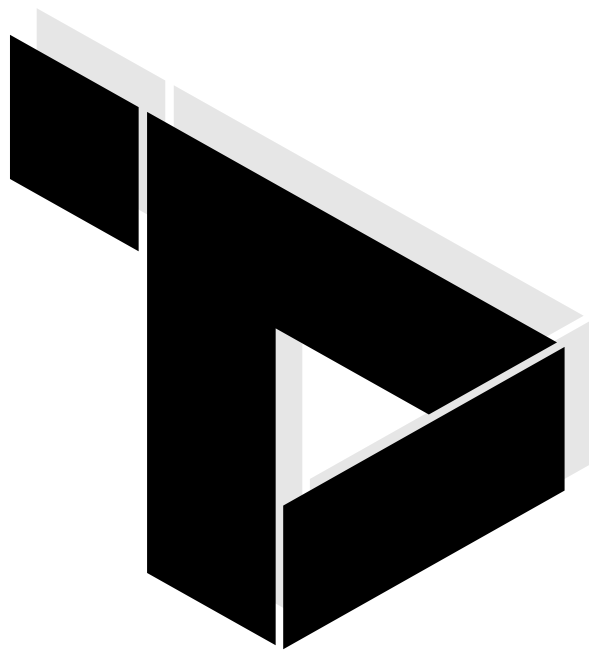


# LA MODE FEBRUARY

COSMETICS 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 consistently improve our measurement of earned media performance. 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.

