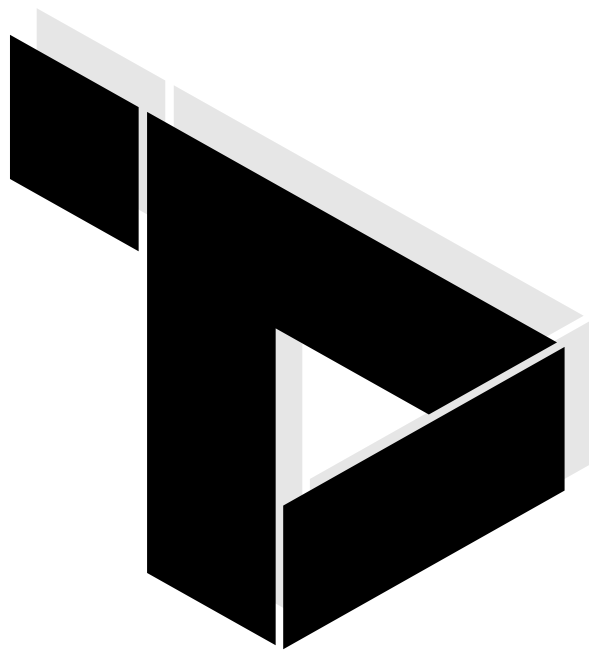


# LA MODE FEBRUARY

FRAGRANCE EDITION 2016



ANALYSIS BY  
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# EMV

## Earned Media Value

Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived value of digital word-of-mouth to brands within the industry. EMV serves as a tool for benchmarking across marketing activities and across brands.

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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## THE TOP 10

