

LAMODEMONTHLY

October 4, 2013

Your monthly report on industry trends and the top performing brands in earned media



September 2013 Beauty and Fashion Brand Wrap Up

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 overtime, 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 20,000 influencers in the health, beauty, and fashion 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.

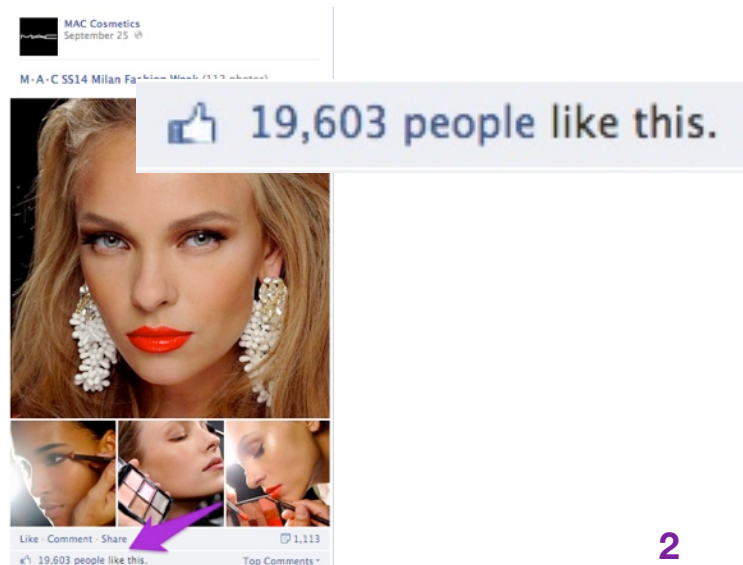
The Top Brands Earned Media Value

The following are the top five brands with the greatest online influence as far as the number of posts (post count) and the value of the posts being created (earned media value) for the month of September:

- MAC** - \$5,191,296 EMV
- Maybelline** - \$4,651,478 EMV
- L'Oreal** - \$3,514,421 EMV
- Revlon** - \$3,039,730 EMV
- NARS** - \$2,629,849 EMV

Brand	EMV	Impressions	Audience	Publishers
MAC	\$5,191,296	22,717,543	87,971,368	1,205
Maybelline	\$4,651,478	11,834,938	36,111,104	1,143
L'Oreal	\$3,514,421	7,892,845	25,364,723	1,362
Revlon	\$3,039,730	7,947,724	31,605,638	878
NARS	\$2,629,849	7,944,863	30,530,690	582
Urban Decay	\$2,494,787	7,148,769	26,790,397	451
Chanel	\$2,186,058	14,611,100	56,917,896	814
OPI	\$2,035,971	7,062,905	23,224,398	572
Rimmel	\$1,889,971	4,643,552	18,816,466	345
Cover Girl	\$1,735,814	12,037,855	52,212,352	762

MAC once again outperformed its competitors in earned media value (EMV) with its creative and engaging digital marketing. Although for September, the brand also achieved the greatest number of impressions and reached the largest audience, it's EMV is due to the incredible number of endorsements it continues to inspire in blog traffic and YouTube views. Again, endorsements of this nature are by far the most valuable because they require the highest level of engagement from followers.



The Best of the Rest- How the Top Brands Measure Up

Influence by Social Media Channel

The following data reflects the social media influence for the top ten brands generating the most valuable earned media for the month of September:

Brand	Blog Traffic	Facebook shares	Youtube views	Facebook likes	Twitter actions	Facebook comments	EMV
MAC	2,869,199	772	6,557,810	35,847	209	202	\$5,191,296
Maybelline	2,540,477	557	6,412,471	17,573	3,466	42	\$4,651,478
L'Oreal	1,969,609	51	1,722,401	1,063	14	45	\$3,514,421
Revlon	3,295,111	7	3,041,804	1,276	58	47	\$3,039,730
NARS	1,181,049	161	4,200,324	6,379	77	79	\$2,629,849
Urban Decay	132,949	488	3,391,265	11,573	101	92	\$2,494,787
Chanel	1,762,674	93	2,141,297	2,811	13	49	\$2,186,058
OPI	395,097	375	2,934,480	5,882	130	72	\$2,035,971
Rimmel	2,519,180	221	4,357,184	11,808	27	44	\$1,889,971
Cover Girl	3,337,117	50	1,507,026	2,242	39	33	\$1,735,814

The following conclusions can be drawn based upon these numbers:

1. Cover Girl drew in the **greatest numbers in blog traffic** for the month. However, the brand failed to perform better in EMV, with only 1,507,026 video endorsements compared to MAC's 6,557,810.

