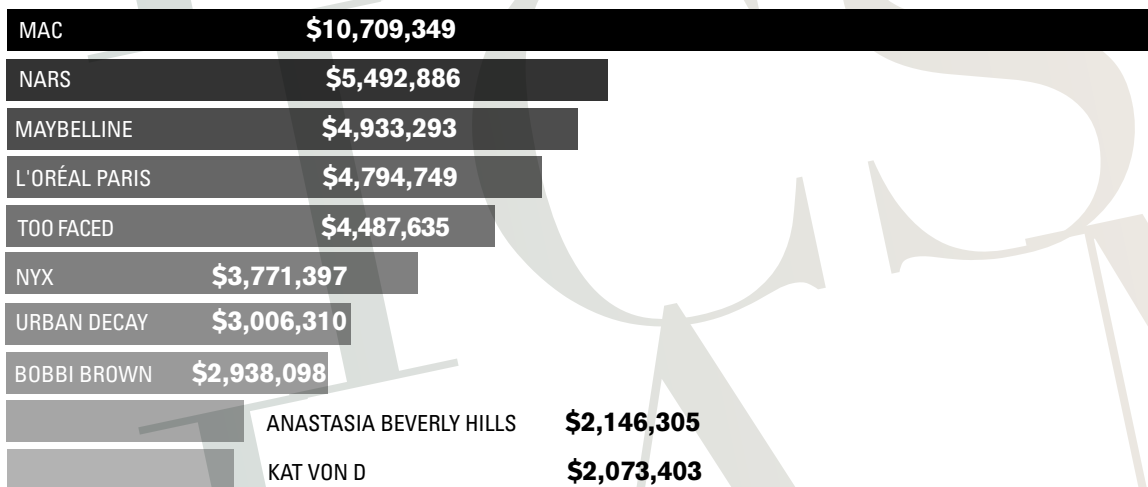ANASTASIA BEVERLY HILLS
$77,930.00

BLOG

MAC	$1,310,783
MAYBELLINE	$750,180
NARS	$719,909
URBAN DECAY	$607,769
NYX	$348,930
L'ORÉAL PARIS	$344,295
TOO FACED	$328,955
BOBBI BROWN	$324,790
ANASTASIA BEVERLY HILLS	$141,830
KAT VON D	$114,610

YOUTUBE

MAC	$10,709,349
NARS	$5,492,886
MAYBELLINE	$4,933,293
L'ORÉAL PARIS	$4,794,749
TOO FACED	$4,487,635
NYX	$3,771,397
URBAN DECAY	$3,006,310
BOBBI BROWN	$2,938,098
ANASTASIA BEVERLY HILLS	$2,146,305
KAT VON D	$2,073,403

TWITTER

URBAN DECAY	$494,200
MAC	$348,300
MAYBELLINE	$340,000
NARS	$199,900
L'ORÉAL PARIS	$179,500
TOO FACED	$179,000
ANASTASIA BEVERLY HILLS	$176,600
KAT VON D	$147,800
NYX	$94,300
BOBBIE BROWN	$65,000

FACEBOOK

Brand	EMV
L'ORÉAL PARIS	$1,852,870
MAC	$1,848,055
URBAN DECAY	$1,589,400
ANASTASIA BEVERLY HILLS	$1,572,725
NYX	$726,580
NARS	$719,695
NYX	$687,535
MAYBELLINE	$679,870
BOBBIE BROWN	$ 450,730
KAT VON D	$424,405

INSTAGRAM

Brand	EMV
ANASTASIA BEVERLY HILLS	$18,970,375
MAC	$8,198,505
NYX COSMETICS	$5,043,275
TOO FACED	$3,815,080
KAT VON D	$3,141,655
L'ORÉAL PARIS	$2,874,465
NARS	$2,222,250
URBAN DECAY	$2,002,985
BOBBIE BROWN	$1,847,590
MAYBELLINE	$1,677,300

PINTEREST

Brand	EMV
NARS	$684,250
MAC	$573,430
URBAN DECAY	$338,340
BOBBI BROWN	$267,750
NYX	$254,450
TOO FACED	$199,500
KAT VON D	$193,140
MAYBELLINE	$160,810
L'ORÉAL PARIS	$92,580
ANASTASIA BEVERLY HILLS	$77,930

More and more, we are beginning to see a pattern in the sequential performance of our La Mode Top 10. In January, there was an even more apparent discrepancy in earned media performance between the top two brands and others, with both Anastasia Beverly Hills and MAC Cosmetics more than doubling the EMV of competitors ranked third and fourth. The significant gap is a reflection of the abundant awareness that these brands have built for themselves amongst those influencers drawing the greatest following.