# Earned Media Value Leaderboard

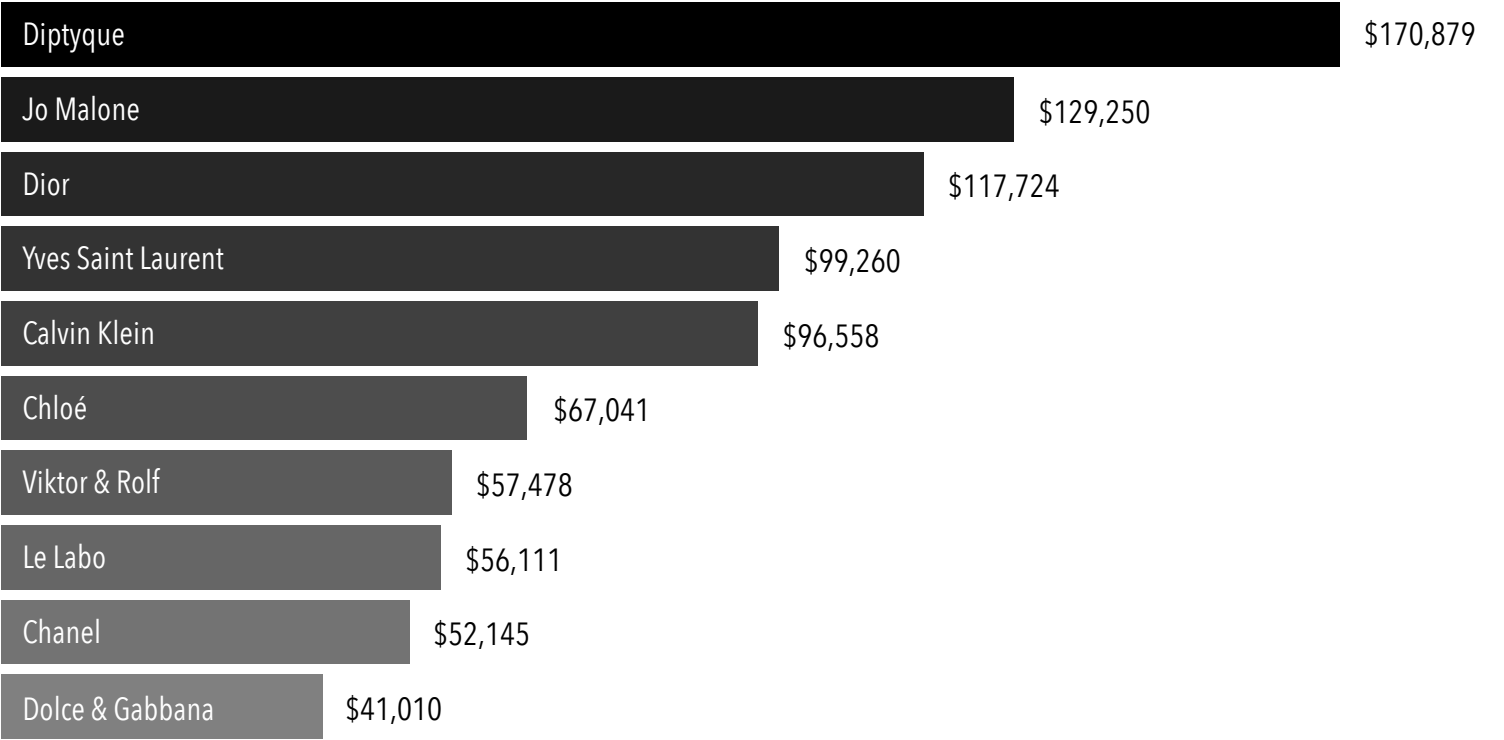
# Top 10 Brands

Yves Saint Laurent	\$4,283,631
Diptyque	\$2,506,873
Chloé	\$1,972,498
Dior	\$1,044,032
Viktor & Rolf	\$845,102
Jo Malone	\$776,113
Calvin Klein	\$772,891
Chanel	\$722,896
Le Labo	\$705,202
Dolce & Gabbana	\$527,934

