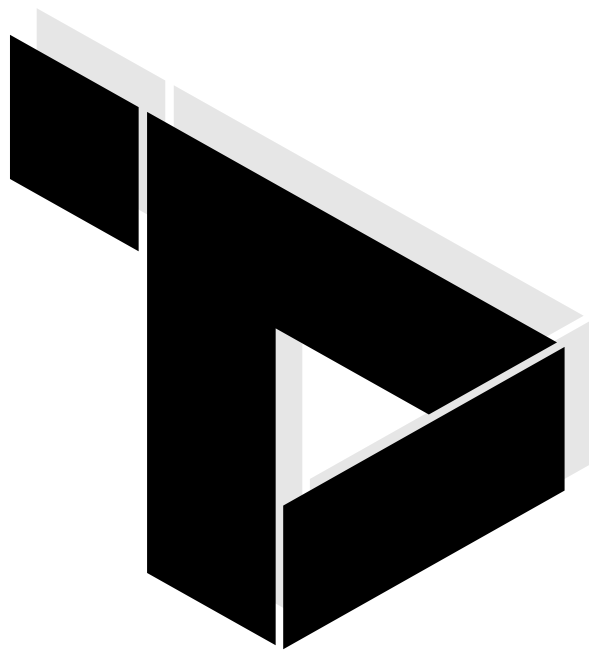


LA MODE MAY

COSMETICS EDITION



ANALYSIS BY
CHRISTINA GOSWILLER & MERISSA REN

EMV

Earned Media Value

EMV is 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, pertains to establishing ongoing relationships with influencers.

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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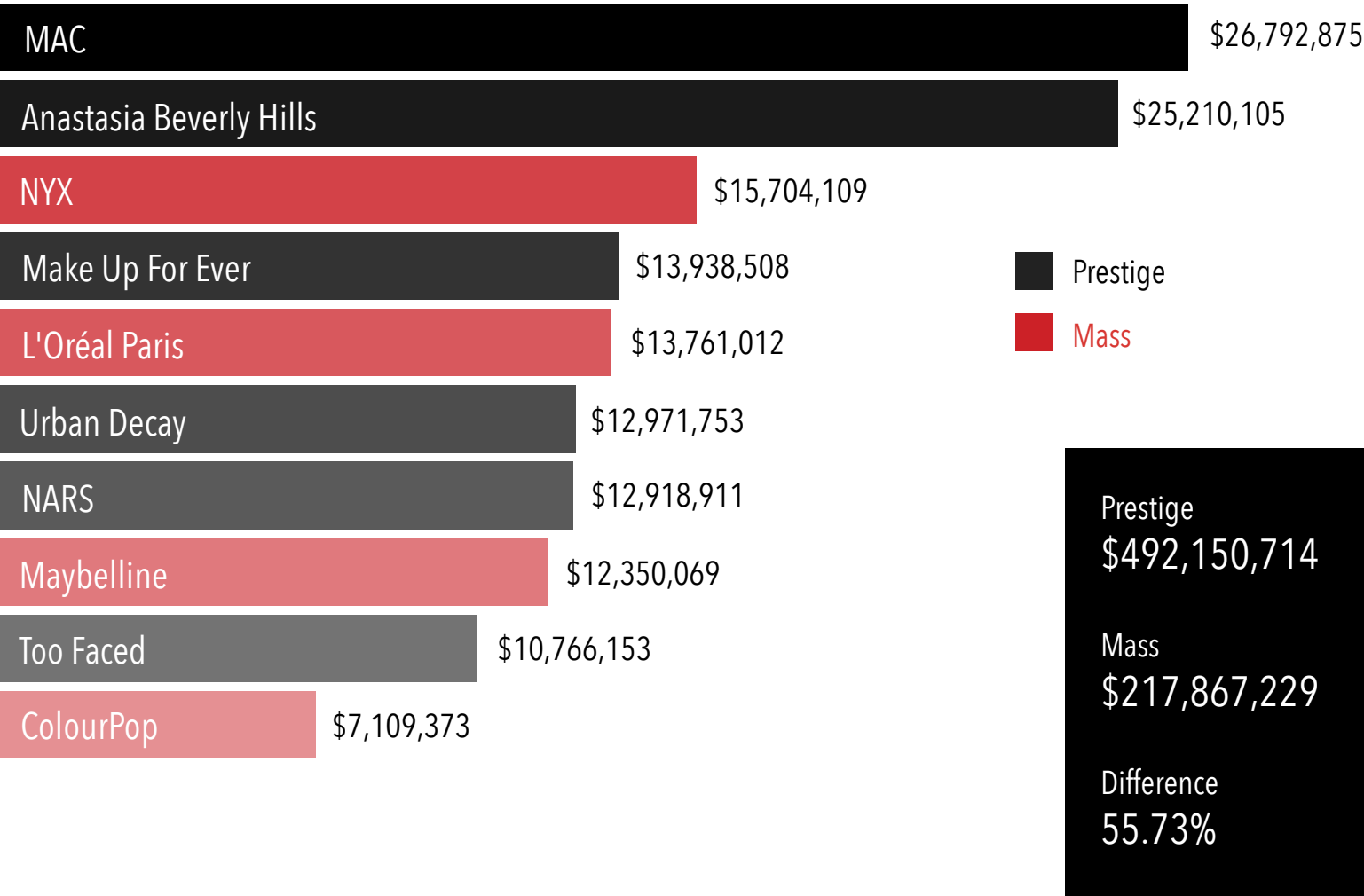
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THE TOP 10