For both Anastasia and MAC, their success is tied to earned media created on one or two channels in particular. Anastasia's $19M EMV on Instagram came from a collection of popular Instagram influencers, each of whom posts content tagging the brand sometimes as often as three times a day. The majority of these posts share the same form: glamour shots of finished makeup looks tagging the specific brands and products used . By examining the brand's January media, the dramatic expansion of the small circle of influencers creating the most valuable content about the brand becomes increasingly apparent. Whereas in past months we saw three to four individuals creating a significant amount of content with these high-engagement rates, the producers of this content has now more than tripled.

With MAC, we see yet again incredible profusion on YouTube within tutorials and haul videos. The brand has established a reputation as a color cosmetics standard, offering quality products across the board that serve as staples in any beauty enthusiast's collection. Perhaps more than any other brand in the industry, MAC benefits far more from content created in relation to this more general widespread recognition as opposed to temporary buzz for an individual product or campaign.

Anastasia and MAC's January earned media performances were directly tied to their respective brand's association with one the most prevalent trends to captivate the beauty industry in the past few years. This is of course the contouring trend, popularized by Kim Kardashian and validated by retailers, industry publications, and top makeup influencers like Michelle Phan. The sensationalism of the trend has fueled the growth of an obsessive following for both brands, generating incredible awareness and no doubt record sales figures. We will track and analyze this phenomenon throughout this month's La Mode.

TRENDING OVERALL

EARNED MEDIA PERFORMANCE, EMV

The following data highlights the trending earned media performance of January's Top 10 brands over the past three months.

EARNED MEDIA TERMS

The following data highlights January's earned media performance of each brand in relation to the following terms and trends.

BRAND-SPECIFIC TERMS

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ANASTASIA

"brow": $9,851,890.25

"browwiz": $2,454,579.25

"mac": $5,263,678.00
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MAC

"foundation": $3,784,826

"glam": $3,135,086

"anastasiabeverlyhills": $4,103,810.00
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TOO FACED

"melted": $1,187,476

"chocolate palette": $2,461,520

"semi sweet": $1,115,854.75
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As discussed earlier in this month's report, Anastasia's success online was largely due to buzz surrounding its individual brow products and discussions of eyebrow trends and technique. Although brow-related content characterizes the brand's origins, more recently we've seen Anastasia extend its reputation as a leader in this category to being a provider of generally high-quality, dependable products across the board.

Anastasia and Too Faced experienced some of their greatest earned media success surrounding hero products that have become symbols of each brand's unique aesthetic and personality. By contrast, MAC performed highest within discussions of general product types, categories and abstract associated interests or styles.
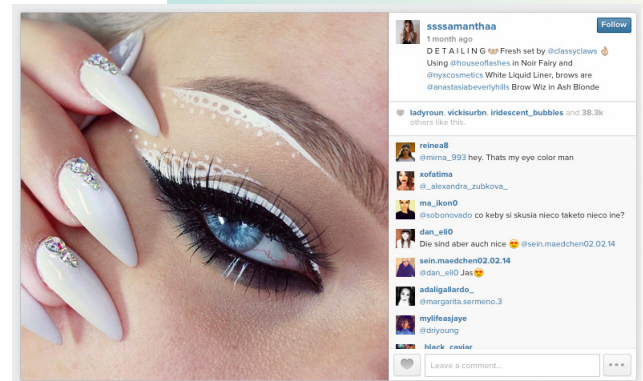
EARNED MEDIA TERMS

"CONTOUR"

1. Anastasia $3,732,001.25

2. MAC $3,532,761.25

3. Kat Von D $2,239,633.00

4. Bobbi Brown $1,319,660.75

5. L'Oréal $1,261,981.50

6. NARS $1,190,317.75

7. NYX $1,022,496.50

8. Too Faced $881,501.75

9. Maybelline $738,098.00

10. Urban Decay $280,805.25
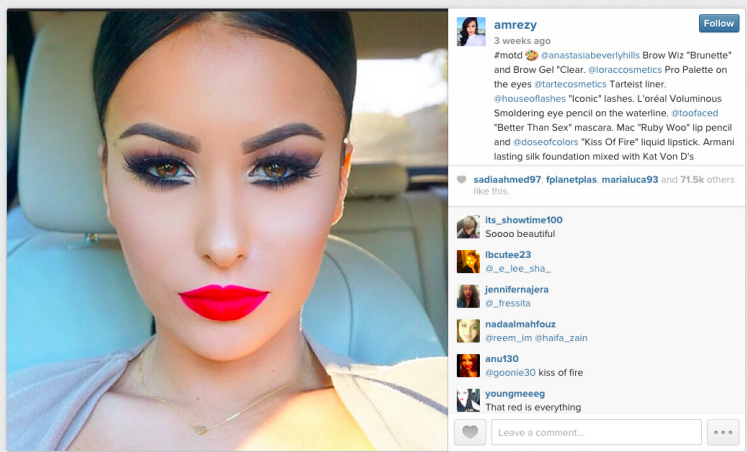
Anastasia and MAC produced by far the greatest EMV in relation to the contour trend, approximately $7.3M together in January alone. This content ranged from influencer-based Kim Kardashian makeup YouTube tutorials and Instagram glamour shots to posts from industry authorities like Sephora, highlighting specific products to help create the contoured look. Whether intentional or not, these brands have become closely linked in the minds of influencers in association with the trend. A majority of this Instagram earned media showed Anastasia products alongside MAC's, being used together for the desired look. It's not by coincidence that of all the earned media collected for Anastasia over the month, approximately $5M EMV worth of content also mentioned MAC.