# CONTENTS

4 **Top 10**

5 Top 10 Brands by EMV

6 **Top 10**

7 EMV Performance by Channel

10 Trending EMV Performance

– **Brand Spotlights**

11 Benefit

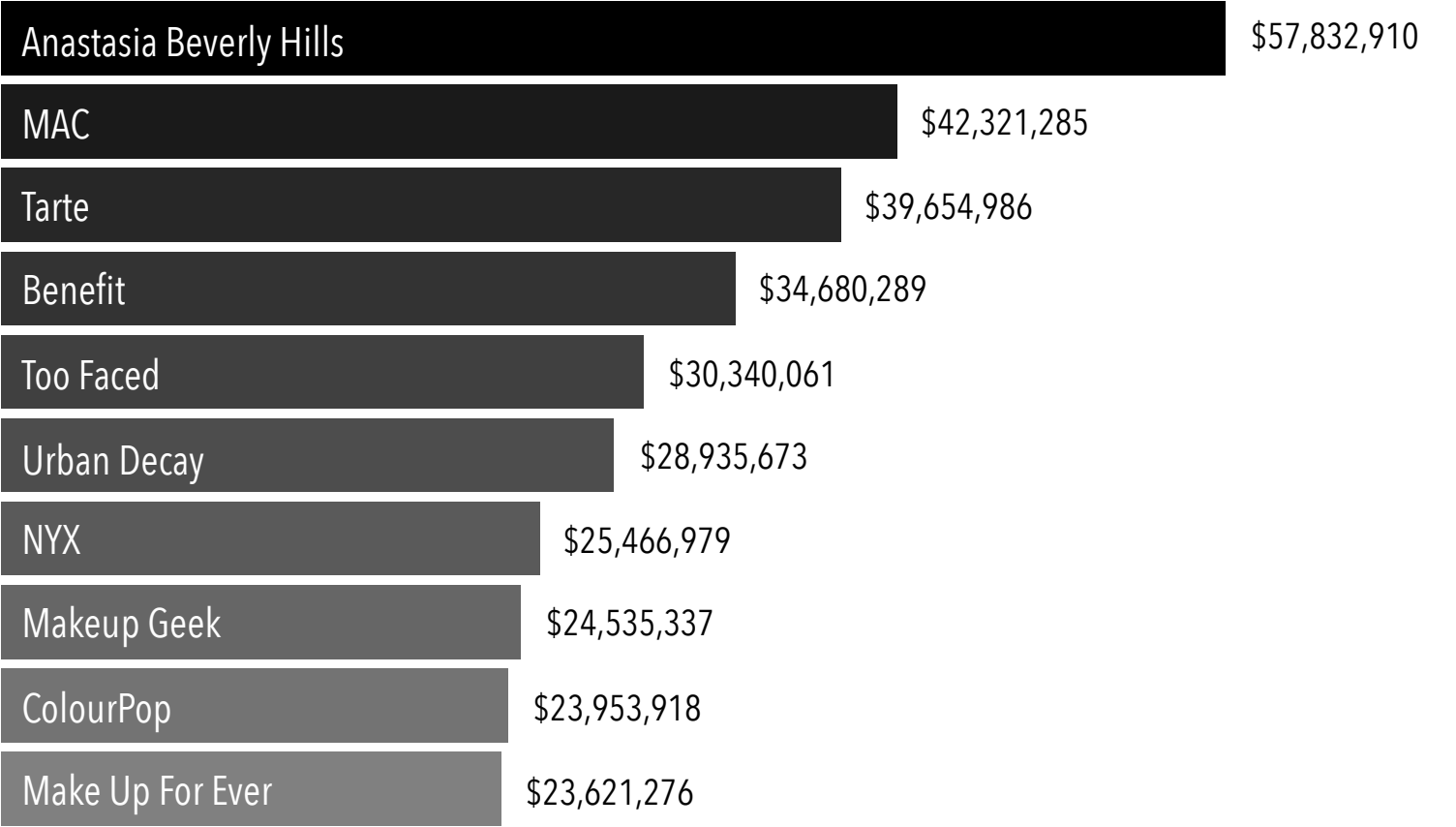
13 Tarte

15 Makeup Geek

## THE TOP 10

# Earned Media Value