Earned Media Value Leaderboard

Key Takeaways

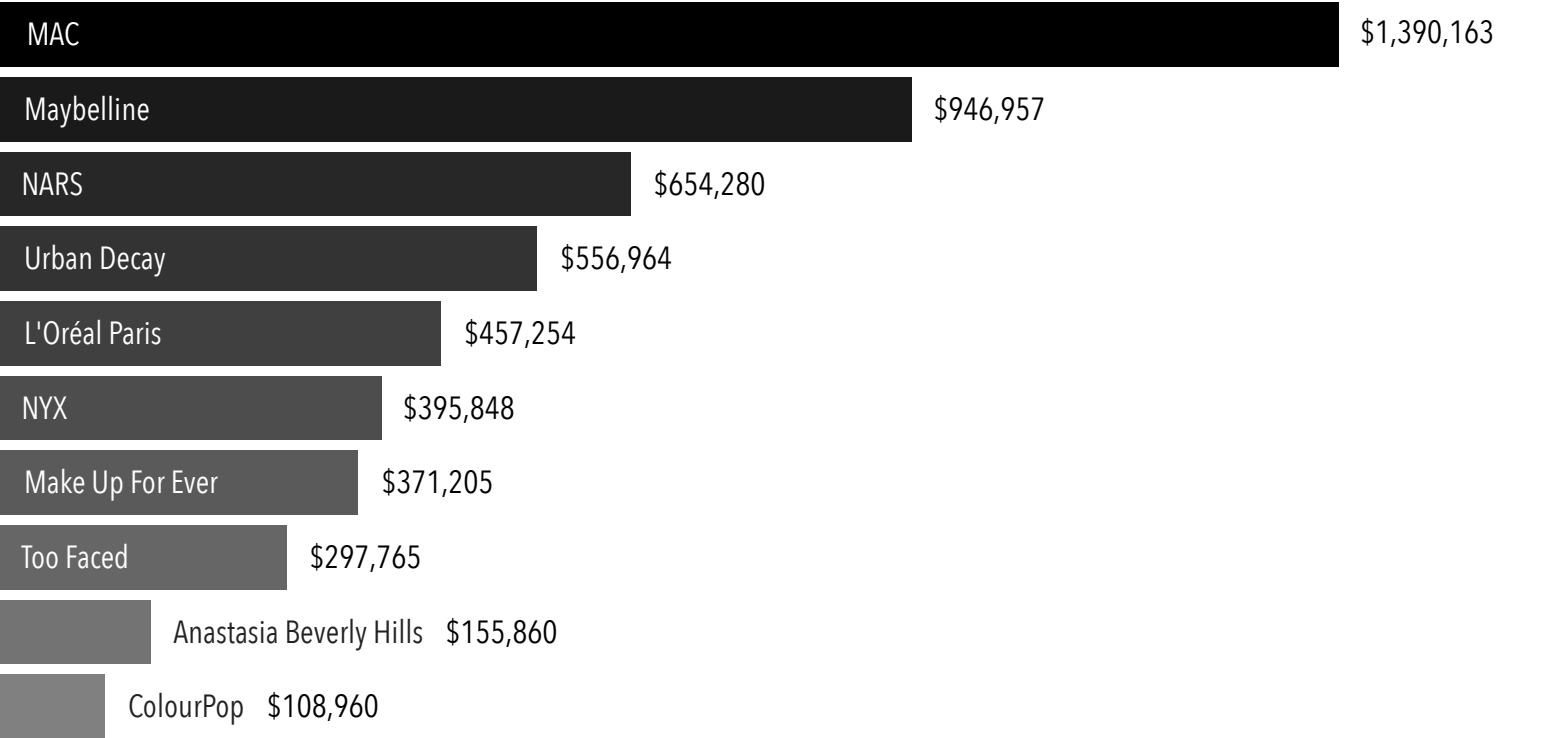
- L'Oréal drives Pinterest engagement with collaborative inspiration boards
- Liquid lipsticks dominate on social media as the quarter's most talked about product
- Maybelline's EMV is up 33% in May from the previous month, bolstered by multiple mentions from Refinery29
- Too Faced experiences its second month of depressed EMV, falling by 16% between April and May
- Urban Decay earned the greatest bump in EMV between March and May, posting a 40% improvement thanks to hype surrounding the latest installment in its NAKED palette collection