2. MAC generated **the most valuable earned media** overall, due the large number of endorsements it received in blog traffic and video endorsements (the most valuable forms) in addition to its success via Facebook.

3. Despite the **incredible number of Twitter actions** that Maybelline racked up, the brand still missed the lead spot by a large margin with fewer blog traffic and video endorsements.

The Power of Interactive Social Media

Increasing reach and engaging with new followers

Cover Girl surpasses MAC and the other leaders in blog traffic with its announcement for a Hunger Games line.

Famous for its long running Cover Girl campaigns featuring Hollywood A-listers, the brand has most recently used its Hollywood connection to create film-specific collections. The Catching Fire Collection, inspired by the upcoming release of the next installment of The Hunger Games trilogy, has generated an incredible amount of earned media with entertainment publications, blogs, and new interest beyond the makeup brand's typical social reach. The first Catching Fire Collection commercial was strategically aired during the MTV VMA broadcast, reaching millions of young girls amongst whom the trilogy has been widely popular and successful.



PopStyle The Hunger Games Covergirl to release 'The Hunger Games: Catching Fire' makeup collection

By Bronwyn Barnes on May 17, 2013 at 3:30PM [@BronwynBarnes](#)



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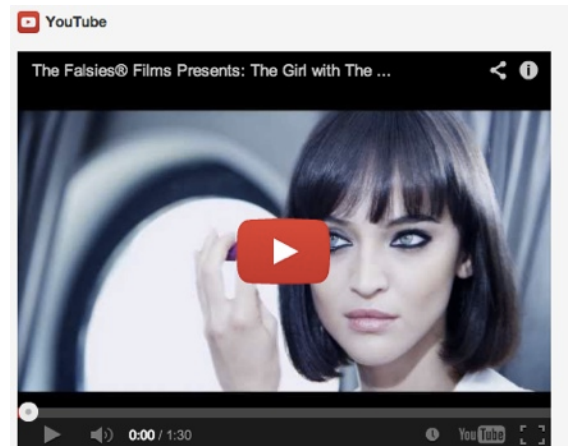
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ADVERTISE



Maybelline trumps competitors in Twitter actions with its interactive #thegirlwiththebigeyes campaign.

Maybelline this month demonstrated the power of the hashtag with the response it received to #thegirlwithbigeyes, tied to its campaign for its "The Falsies" mascara products. The brand worked with a popular New York film director to create a video tracking the mysterious actions of the "the girl with the big eyes". Maybelline then engaged with followers via the hashtag, asking them to tweet guesses about the campaign's character leading up to her reveal in exchange for free products. The campaign creatively integrated a variety of social media platforms which overall allowed the brand to reach and engage a variety of consumers through an ongoing conversation.



The Falsies® Films Presents: The Girl with The Big Eyes
The story unfolds as you scroll at <http://bit.ly/1dVB31j> After gracing the pages of CITY as our May It Girl, director-of-the-moment Jenna Elizabeth teams up ...



Maybelline New York @Maybelline

17 Sep

Who am I? Where am I from? Wouldn't you like to know? Click here to view: bit.ly/1dVB31j #thegirlwiththebigeyes

Expand

Brands Become The New Publishers

Content marketing and beyond

More and more, it seems that the brands that are most successfully engaging with their online communities are those who are using their online presence to function as an independent publication. Campaigns like the aforementioned, allow brands to frequently publish original content of their own, extending their traditional reach and even attracting interest outside of the makeup community.

Successful companies have also remodeled their brand's websites to more closely resemble that of an independent publication, including informational content about recent trends, style suggestions, industry news, etc. As a result, these brands make themselves more trustworthy to consumers, who come to rely upon these websites as resources for helpful advice and technical tips in addition to being the vehicle for making purchases.

Given the growing consensus within the marketing world that consumers are now far more interested in being told what they want (whether it's a product or specific brand style), these highly interactive campaigns and websites go a long way to convincing them of exactly what they are missing.

