



## The Mascara Everyone's Talking About...

Think you can guess the brand with this month's most talked about product?

This is the first installment in an ongoing series of Trend Talk's with which we will give you an insightful industry snapshot, that will help you build effective influencer marketing strategies and boost your brand's ROI.

This month, we've taken a look at the performance of some of the top beauty brands' mascaras and how they are performing across various social media channels.

The data for this study is collected by Tribe Dynamics and is based upon the top 20,000 influencers in the health, beauty, and fashion spaces.

Focusing specifically on Facebook, Twitter, Blogs, and Youtube, the following is a comparative analysis of the earned media value of the content these brands have created for their respective mascara products.

We started off by creating a list of comparable popular mascara products from successful beauty brands based on publicly-available information on these brand's annual revenue, and reviews from consumers and third party retailers.

These Mascaras include:

1. **Benefit's** They're Real Mascara
2. **Maybelline's** Great Lash Mascara
3. **Clinique's** High Impact Mascara
4. **Covergirl's** Clump Crusher by Lashblast Mascara
5. **Yves Saint Laurent's** Mascara Volume Effet

Using data we have collected from our influencer database, we were able to directly compare each brand's respective mascara in terms of:



1. *Earned Media Value (EMV)*: the estimated ad equivalence.
2. *Impressions*: the total estimated impressions for all content.
3. *Audience Size*: the total estimated audience over all media outlets.
4. *Publishers*: total publishers from all channels mentioning brand

We believe that these measurements provide the most accurate snapshot of each brand's ability to reach their target communities and generate interest in their product.

## What do we mean by earned media value?

A refresher...

### EARNED MEDIA VALUE

This quantifiable dollar amount assigned to publicity gained through endorsements is referred to as **Earned Media Value (EMV)**, the most accurate and definitive way to measure social word-of-mouth marketing accomplishments. Both your brand and its investors want to see numerical values, quantifiable data that can be leveraged to improve your engagement online and marketing strategies. To receive the white paper on Earned Media Value calculations, please email, [conor@tribedynamics.com](mailto:conor@tribedynamics.com).

Brand/Product	EMV	Impressions	Audience Size	Publishers
Benefit They're Real Mascara	\$1,542,414	3,176,839	7,535,132	86
Maybelline Great Lash Mascara	\$197,176	480,404	1,625,472	28
Clinique High Impact Mascara	\$33,402	35,365	152,915	24
Covergirl Clump Crusher by Lashblast Mascara	\$7,677	2,271	11,357	9
Yves Saint Laurent Mascara Volume Effet	\$2,560	359	1,794	4

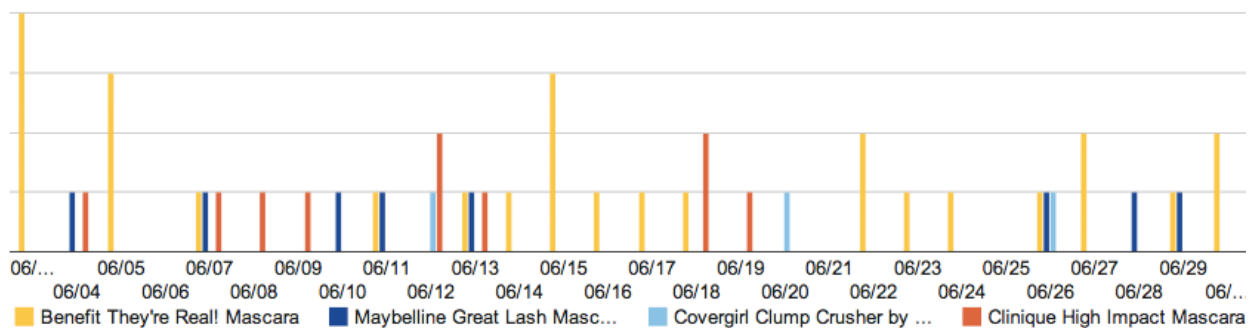
Here is the data we collected as of the July 1st, 2013 for the previous 30 days.

**Benefit's** They're Real Mascara is far outperforming it's competition, creating media worth nearly **13 times the content** surrounding Maybelline's Great Lash Mascara, its closest competitor.