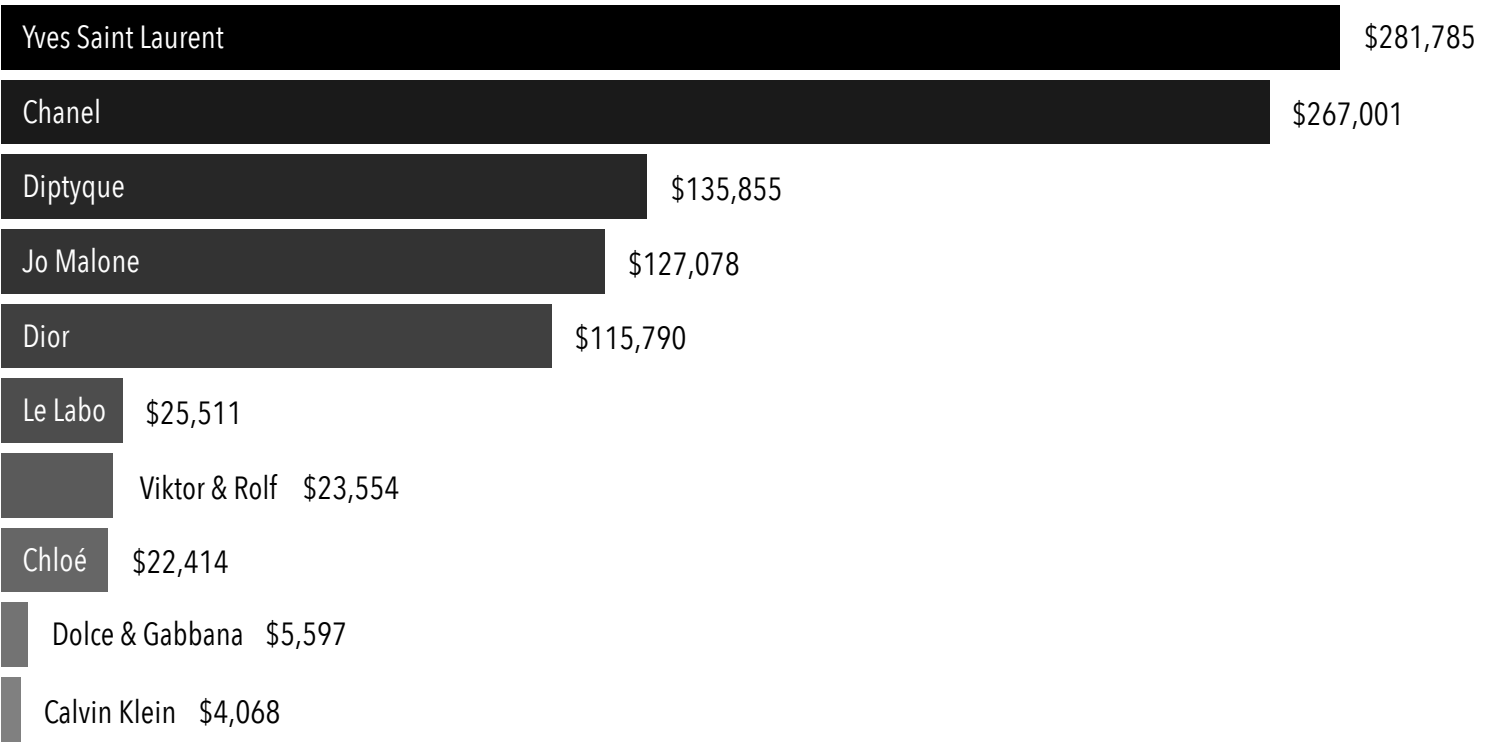
## THE TOP 10

# Earned Media Performance By Channel

# BLOG