Urban Decay's trailing performance in association with this trend was surprising in light of the the brand's significant push into face cosmetics with the recent launch of its "NAKED Skin" collection. In the past, the brand has enjoyed steady success in earned media performance thanks to the residual popularity of its NAKED eyeshadow palettes. These palettes allowed Urban Decay to establish itself as an icon amongst top beauty influencers drawn to a specific aesthetic characterized by more dramatic makeup and exaggerated features. However, growing awareness for new players like Anastasia Beverly Hills and Too Faced has since lessened the brand's stronghold over this same influencer community looking to new arrivals for inspiration and products tied to contouring. It will be interesting to see whether Urban Decay's association with the trend improves the longer the NAKED Skin collection has been on the market.

TRENDING DATA

The following data highlights the trending earned media performance of January's Top 10 brands over the past three months.
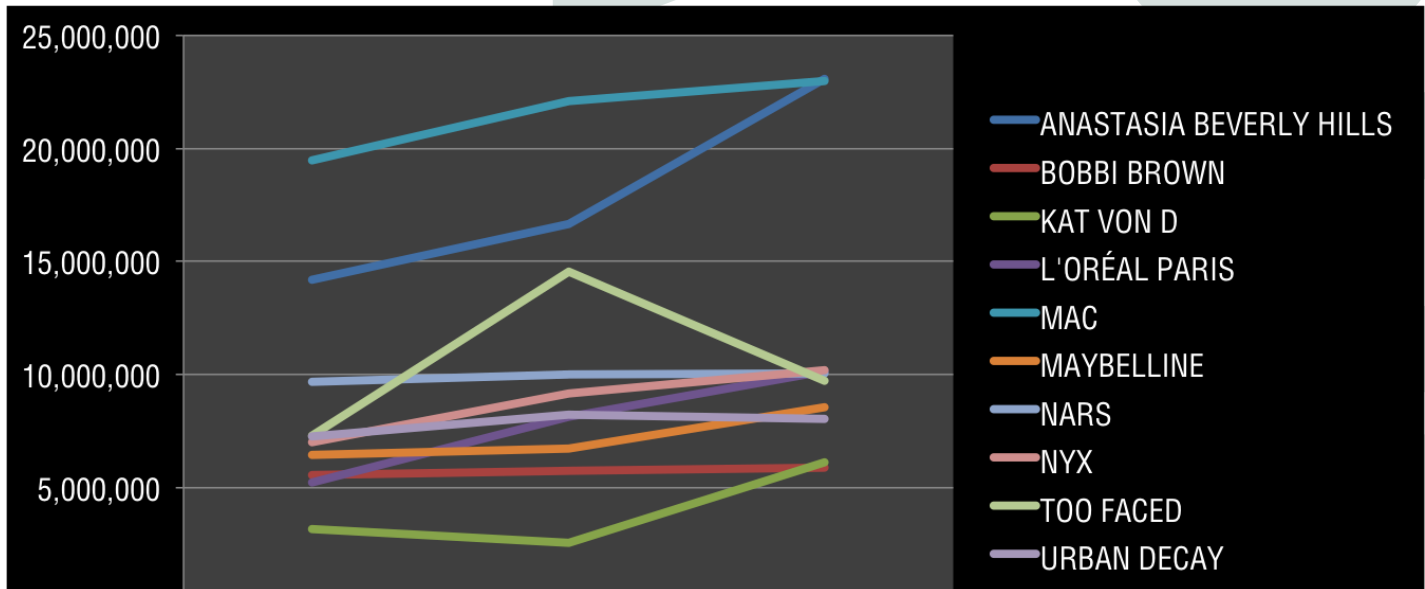
	NOVEMBER	DECEMBER	JANUARY	TOTAL
ANASTASIA BEVERLY HILLS	$14,189,510	$16,655,892	$23,085,765	$53,931,166
BOBBI BROWN	$5,536,773	$5,727,115	$5,893,957	$17,157,846
KAT VON D	$3,139,585	$2,534,861	$6,095,013	$11,769,459
L'OREAL PARIS	$5,206,818	$8,143,506	$10,138,459	$23,488,783
MAC	$19,470,702	$22,094,487	$22,988,423	$64,553,612
MAYBELLINE	$6,421,329	$6,721,487	$8,541,453	$21,684,269
NARS	$9,659,150	$10,011,654	$10,038,890	$29,709,694
NYX	$6,990,087	$9,152,885	$10,199,887	$26,342,858
TOO FACED	$7,292,299	$14,550,601	$9,736,750	$31,579,650
URBAN DECAY	$7,259,429	$8,210,848	$8,039,004	$ 23,509,282