Leaderboard

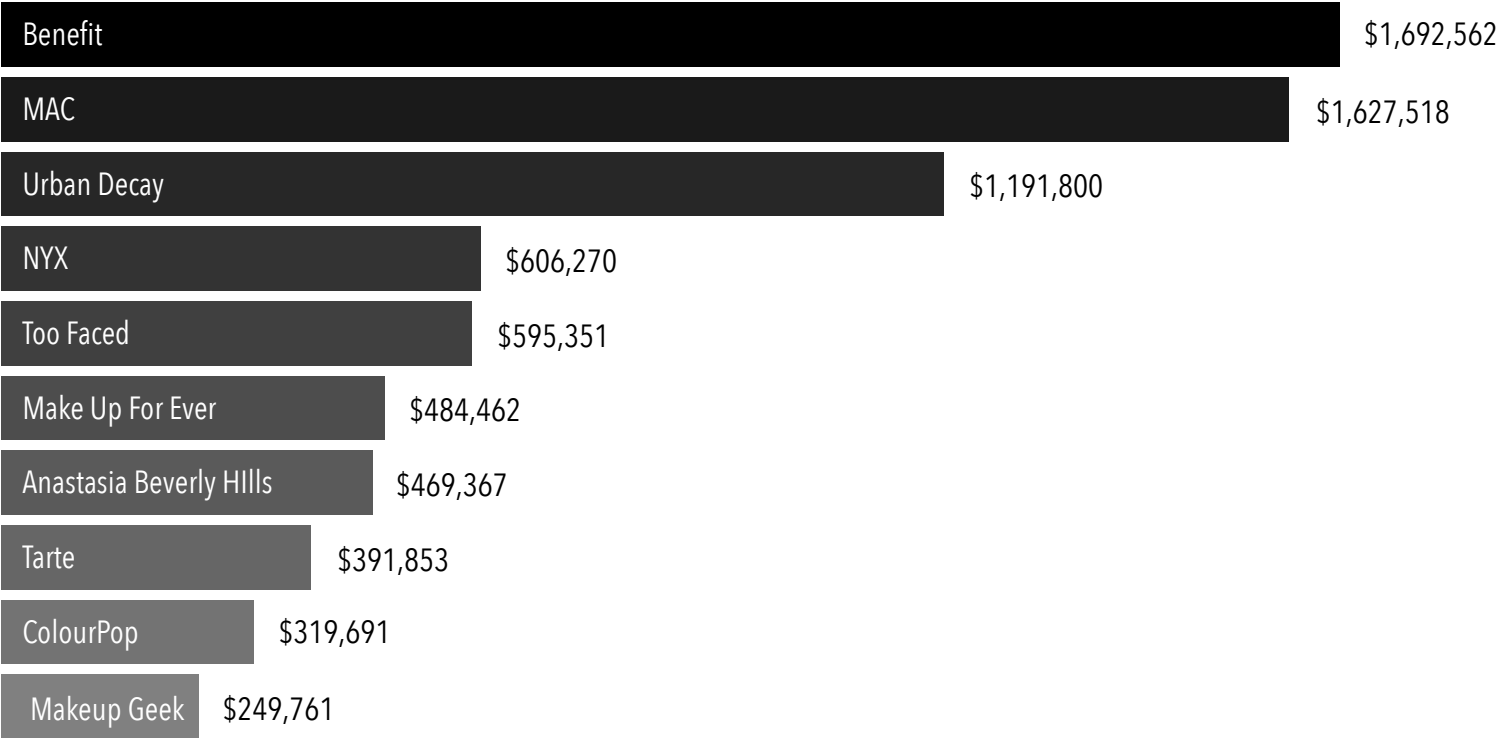
# Top 10 Brands



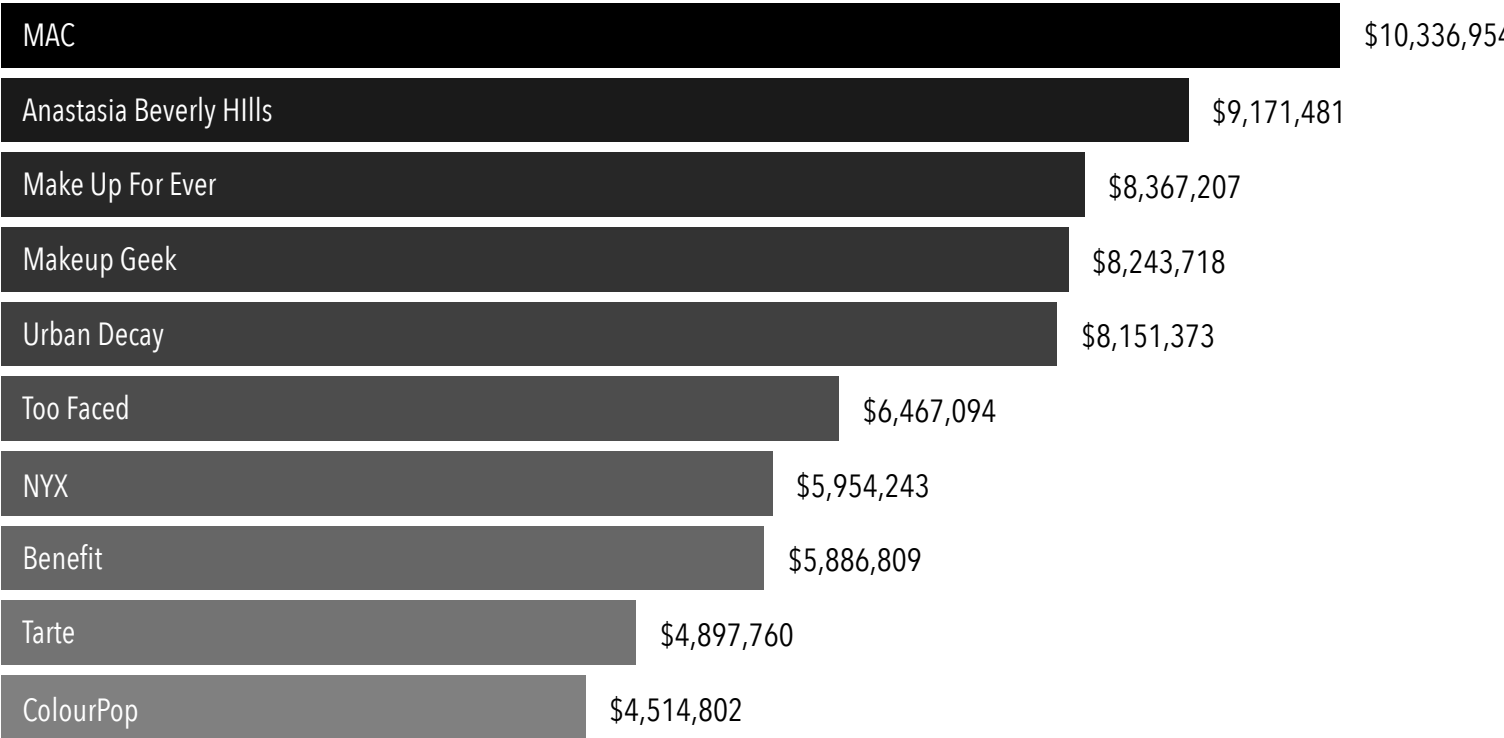