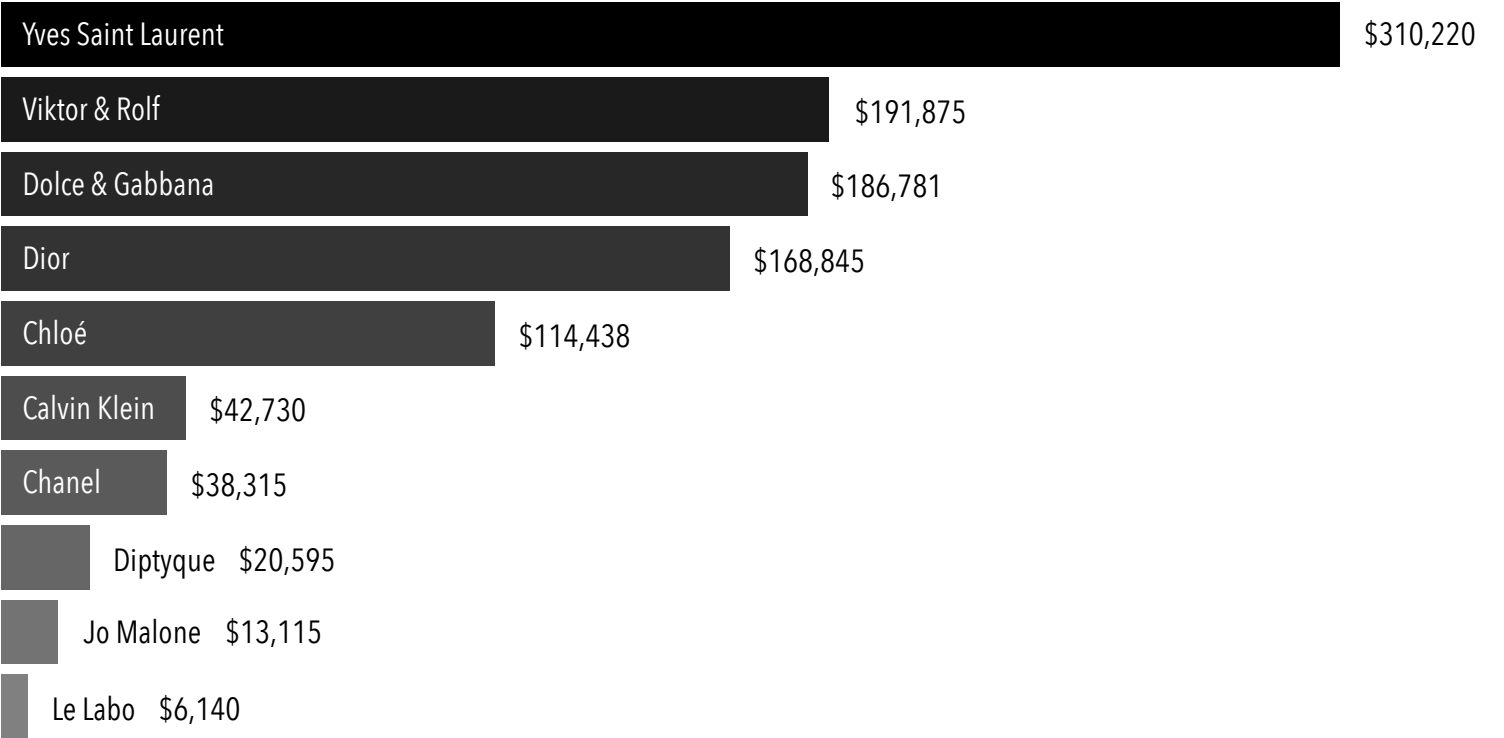


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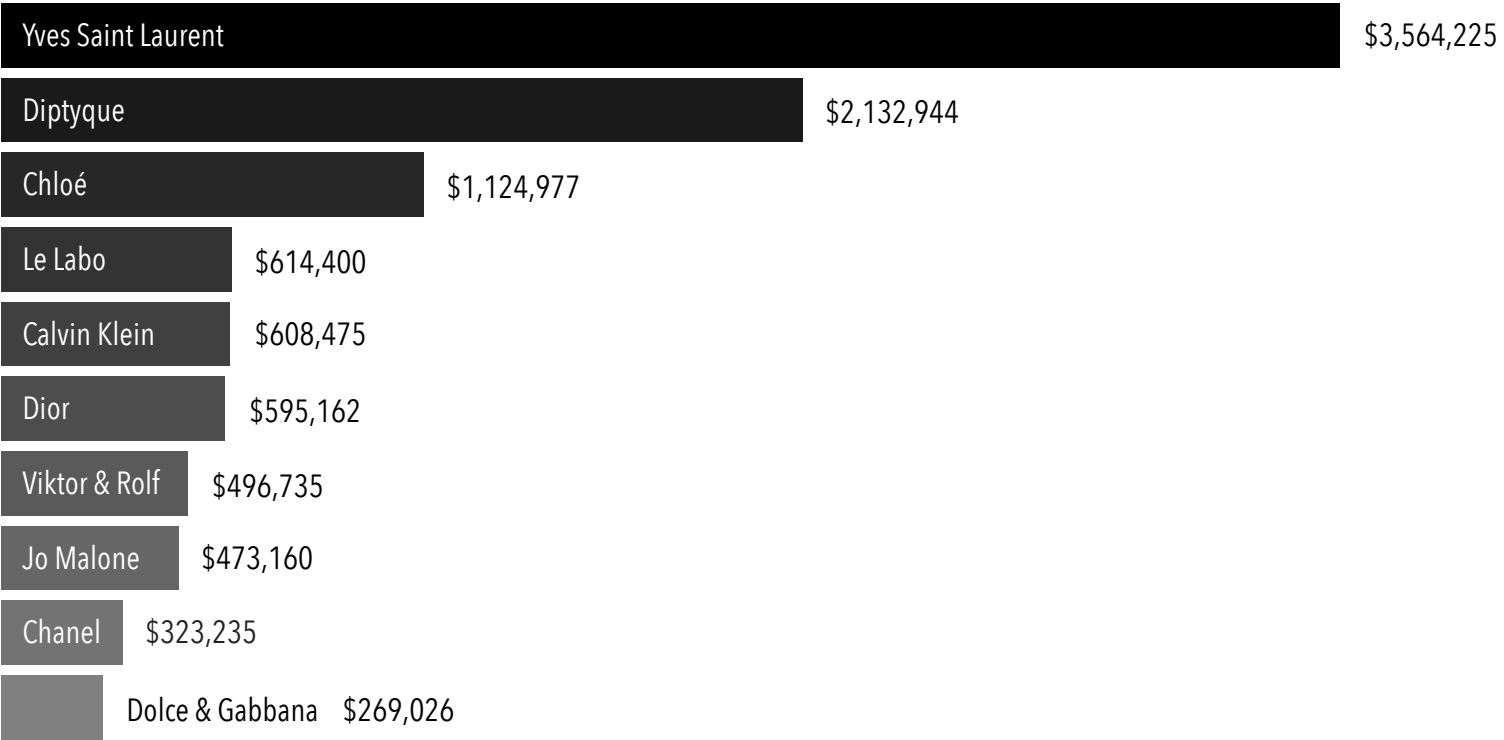