## Why is this the case?

*Why is Benefit's Mascara Excelling?*

Post count



## Post Count

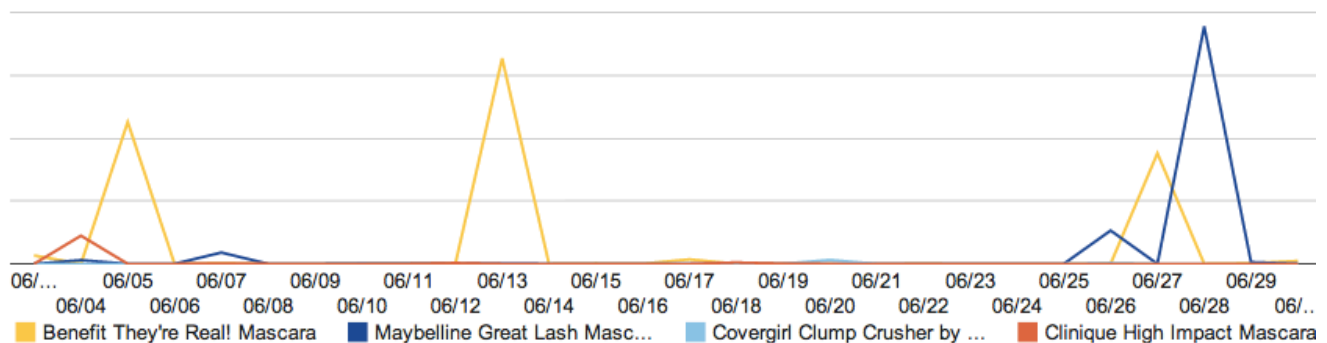
### The Number of Posts/Brand Created in June

First, let's take a look at the total number of posts each mascara generated over the course of the month of June. In the interest of presenting a graphic that was easy to interpret and read, we have excluded Yves Saint Laurent's Mascara Volume Effect, whose influence barely registered when compared to these other brands.

Again, the obvious takeaway from this image is the extent to which Benefit's brand ambassadors, represented by the yellow bars, are consistently creating significantly more posts throughout the month.

With 86 publishers creating endorsements or mentioning their mascara in a post, Benefit's reach will quickly multiply, followed by its total audience size and total impressions.

Earned media value



## Earned Media Value

### The Value of the Content Created in June

This next graphic tracks the value of the media attached to each product over the course of June. There are a couple of important takeaways from this illustration.

First, notice that as is evident from the Post Count graphic, while Covergirl's Clump Crusher did in fact receive mentions, the content that was created was not worth much to the brand as far as

driving continued engagement or sales. The same can be said for Clinique's High Impact Mascara.

Second, although Maybelline's Great Lash Mascara overall generated the second highest number of posts, aside from one or two days worth at the end of the month, most of this content was only marginally valuable to the brand.

Finally, let's take a look at Benefit. Of the brands in our study, their product most consistently produced valuable earned media.

## Understanding Benefit's Success Specific Content

If we are going to use Benefit's They're Real Mascara as a model for strategic content creation, let's take a look at the kinds of content most commonly associated with the product and the platforms where it is generating the most buzz.

Not surprisingly, of the mascaras compared, Benefit's has been mentioned not only by the most publishers across the various platforms (86), but by those who within each have comparatively larger communities of followers and greater influence.

From our software's Brand Buzz feed, we can better understand just what kinds of posts have been linked to the product, and the total number of people this content reaches. Benefit's mascara has had the greatest success in specifically two areas, and not by coincidence those that drive the greatest active engagement and interaction.

### Facebook Campaigns and Competitions

The product has received its most mentions from ELLE's Facebook Page, which has overall collected 716,457 likes. ELLE has become the product's top Facebook ambassador largely due to the content created around the ELLE and Benefit They're Real Mascara competition held in May.

The sponsored competition asked consumers to post pictures of makeup looks they had created using Benefit's mascara in addition to voting on their favorite submissions.

The competition created valuable buzz and product awareness, with an impressive 696 voters choosing to weigh in on the 10 styles submitted by Benefit's They're Real Mascara's ambassadors.

Compare this to Maybelline's top Facebook Page, Indian Makeup and Beauty Blog with 549,996 fans.



## Why is this important?

Increasing the consistency and frequency of the posts around your brand will indisputably increase the overall value of the media that your brand generates. The closer that you are to your brand's ambassadors and the better these relationships, the more often these key influencers will post and create content that is especially valuable to your brand.

### Why it Worked

Competitions like this are a great way to engage with fans on an ongoing basis and encourages them to stay active within your brand's online community. The best contests and campaigns ensure that participants return to your brand's various social media platforms on a frequent basis, once they have an invested interest in the outcome.

ELLE - 721,723 like this  
May 29 at 10:43am · 🌐

The finalists from our ELLE & Benefit They're real mascara competition have been announced! VOTE for your favourite pic here >> <http://bit.ly/16mjMEG>

The finalists from our ELLE & Benefit They're real mascara competition have been announced! Looking fabulous ladies! VOTE for your favourite pic here >> <http://bit.ly/16mjMEG>

Like · Comment · Share

50 people like this.



## YouTube Video Endorsements

Some of the most authoritative and valuable endorsements within beauty come from YouTube videos created by your brand's ambassadors. Most commonly product "how-to's" and tutorials, these videos represent one of the most active forms of engagement with your brand's product available to an ambassador and consumer.