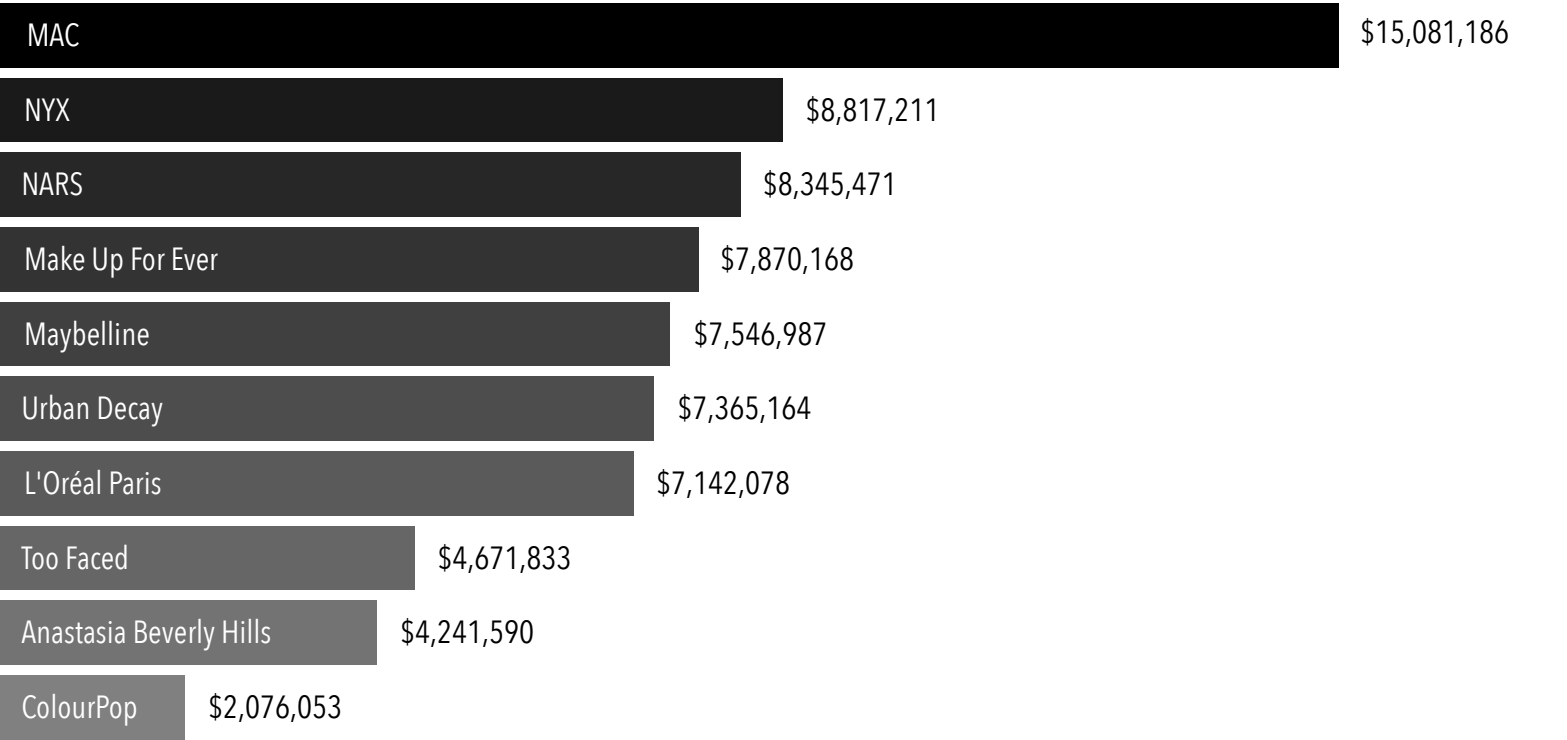
THE TOP 10

Earned Media Performance By Channel

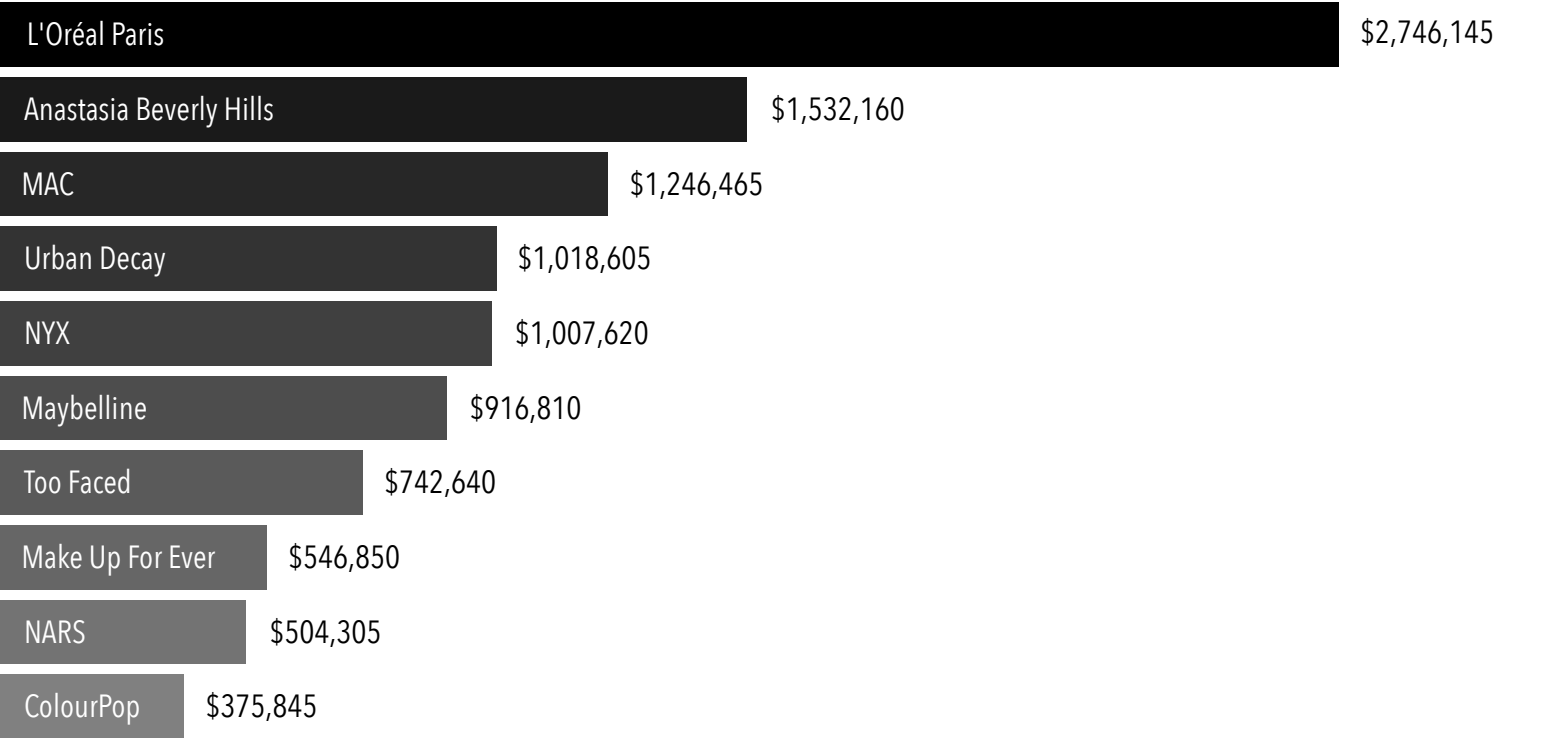
BLOG



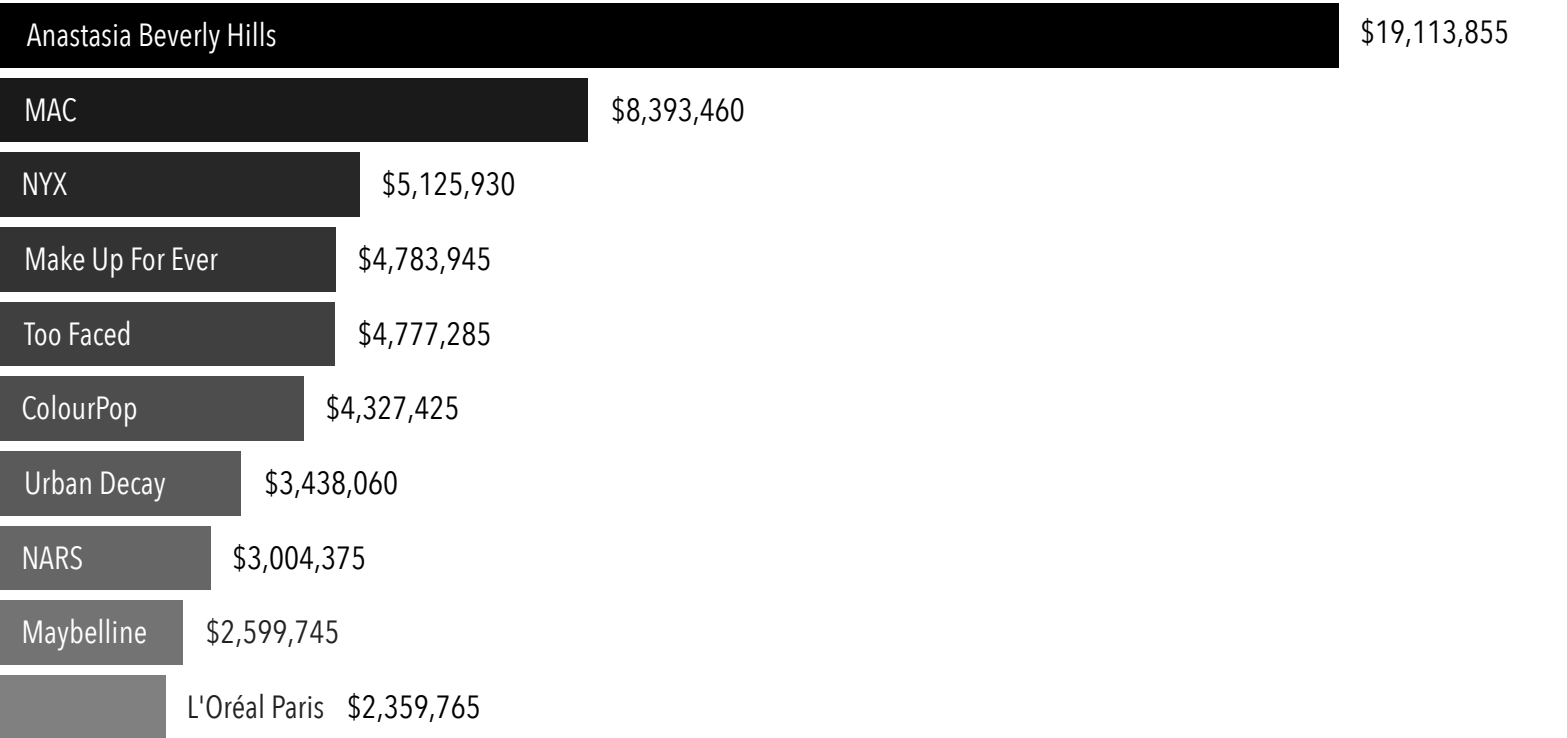
YOUTUBE



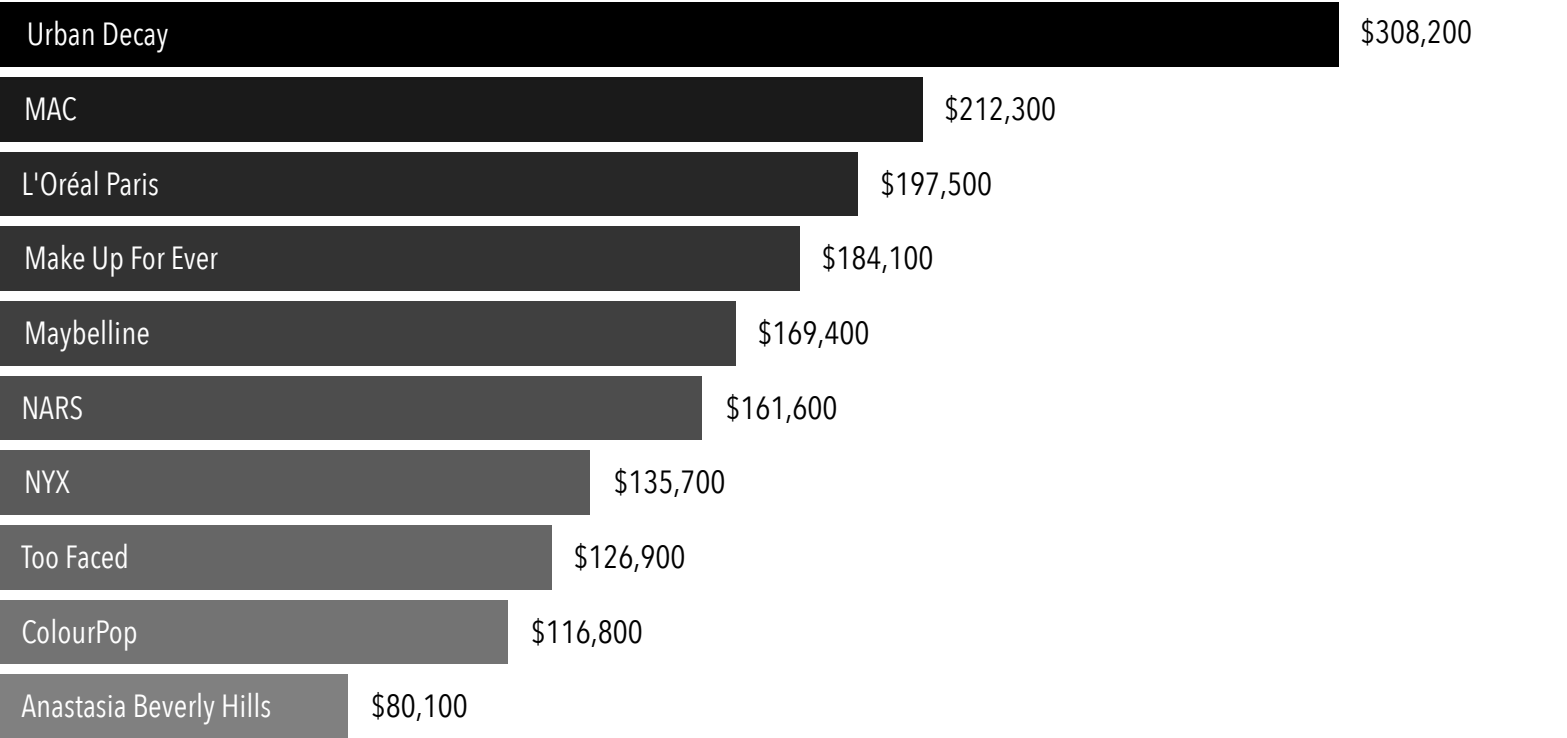
FACEBOOK



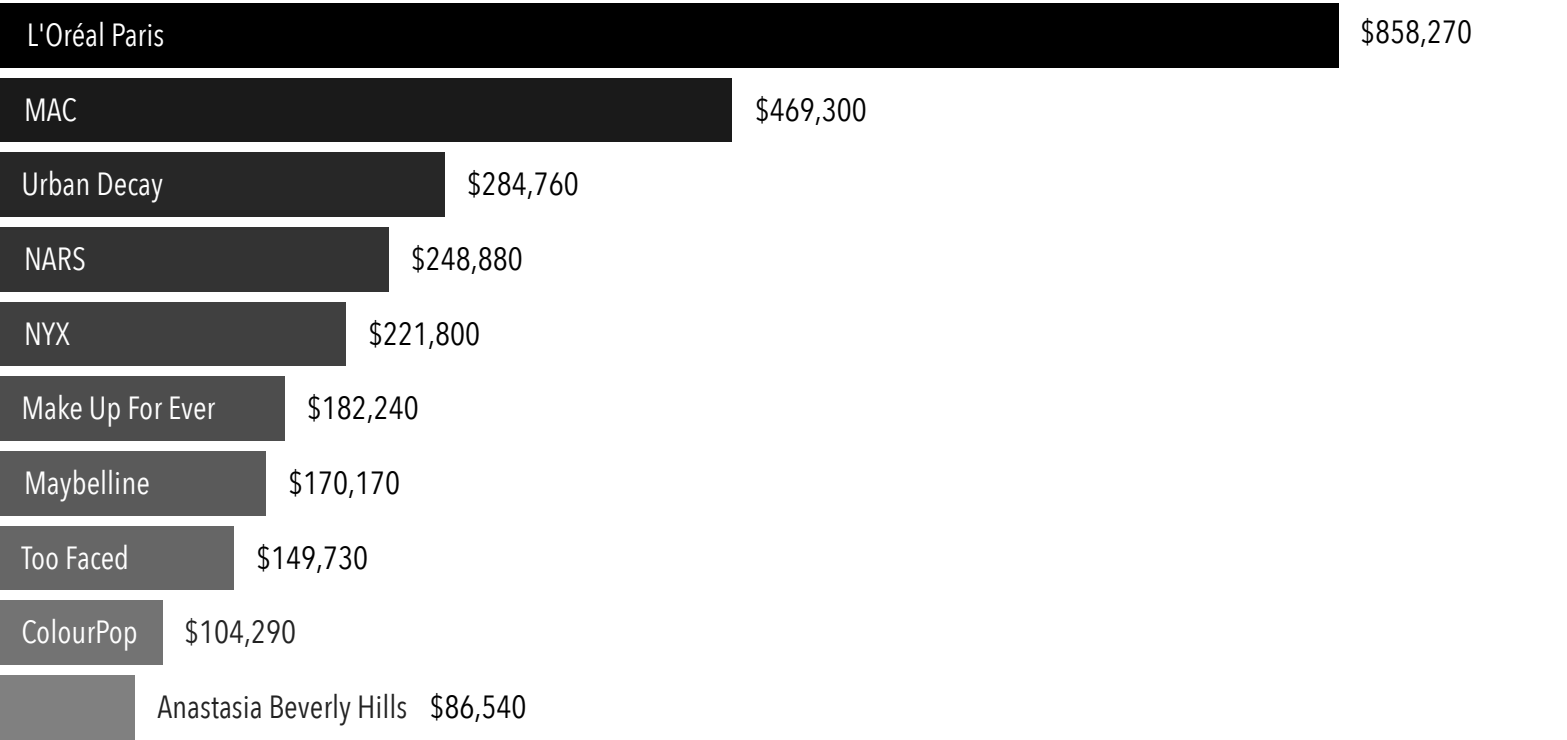
INSTAGRAM



TWITTER



PINTEREST



MAC, NYX, and NARS

ARTISTRY PROWESS TRANSLATES TO SOCIAL STAPLES

MAC, NYX Cosmetics, and NARS continue to excel on YouTube as the most frequently mentioned brands in video content.



YouTube star AlexandraGirlyTalk nets upwards of 796k views from a single video tutorial using her favorite products

All three brands have established themselves among influencers as providing reliable staples that serve as the foundation for any makeup look or new trend.

Most consumers tend to have a few favorite bloggers, whom they rely on for tutorials and entertainment. As a result, when an influencer mentions the same handful of products on an ongoing basis, it signifies to her followers a powerful sense of trust. Regardless