## THE TOP 10

# Earned Media Performance By Channel

# BLOG

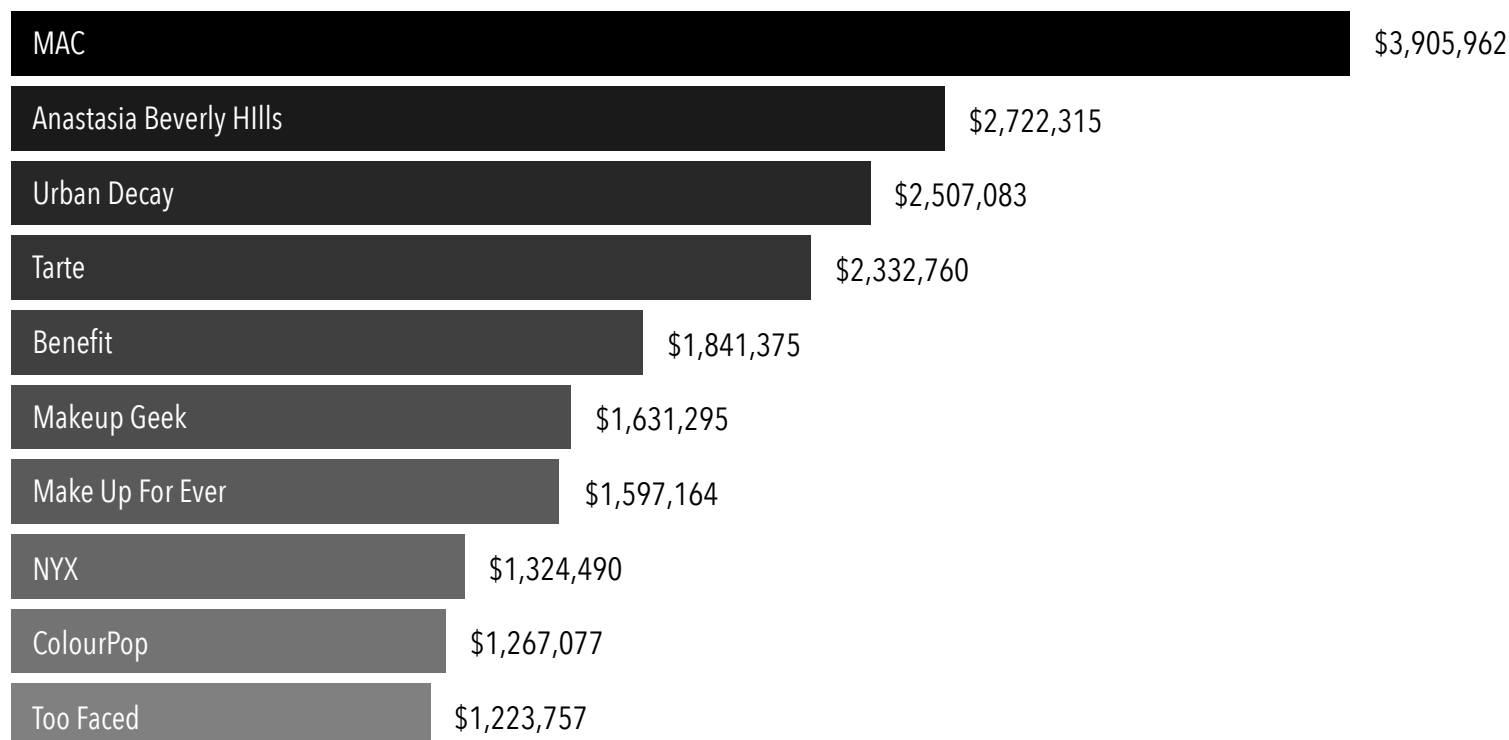


# YOUTUBE

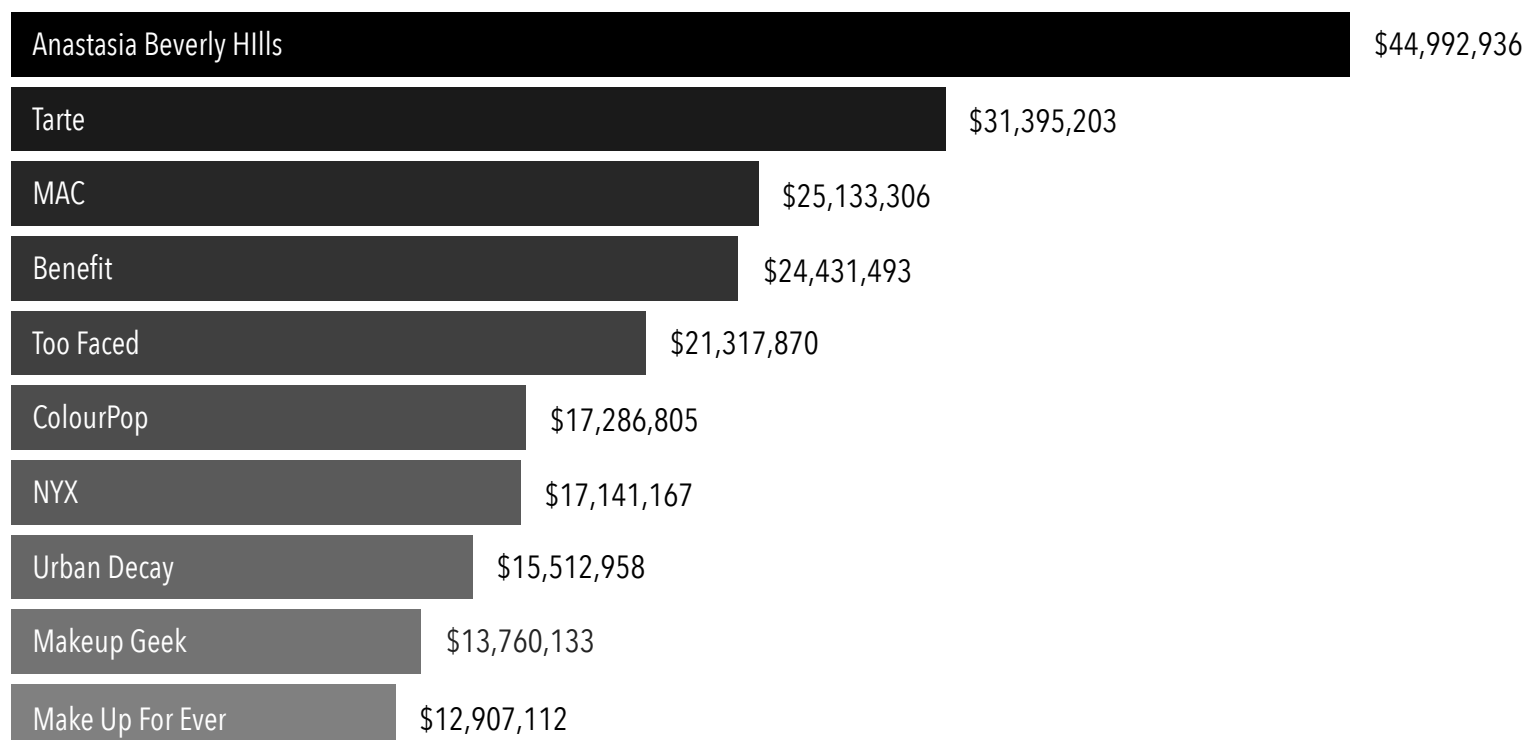