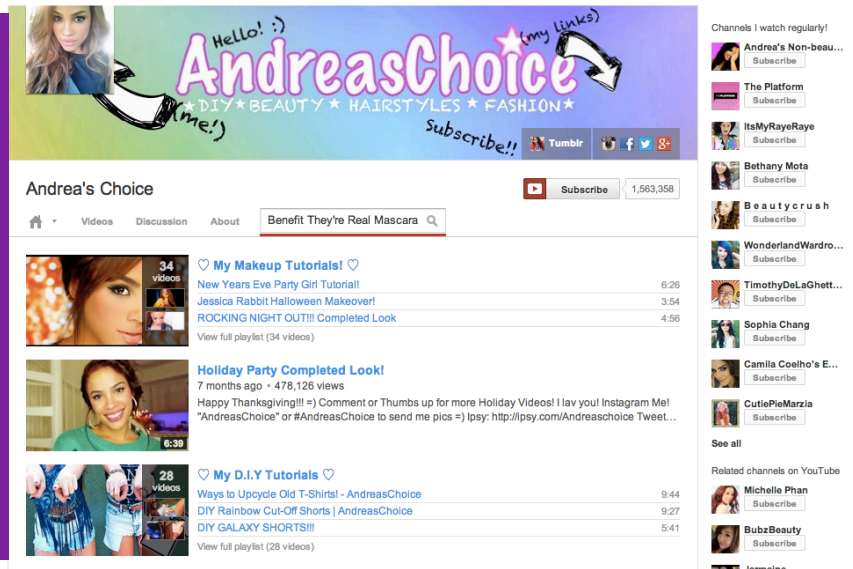
It's safe to say that much of the buzz created around Benefit's They're Real Mascara has come

directly from YouTube mentions. Of its top five YouTube pages mentioning the product, the top three all exceed 1,000,000 subscribers. Talk about reach!

Where does its competition fall? Maybelline's Great Lash Mascara's greatest number of mentions have come from a page with 395,699 subscribers; Clinique's High Impact Mascara's top page has only 50,319 subscribers.

### Benefit's They're Real Mascara's Top YouTube Pages by Number of Subscribers

1. 1,560,790
2. 1,414,668
3. 1,082,229
4. 1,082,229
5. 453,560



## Making the Connection

### Influencers = Sales

The correlation between user reviews and sales is a proven fact. Simply put, user reviews increase conversions. These positive endorsements for a product or brand hold a great deal of weight for customers interested in making a purchase or deciding between multiple products.

According to a study done by Reevo, 50 or more reviews per product can mean a 4.6% increase in conversion rates; while reviews generally produce an average 18% uplift in sales.

**63%** of customers are more likely to make a purchase from a site which has user reviews

Site visitors who interact with reviews and customer questions/answers are **105%** more likely to make a purchase

Customer reviews are **12x** more trusted than descriptions from manufacturers

*\*courtesy of Econsultancy*

Another study by The International Journal of Electronic Commerce (IJEC) followed reviews corresponding to 332 new products from Amazon.com over nine months. The study revealed that the quality of reviews and the number of page views have a stronger effect on search products, whereas the volume of reviews is more important for experience products. The study also showed **that the volume of reviews has a significant effect on new product sales** in the early period and such effect decreases over time.

It's no wonder then that of the mascara products in our study, Benefit's They're Real Mascara received by far the most user reviews from a variety of e-retailers including Amazon, Sephora, ULTA, and was one of the top bestsellers on each in addition to Bloomingdales and Nordstrom's online sites.

#### **Sephora:**

- **Benefit:** 526 pages of users reviews; 4.5/5 stars
- **Clinique:** 157 pages; 4/5 stars
- **YSL:** 8 pages; 4/5 stars

#### **ULTA:**

- **Benefit:** 2565 reviews; 4.3/5 stars
- **Maybelline:** 461 reviews; 4.2/5 stars
- **Covergirl:** 128 reviews; 4/5 stars

#### **Amazon:**

- **Benefit:** 210 user reviews; 4/5 stars; #1 bestselling mascara on Amazon and #305 in Beauty overall
- **Maybelline:** 28 reviews; 4/5 stars; #5 bestselling mascara and #631 in Beauty
- **Covergirl:** 111 reviews; 4/5 stars; Number #33 in mascara and #3,012 in Beauty
- **Clinique** and **YSL** products did not make Amazon's top 100 bestselling mascaras list



Across the board, Benefit's mascara is the product customers are the most excited to actively engage with and share with their friends.

The overwhelmingly high number of user reviews it has received goes hand in hand as well with the activity and buzz the product has created on YouTube.

With one of the most active influencer communities, it is no surprise then that the product is by far one of the bestselling mascaras in beauty.

## **MAKING THE MOST OF INFLUENCERS**

### **The Earned Media Value of Reviews and Active Interaction**

If Benefit's model tells us anything, it's that unique, original, user-generated content is the most beneficial when it comes to capturing new influencers, expanding your brand's community of ambassadors, and driving sales.

On a basic level, a wide variety of content will improve your brand's SEO. The more people engaging with your brand, whether they're creating videos or simply posting a product review, the better.

Think of influencer content and endorsements as perpetuating phenomena: valuable earned media attracts new influencers, who will in turn provide additional endorsements. As Benefit's They're Real Mascara has proven, the more influencers you have of this kind, the greater the return in sales.