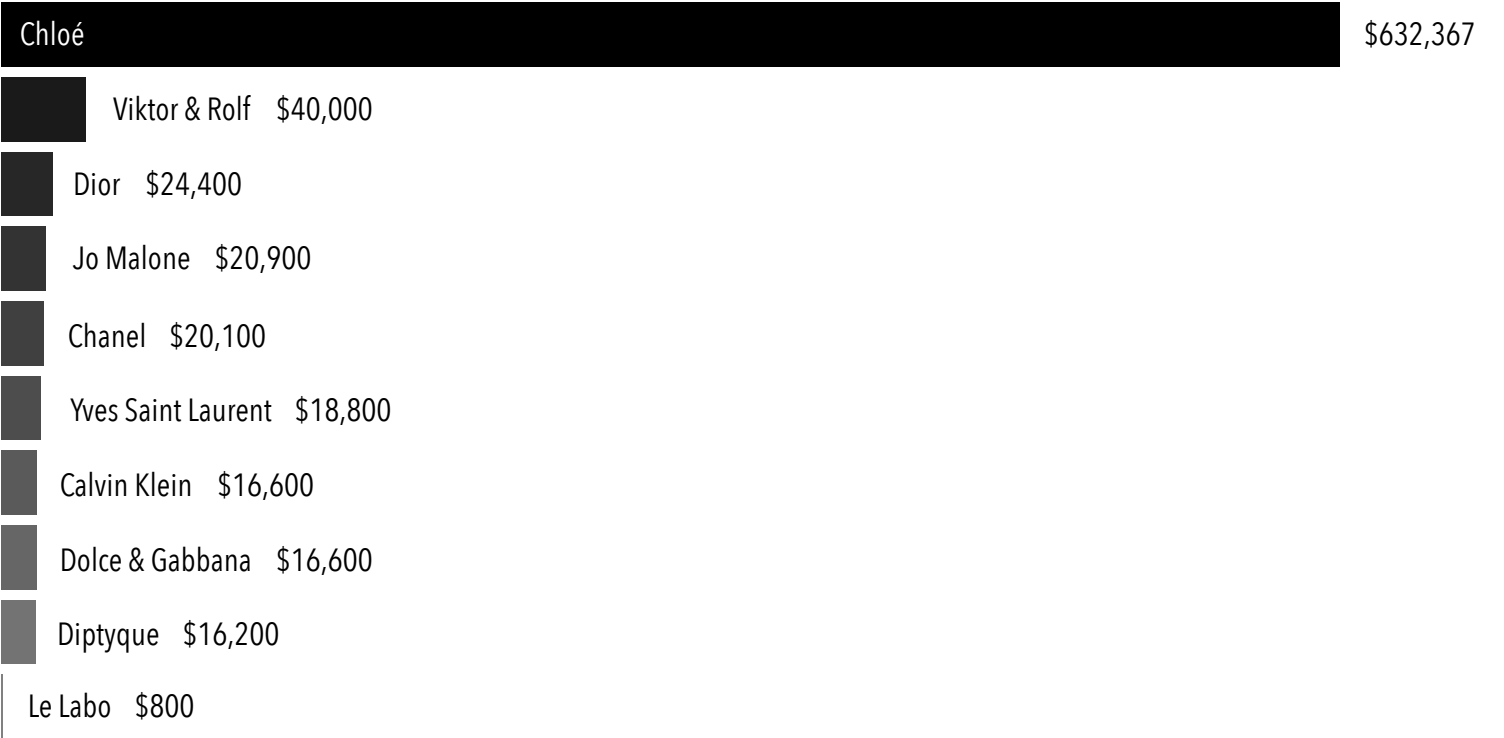
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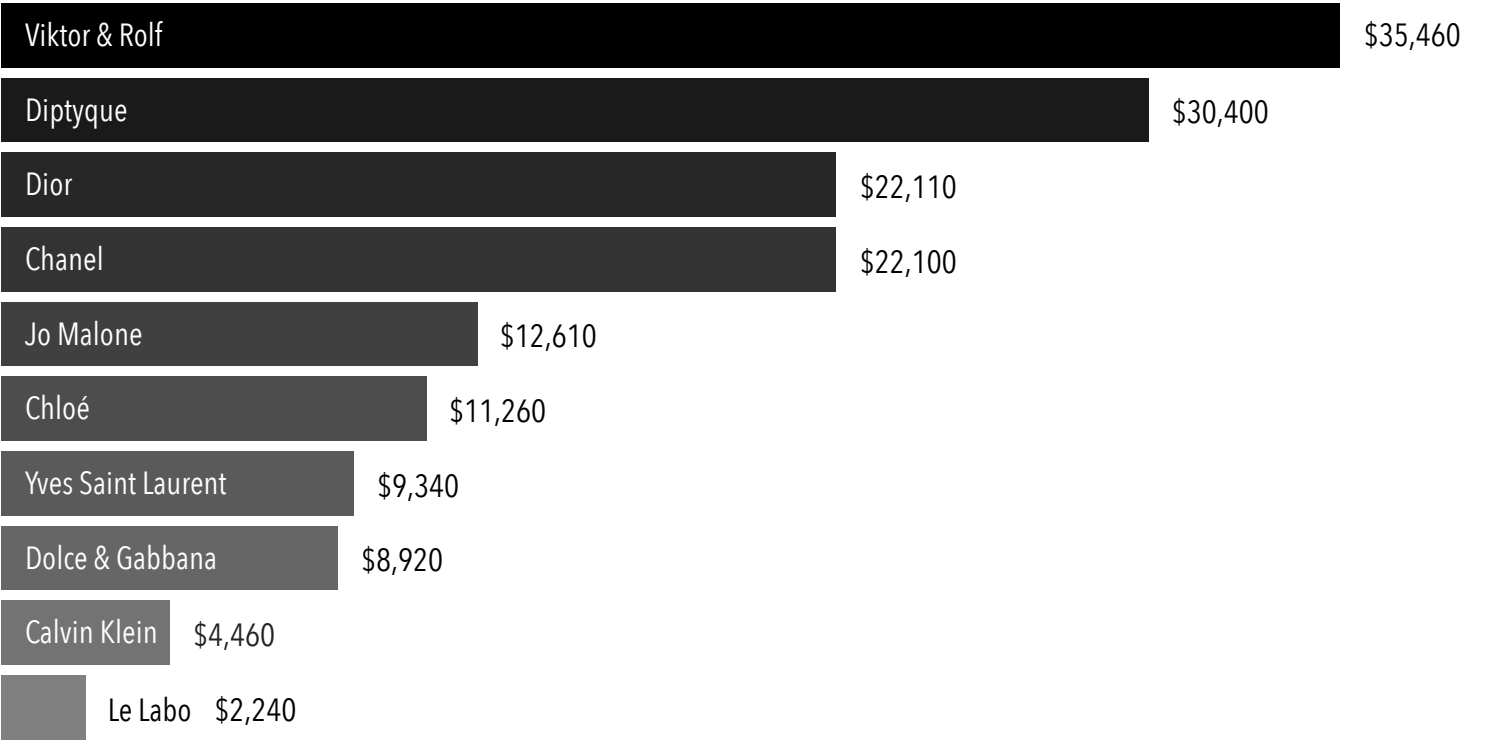