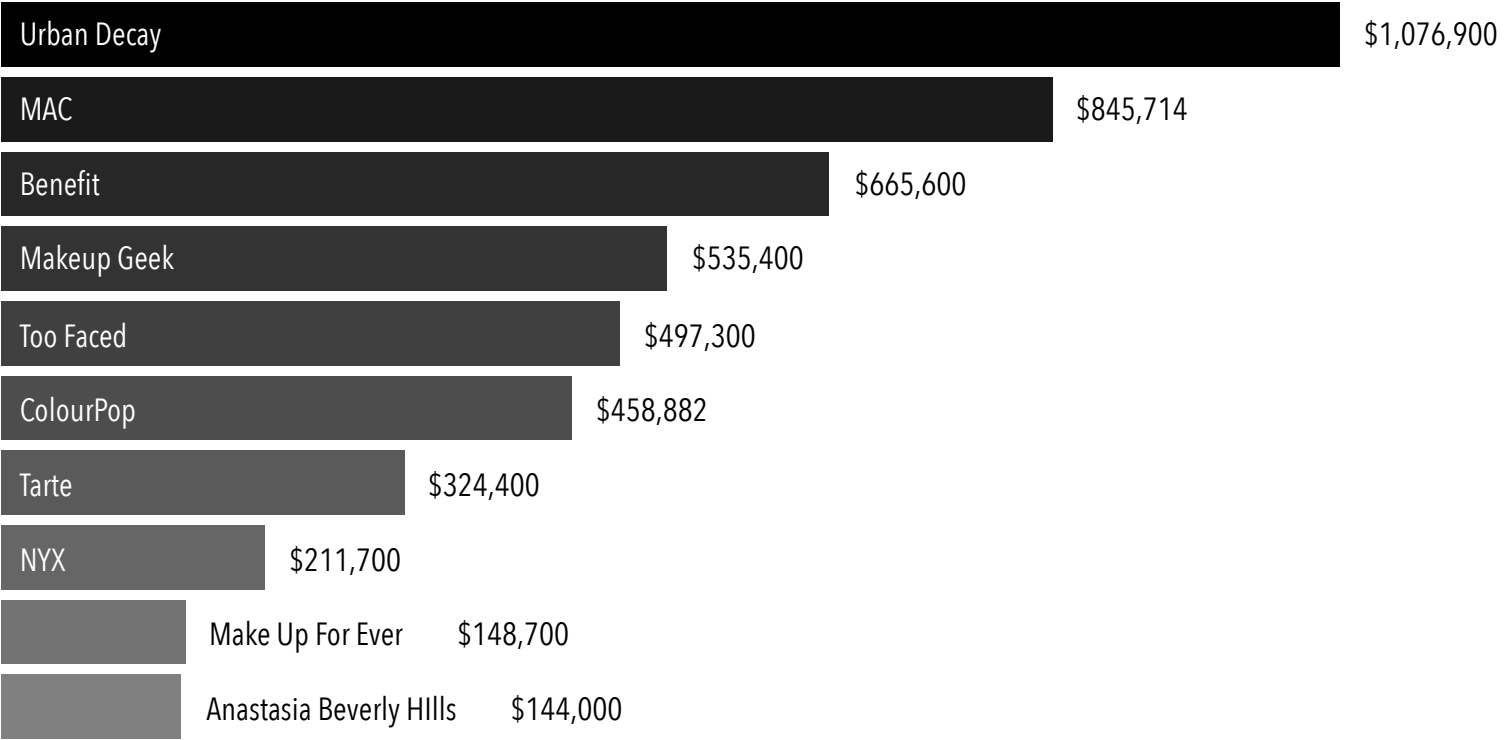
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