ANALYSIS

BRANDS DOING IT ALL:

THE NEW ALL-IN-ONE AGENCY AND PUBLISHER

Nowadays, brand-consumer interaction takes place in a matter of seconds. Response time is key when it comes to capitalizing on real-time opportunities for brand promotion. From our own discussions with brands, there has been a definitive shift in the execution of marketing activities, with brand awareness and community engagement falling almost exclusively on the shoulders of in-house teams.
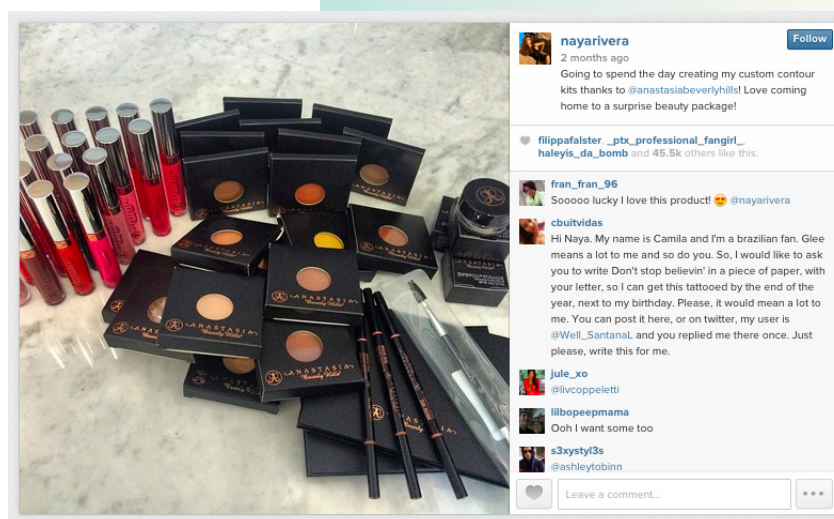
There are a variety of reasons why a brand itself might be better positioned to take on the content creation work of a third party agency or publication with an influencer-centric digital marketing strategy. We will use the phenomenal growth of Anastasia Beverly Hills as a model to better conceptualize this.

Consistency across all content from both the brand and the influencer is incredibly important when it comes to strengthening brand elements and personality. Brands have greater control and influence over the synchronicity of its conversations with influencers and owned media tied to product releases or promotions. Anastasia's interactions with a select community of well-aligned influencers creates a self-fueling stream for reinforcement of unique brand aesthetics and messages. Beginning with just a handful of influencers, content creation for Anastasia has since exploded with an expanding community of influencers able to directly identify with its brand personality. While this growing number of influencers is significant in terms of general awareness, content created about Anastasia is exceptionally valuable because the brand's influencers organically replicate unique messages and values originating in-house.

Efficiency and speed are also attractive benefits of managing and executing all awareness and engagement-driven programs in-house. In the case of Anastasia's success associating its brand with the contouring trend, there is reason to believe that this was largely the result of being one of the first brands to offer products and media specific

to the trend. Anastasia was all the more prepared to adapt its own strategy alongside growing awareness for contouring, introducing the trend to owned media and conversations with influencers. By avoiding the lapse in response time that it might otherwise have incurred working with an external agency, Anastasia was able to quickly and efficiently capitalize on opportunities for engagement surrounding what became one of the more popular trends to hit the beauty industry this past year.

Quality and authenticity of the content itself is possibly the most important consideration for brands deciding whether or not to outsource the creation process. The logic here is simple: brands arguably know the unique brand story they wish to tell far better than a third party. Any owned media or materials created in support of an influencer program is more likely to be on-brand and serve brand elements if its being created by people who are constantly working with these touchpoints. In Anastasia's case, the brand has built into its office a lavishly decorated photo-studio, evocative of its unique brand aesthetic, where it creates branded content. Authentic brand experiences like these will inspire greater earned media creation and more valuable responses from target influencers that the brand can use to compliment its own internal work.