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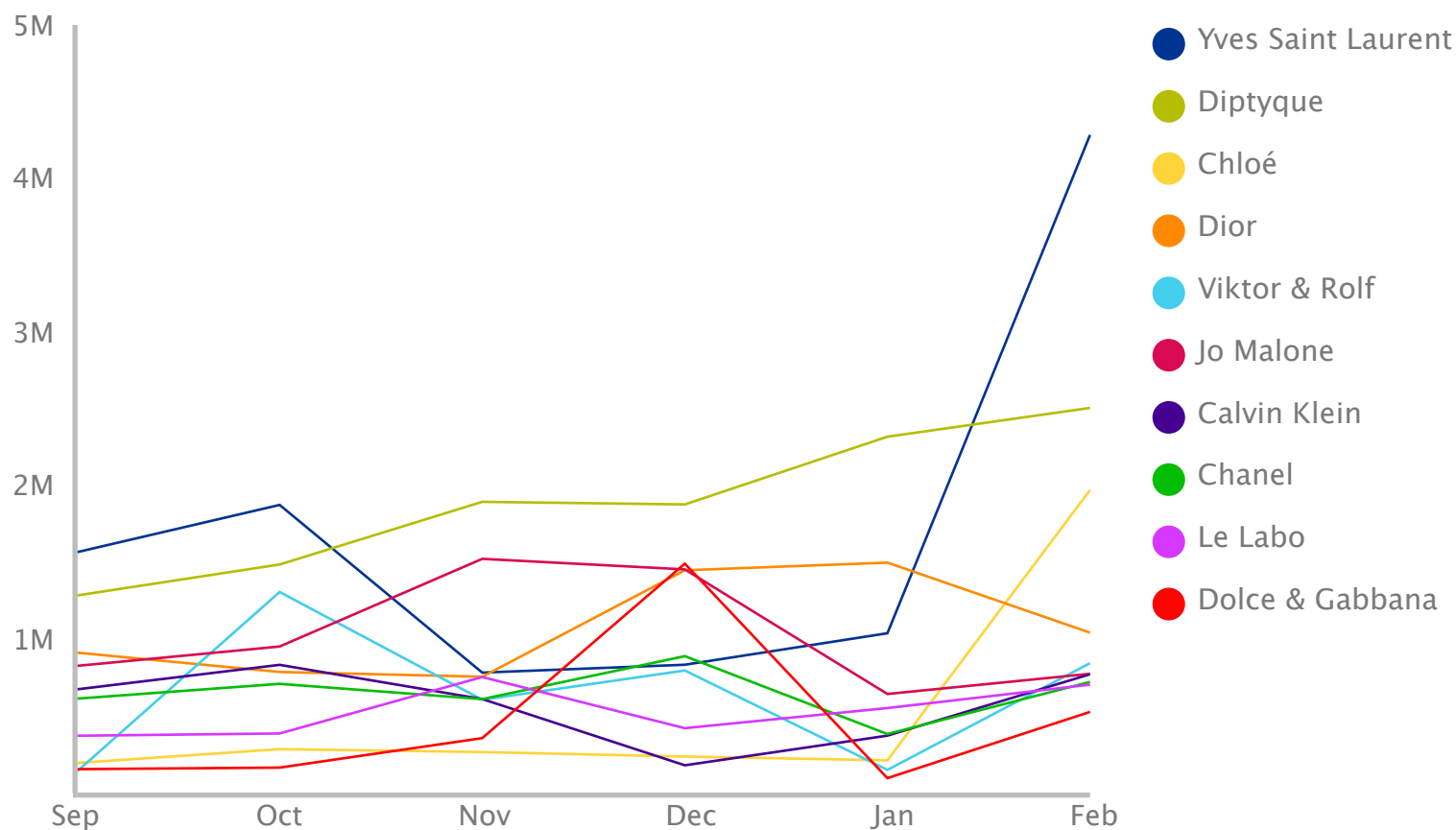
# TWITTER