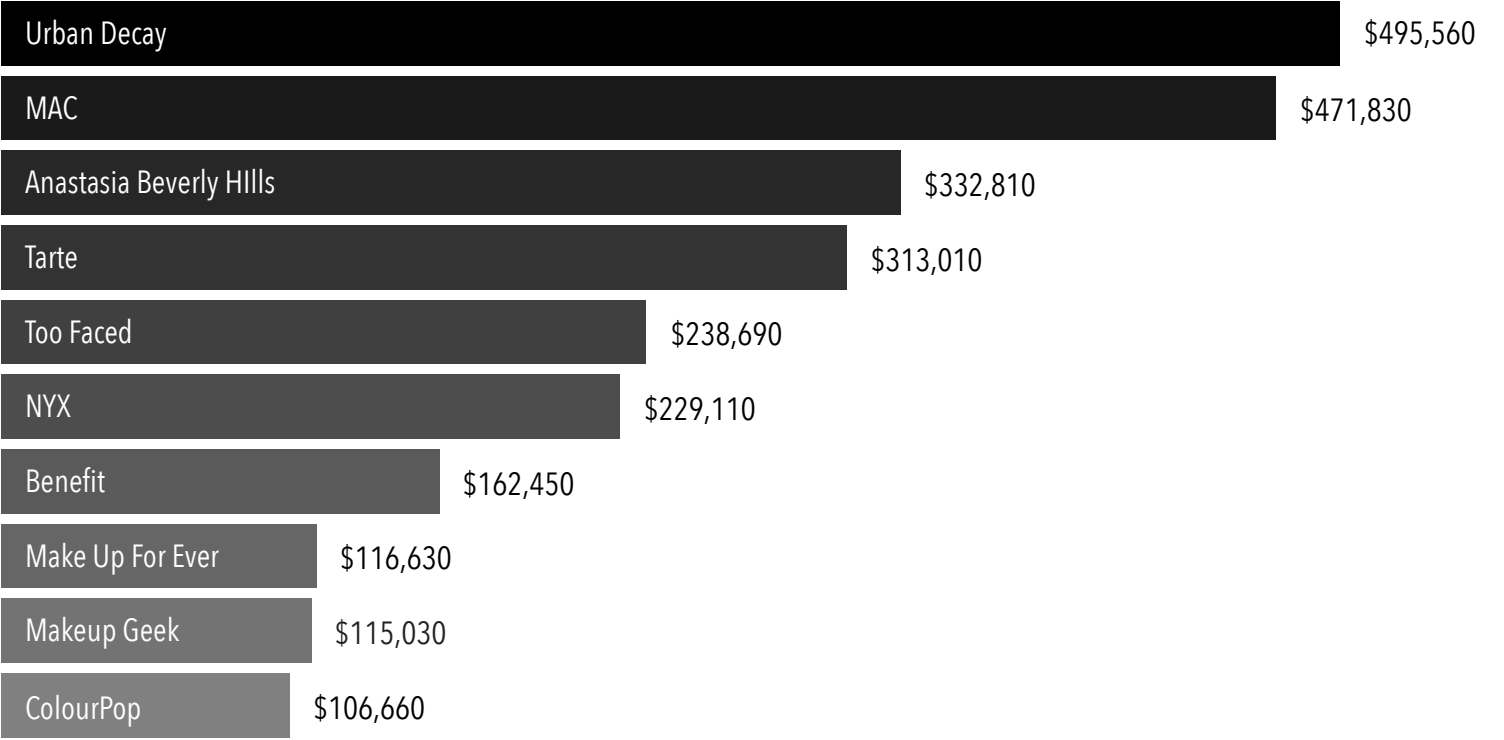
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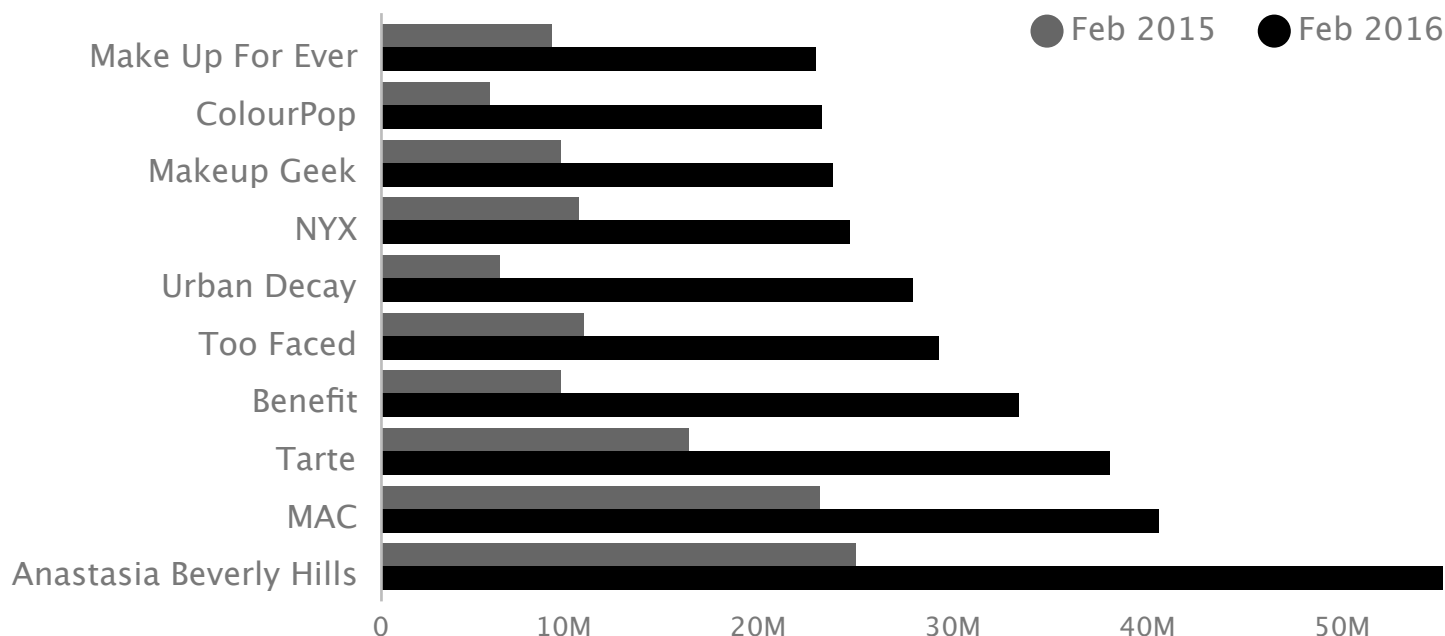
# TWITTER