of trending new and innovative products that have captured the attention of the online community, go-to products from MAC, NYX, and NARS will continue to fuel the social success of these brands. In addition to being perceived as leading authorities on artistry -- making cutting-edge makeup accessible to the general public -- they are also recognized as "classic." The popularity of each of their original products is preserved by these influencers' videos.

THE ARGUMENT FOR Organic vs. Paid Media

URBAN DECAY ON TWITTER

Urban Decay kicked off the summer months with a seasonally-themed campaign centered around Marie of @enjoyphoenix, a French influencer.

To celebrate the season's arrival, and the launch of its summer collections, the brand invited Marie to Florida for an Urban Decay pool party at a chic Miami resort. In a series of posts on Twitter and Instagram, the blogger shared behind-the-scenes images and videos of the extravagant Urban Decay pool party and her waterfront hotel. In fact, nine of the top ten most valuable tweets enjoyed by the brand in May came from Marie's Miami experience.

As a case study for the impact of earned media versus owned, content published by Urban Decay from its pool party received only a third of the engagement that Marie's posts inspired. Each of the brand's Instagram posts from the pool party received about 30K likes, while those from Marie



reached 90 to 100K. The discrepancy can be explained upon taking a closer look at Urban Decay's and Marie's posts side-by-side: the brand's bird's-eye view images of the resort pool are static and impersonal, but Marie's posts place the party within the larger context of her trip to Miami.

Marie of @enjoyphoenix poses for a picture at Urban Decay's pool party, earning 110k likes with 676 comments on Instagram

There was a clear pattern to the way in which Marie shared her experience with followers. Nearly every Instagram post from the experience had a corresponding tweet -- sharing the hashtag #udsummernights -- that exposed Twitter-based followers to the influencer's Instagram photos. Collectively, these photos told a story, showing Marie lounging by the pool, enjoying a fancy tropical beverage, and getting ready for the

Urban Decay pool party. The influencer also showed off her style, posting a beachy-chic OOTD (outfit of the day) typical of the fashion blogger. Perhaps her greatest contribution, content-wise, was a 12-minute video of uncut and unedited footage of the blogger exploring Miami and prepping for her filmed interview at the pool party.

Urban Decay's choice to have a French influencer represent its brand is an interesting one. Still fresh off its acquisition by L'Oréal, it would not be altogether unlikely that there was a relationship between its parent company's heritage and the decision. Another possibility is that Marie, as an Urban Decay fan, represented an opportunity to extend awareness for the brand to a foreign demographic.