# PINTEREST



# OVERALL TRENDING EMV



BRAND	SEP 2015	OCT 2015	NOV 2015	DEC 2015	JAN 2016	FEB 2016
Yves Saint Laurent	\$1,567,943	\$1,875,460	\$783,742	\$834,886	\$1,039,996	\$4,283,631
Diptyque	\$1,286,088	\$1,487,633	\$1,895,685	\$1,878,602	\$2,319,574	\$2,506,873
Chloé	\$195,475	\$285,475	\$266,558	\$237,224	\$212,644	\$1,972,498
Dior	\$913,638	\$787,875	\$756,900	\$1,450,111	\$1,499,802	\$1,044,032
Viktor & Rolf	\$141,026	\$1,308,569	\$606,938	\$797,664	\$150,266	\$845,102
Jo Malone	\$827,670	\$953,676	\$1,524,365	\$1,455,813	\$644,545	\$776,113
Calvin Klein	\$674,858	\$834,327	\$611,601	\$180,325	\$373,401	\$772,891
Chanel	\$614,292	\$710,611	\$611,132	\$890,854	\$383,710	\$722,896
Le Labo	\$372,725	\$387,505	\$754,946	\$421,976	\$552,994	\$705,202
Dolce & Gabbana	\$155,226	\$165,348	\$357,149	\$1,492,980	\$96,707	\$527,934

# Brand New World

## THE EVOLVING FRAGRANCE LANDSCAPE

**A**mong the beauty verticals, Fragrance is the last to adapt to influencer marketing. Of course, the vertical has obvious characteristics that add complexity to engaging influencers to promote fragrance. Fragrance's lack of a natural visual, in particular, makes creative storytelling all the more crucial to raising awareness and sustaining interest in a product.

With millennial consumers more motivated by stories than by traditional media, the fragrance brands that lead in earned media performance tell unique stories that appeal to the individual on a more meaningful level. In February, the Derek Lam 10 Crosby collection accomplished this in spades, creating a high-quality video short for each of the 10 individual scents. In a similar move, Viktor & Rolf partnered with influencers who created compelling content that associated its fragrances with a clearly defined and highly desirable lifestyle.

New fragrance brands are cropping up in response to consumer dissatisfaction with the traditional model of print advertisements featuring supermodels, instead touting campaigns geared towards individual self-expression. These brands offer consumers an opportunity to discover new scents based on self-identification with personality traits and styles. Consumers play an active role in selecting a fragrance for themselves



by taking online quizzes or sampling multiple scents at their leisure. Throughout this process, they learn what ingredients contribute to their favorite scents.

To account for this shift in consumer interests with respect to fragrance, brands should focus on leveraging three concepts that are epitomized by the brands in this report: storytelling, self-expression, and education.

Nanysklozet's Instagram of her and her husband (gabe\_miami) for Viktor & Rolf earns 3.3K likes.

# CHLOÉ GETS PERSONAL WITH LOVE STORY LAUNCH

Chloé demonstrated its digital savvy in February by crafting an appropriately themed campaign for the launch of Love Story just in time for Valentine's Day. To celebrate the new fragrance, the brand streamlined influencer engagement across multiple touchpoints. First, the brand encouraged emotional attachment to its brand and the fragrance by gifting a handful of influencers a personalized bottle of Love Story. Recipients responded gratefully on Instagram, showing off the personalized perfume bottle, thanking the brand, and proudly identifying with the hashtag #ChloeGirls, which generated a total of \$1.0M EMV.

Chloé also hosted a beautiful lunch for the same influencers at the luxurious Hotel Particulier Montmartre, complete with personalized name plates and tables adorned with elaborate bouquets. Sincerelyjules captured the ornate spread on her Instagram, earning 41.6K likes, and her Instagram of her personalized Love Story bottle netted 38.6K likes. Together, these posts generated a noteworthy \$212.3K EMV.

The personalized nature of the Love Story campaign's influencer initiatives intimately integrated the



individual influencers into a narrative for the fragrance. While the personalized bottles made each individual feel special and valuable to the brand, the lunch brought together influencers and gave meaningful validity to being a part of the #ChloeGirls community.

Sincerelyjules shows off her personalized bottle of Love Story, netting 38.6K likes.