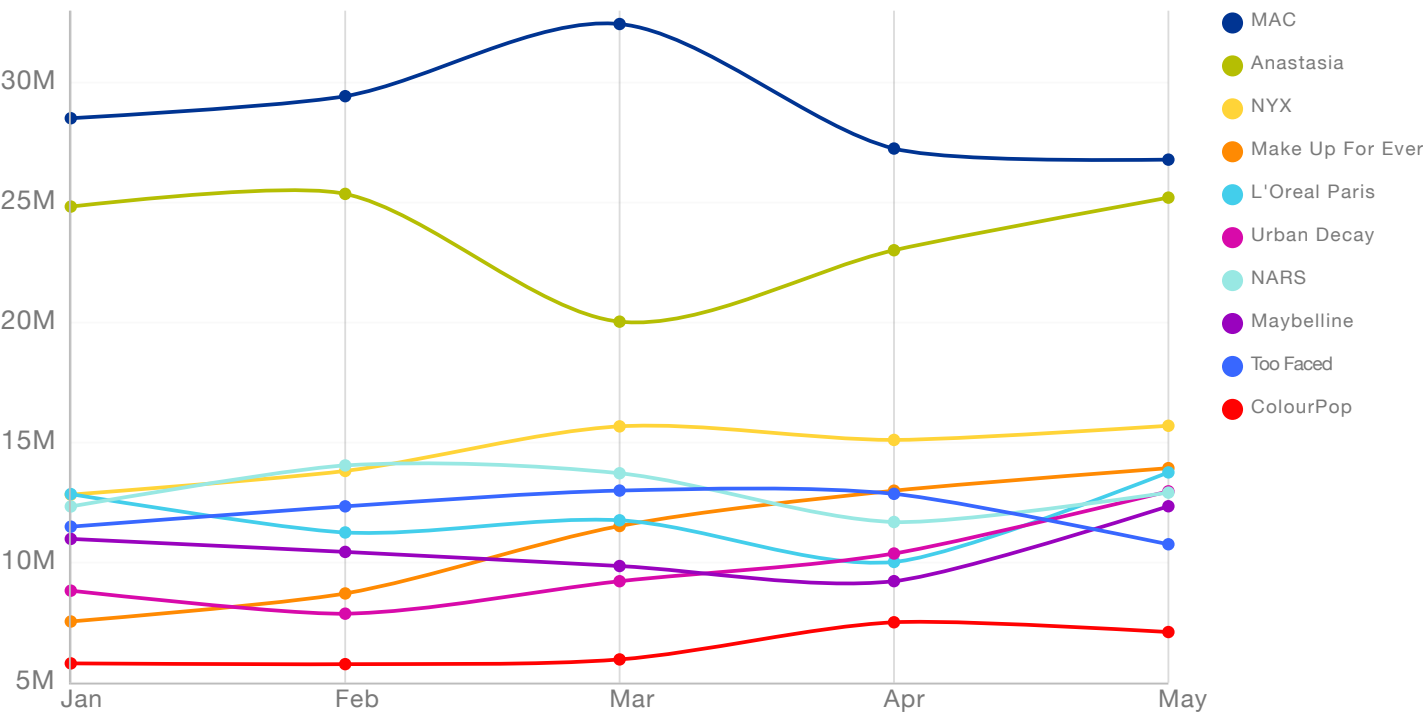
Regardless, Marie, characterized by her effortlessly chic, "French girl" appearance, was a departure from the LA-based brand's rebel-without-a-cause personality. The influencer's makeup was simple and understated, in contrast to the dramatic, heavily made-up eyeshadow looks of the brand's cult following surrounding its NAKED

palettes. While Urban Decay did right by creating a compelling brand experience for an influencer and her followers, it's still possible that the initiative could have driven greater engagement with ongoing conversations -- had the face representing the brand been someone who reinforced the eccentric, nonconformist personality that Urban Decay is known for.

Marie of @enjoyphoenix captures the luxurious experience she was treated to with the #udsummernights, reaching 91K Instagram likes



OVERALL TRENDING EMV



OVERALL GROWTH

BRAND	JAN	MAY	JAN - MAY	GROWTH
MAC	\$28,517,550	\$26,792,875	\$144,446,267	-6.05%
Anastasia Beverly Hills	\$24,836,620	\$25,210,105	\$118,472,402	1.50%
NYX	\$12,833,251	\$15,704,109	\$73,151,793	22.37%
Make Up For Ever	\$7,548,314	\$13,938,508	\$54,729,454	84.66%
L'Oréal Paris	\$12,856,259	\$13,761,012	\$59,669,491	7.04%
Urban Decay	\$8,833,131	\$12,971,753	\$49,287,297	46.85%
NARS	\$12,341,768	\$12,918,911	\$64,731,182	4.68%
Maybelline	\$10,990,641	\$12,350,069	\$52,878,030	12.37%
Too Faced	\$11,499,707	\$10,766,153	\$60,484,111	-6.38%
ColourPop	\$5,802,917	\$7,109,373	\$32,167,915	22.51%

HUMAN-CENTRIC CONTENT VERSUS PROMOTIONAL CAMPAIGNS

L'Oréal On Facebook and Youtube

FACEBOOK

L'Oréal continues to benefit from its investment in social media darling Karlie Kloss. 3.1M Instagram followers strong, Kloss is responsible for a majority of L'Oréal's activity online, devotedly tagging the brand even in seemingly unrelated posts.

Kloss has been incredibly active on Facebook, explaining L'Oréal's ongoing dominance on the channel. Despite the channel's decreasing value and popularity relative to Instagram, Kloss has successfully sparked conversations on the channel with her L'Oréal-themed posts. Using the partnership to play up a high-fashion association, L'Oréal sent Kloss to the Cannes Film Festival to interact with other celebrity style icons. The model in turn shared her experience with followers by posting to Facebook and Instagram pictures from the festival's elegant parties using the hashtag #YesWeCannes. Despite her high-profile



surroundings, Kloss managed to make her posts relatable, highlighting the camaraderie of all of the L'Oréal models goofing off together. Though Kloss's celebrity status limits her authentic connection with consumers, the content she created was well-received because it humanized the brand while projecting style and sophistication.

Kloss poses with her L'Oréal family on the red carpet at the Cannes Film Festival, receiving 16K Facebook likes

YOUTUBE

In addition to its partnership with Kloss, L'Oréal also relied on the fame of ambassadors by hosting a competition to discover the next L'Oréal makeup artist.



Karlie Kloss and Eva Longoria show brand loyalty posing with L'Oréal models, with 29K likes on Facebook

The brand's prominent presence on Facebook was bolstered by an interactive multi-channel campaign, #TheBrushContest, a video submission contest to find the next makeup designer for L'Oréal Paris. Longtime L'Oréal spokesmodel Eva Longoria served as the face of the campaign in promotional videos, challenging viewers to "dare to show your personality" and express your "creativity" by submitting a three-minute video in which they create a makeup look of their own.

To generate excitement for the campaign, L'Oréal filmed and shared a series of episodes called The Brush on YouTube. With new episodes and eliminations each week, viewers tuned in to watch makeup artists compete, in a Project Runway-esque format, to have the opportunity to do makeup for L'Oréal models like Karlie Kloss.

For the amount of money clearly invested in the #TheBrushContest, the initiative produced an underwhelming \$204.1K in May EMV; the finale aired in June. Despite the popularity of similar competition reality TV shows, L'Oréal's contest failed to attract the same level of shared investment and attachment from its community. The predictable, TV-competition formula lacked a compelling story that would engage viewers even after a winner had been selected.

Cannes Film Festival Proves Fruitful for L'Oréal

L'Oréal has made a concerted effort to provide consumers with relatable faces to associate with its brand identity. Individual influencers, like Karlie Kloss, have helped inspire more human, meaningful connections to the brand through their own content creation.



Thanks to Kloss and a handful of other spokesmodels and influencers, L'Oréal enjoyed a 37% improvement in overall EMV from April to May. The brand's presence at the Cannes Film Festival was documented on social media by Kloss and the rest of the L'Oréal #Squad, with Instagram and Facebook posts depicting each of their unique, glamorous festival experiences.

Taking a lesson from Neutrogena's successful partnership with Dulce Candy earlier this year, in which the brand sponsored the blogger's attendance at the Academy Awards, L'Oreal excelled with Kloss as the primary publishing vehicle for the brand. Kloss posted, on her personal social profiles, several behind-the-scenes pictures from Cannes celebrations. Though Kloss was not handed the reins to a L'Oréal social profile -- as Neutrogena did with Dulce Candy -- the model's inclusion had the same humanizing effect on the content shared from the festival. Followers of Kloss witnessed intimate moments, from the model enjoying the early morning sun from her hotel balcony, to toasting with champagne underneath the sweeping white canopies at an outdoor reception. Kloss also shared a selfie with L'Oréal President, Cyril Chapuy, thanking him for the "unforgettable week in Cannes," and saying what an "absolute honor and privilege" it was to be part of the L'Oréal family.

By sharing her heartfelt posts in a linear story, Kloss successfully captured her emotional attachment to the brand for her followers to see. The intimacy of this narrative



of posts, enhanced by Kloss's famously genuine personality, implicated that her followers were also included in her L'Oréal Paris family. The star-studded, high-fashion experience at the festival, which should have felt impersonal and unrelatable, instead strengthened connections and relationships with the brand through feelings of affection and respect that were stirred by Kloss. In addition to Kloss, L'Oréal also invited Kristina Bazan of Kayture blog to attend the festival on behalf of the brand. The blogger snapped

Kloss and L'Oréal President, Cyril Chapuy, celebrate the brand at Cannes inspiring 11.5K Facebook likes



Bazan and Longoria promote L'Oréal's The Brush Contest, garnering 21K likes on Facebook

and posted pictures alongside L'Oréal spokesmodel Eva Longoria, sharing images of her chic Cannes outfits. Bazan's inclusion added another dimension to the brand's presence at the festival by associating L'Oréal with the fashion (blogger) community. The versatility of content related to the brand presented L'Oréal as a multi-dimensional being: more human than a static entity, with multiple interests and characteristics.

L'Oréal also played a part in raising awareness for its brand's presence at Cannes, publishing promotional content for the event, including preview clips of Cannes fashion, on its brand-owned Facebook page. As expected, this owned media drove significantly less engagement than Kloss's or Bazan's posts, lacking compelling brand-specific content that would add to L'Oréal's narrative, beyond a loose connection to pop culture.

In the end, Cannes generated approximately \$1.7M in EMV for L'Oréal, a significant statistic for just the month alone. As with Urban Decay's Miami pool party, and Neutrogena at the Academy Awards before it, influencer-created content, presented in a storytelling format over multiple posts, generated far more content than any digital marketing materials created internally by the brand. While it may seem counterintuitive to call celebrities like Kloss "relatable," the fact that the content they create does not feel like the traditional advertising that recent generations have been conditioned to tune out, makes these posts more interesting, and the endorsement of a brand more trustworthy.