# DIOR ROUNDS UP #POISONGIRL SQUAD



In February, Dior sent influencers, including songofstyle and elle\_ferguson, a sleek black jacket embroidered with “Poison Girl” and “I am Poison,” to promote its Poison Girl fragrance. The influencers posted Instagrams of themselves wearing the jacket,

proud to be identified as members of the #poisongirl squad. In addition, the brand also partnered with Vogue Italia for the “I am Poison” party, which generated buzz on Instagram. In a single month, #poisongirl earned \$435.7K EMV, while #iampoison netted \$344.5K.

Seewantshop's snapshot of the #PoisonGirl squad donning "I am Poison" jackets garners 2.8K likes.

# VIKTOR & ROLF COLLABORATES WITH COUPLES

Love and fragrance collaborations were in the air for Viktor & Rolf. The brand worked with influencer couples to cross-promote Flowerbomb and Spicebomb through editorial-quality Instagrams. The professional photo series captured the adorably chic couples at their best, establishing an aspirational association between purchasing the fragrances and the picture-perfect appeal of the featured couples.

Instead of speaking directly to a male audience, Viktor and Rolf focused on raising awareness for Spicebomb among its loyal female following, encouraging them to purchase the product for their boyfriends or husbands. The Instagrams clearly targeted a female audience, and through endearing dialogue shared by the influencers about their significant other, intended to engender an emotional attachment to the brand. In addition to this compelling imagery, the Instagram captions emphasized each influencer's "addiction" to their love: a clear, though somewhat scripted, allusion to the branded hashtags #flowerbombaddict and #spicebombaddict.

The preppier of the two couples, caraloren and brodyvan23, generated \$232.6K EMV with photos that were taken at a trendy candy shop. Nanysklozet and gabe\_miami, who showed off an edgier, hipster style, earned \$50.4K EMV with their own series of love- and fragrance-inspired posts for Viktor & Rolf.



Caraloren and brodyvan23's picture-perfect moment for Viktor & Rolf inspires 18K likes.



# YSL HONES PERSONALITY FOR BLACK OPIUM LAUNCH



In February, Yves Saint Laurent Beauty held a series of parties to celebrate the launch of the latest edition to its fragrance family, Black Opium Nuit Blanche. The fragrance was responsible for netting \$3.0M EMV for the month. Fashionable bloggers recreated the edgy and seductive aura of the fragrance in their posts from launch parties in Paris, Barcelona, and Warsaw, among other countries. Maffashion\_official created high-engagement content from a launch dinner that tagged the brand and the new scent, expressing gratitude for the event and the friends in attendance. Sananas2106 posted about the fragrance from both a red carpet and a blacklight club during a similar night out in Paris, reinforcing the high-glam feel of the new scent's personality. Andreabelverf, who shared a picture of herself en route to a YSL Beauty party in Barcelona, matched the

simplistic sexiness of her fellow bloggers with her own style. As a collective, these women flawlessly captured the effortless urban-chic personified by Black Opium.

Chiara Ferragni of The Blonde Salad also helped promote the new scent with two high-engagement Instagram posts, each garnering over 80K likes among her 5.6M followers on Instagram. In both images, Chiara emulated the same simple yet sultry style, with tousled hair and an off-the-shoulder knit dress against the backdrop of a sunset in the hills of LA. Though Chiara's content still conveyed undertones of a traditional celebrity print ad, the blogger's robust persona and online presence made her posts compelling additions to an ongoing narrative. Ultimately, YSL Beauty's partnership with Chiara gave the brand a fresh youth and modernity that set it apart from fragrance competitors.

Belenhostalet exudes an understated sultriness at a Black Opium launch party, netting 16.2K likes.



## DEREK LAM 10 CROSBY CHAMPIONS CREATIVITY WITH VIDEO SHORTS



Derek Lam's first foray into fragrance has become multidimensional, to say the least. To celebrate the launch of the 10 individual scents under the Derek Lam 10 Crosby label, the designer commissioned filmmakers Henry Joost and Ariel Schulman to create 10 video shorts, each named after a 10 Crosby fragrance. The films reinforced the designer's intention for consumers to collect all 10, with each unique scent represented by a unique and touching New York moment.

In contrast to the traditionally commercial nature of promotional films for fragrances, the 10 Crosby shorts do not focus on product

placement and celebrity endorsements (though they do boast a B-list celebrity cast). According to Lam, the films are centered on "inspiration" and encourage an emotional attachment between a scent and moment.

Currently, the majority of the content created for the collection comes from Sephora's owned Instagram and YouTube, where fans can find the video shorts. Influencers have yet to latch on to Lam's fragrances, but his investment in compelling owned content is one of the more interesting initiatives within the fragrance landscape and exemplifies the enhanced interaction that millennial consumers seek.

The dereklam promotes the short films dedicated to the 10 Crosby fragrance collection, earning 399 likes.