# PINTEREST



# OVERALL TRENDING EMV



# Y/Y GROWTH

BRAND	FEB 2015	FEB 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$25,800,215	\$57,832,910	124.16%
MAC	\$23,811,039	\$42,321,285	77.74%
Tarte	\$16,710,496	\$39,654,986	137.31%
Benefit	\$9,693,442	\$34,680,289	257.77%
Too Faced	\$10,941,485	\$30,340,061	177.29%
Urban Decay	\$6,400,276	\$28,935,673	352.10%
NYX	\$10,692,271	\$25,466,979	138.18%
Makeup Geek	\$9,695,781	\$24,535,337	153.05%
ColourPop	\$5,823,526	\$23,953,918	311.33%
Make Up For Ever	\$9,218,134	\$23,621,276	156.25%

# Brand Spotlights

## BENEFIT'S INFLUENCERS CAPTURE A HOOLA STATE OF MIND

In February, Benefit sent a handful of prominent influencers to Hawaii to raise awareness for the launch of Dew the Hoola, a liquid version of its popular Hoola bronzer. Leading up to the trip -- which was popularized by the official hashtag #hoolastateofmind -- influencers were surprised by the arrival of a Benefit gift basket filled with the colorfully designed collection of Hoola products, Benefit-branded goodies like flip flops and sunglasses, and even a flamingo pool floatie. Each basket also included a customized Hoola bronzer, whose application brush was embossed with the influencer's name. This grand gesture created a visual opportunity for influencers to create content in anticipation of their coming vacation, notifying their followers of the exciting posts ahead. Thatsheart posted an effusive Instagram featuring her personalized Hoola bronzer, earning a substantial 26.5K likes.

Upon their arrival at the Grand Wailea Resort on the island of Maui, influencers were welcomed with luxurious VIP treatment. Each influencer documented their sun-soaked days on Instagram, posting snapshots of themselves lounging by the ocean, paddle boarding, whale watching, and posing with fellow



“Benebabes.” The influencers also had the opportunity to bond during a privately held luau and a whale-watching excursion. On Instagram, alisonhenry thanked Benefit for what she called “one of the best days of my entire existence,” reflecting on her surreal encounter with humpback whales. The influencer, who happens to have a tattoo of a humpback whale, shared an emotional post expressing her sincere appreciation: “I couldn’t have imagined a better day with better people.”

Alisonhenryy gets emotional on board with Benefit, earning 10.5K likes.

“*I witnessed a little piece of God and it was so beautiful and*  
**THANK YOU**  
**BENEFIT**  
**COSMETICS** *for*  
*making my life!!!!!!”*



The #hoolastateofmind initiative's combination of influencer selfies with Benefit "squad" Instagrams communicated a compelling story about what it meant to each influencer to be included in such an elite community of talented social personalities. In addition to these inspiring experiences, the group of bloggers was surprised with additional Benefit swag during their stay. The brand gave each influencer a ukulele adorned with a cartoon stencil of the blogger, again reiterating Benefit's investment in, and love for, the individual influencers. The gift also reintroduced the Hoola collection as subject matter for Instagrams, amidst posts of the beautiful, natural Hawaiian scenery.

Benefit's Hawaiian adventure inspired a compelling range of influencer-generated content that raised awareness for both the Hoola product and the brand in general, while simultaneously inspiring a feeling of community among the bloggers in attendance. The timing of the trip aligned well with influencer attendee aspynovard's editorial calendar, allowing the influencer to film a Spring Break Essentials video against the appropriate background of Hawaiian paradise. In sum, the hashtag #hoolastateofmind earned \$5.2M EMV in February alone, thanks to picturesque content creation from established bloggers like dulcecandy, iluvsarahii, nicolconcilio, and mac\_daddy.

Aspynovard poses on the beach for her Spring Break Essentials video, netting 154K likes on Instagram.



# TARTE ADDS ALTRUISTIC ELEMENT TO GETAWAY STRATEGY



Rclbeauty101 shows her support for Tarte's #kissandmakeup campaign, garnering 162K likes.

Tarte followed up the success of its November Turks and Caicos influencer getaway with a second influencer vacation in February, again promoted with the hashtag #trippinwithtarte. This time, the brand treated a group of influencers to an adventure-filled trip to Hawaii, once again designing a luxurious experience meant to elevate and pamper each blogger by decking out hotel rooms with products from the not-yet-released Rainforest of the Sea line, a Go-Pro camera to document the trip, and quirky gifts that included a mermaid-shaped towel and a "Nama'stop I Can't Even" shirt by cultural icon Betches.

The Hawaii version of #trippinwithtarte saw no shortage of exciting tourist activities. Influencers got to participate in skydiving, jet-skiing, paddle-boarding, and ziplining, all of which they thoroughly documented in vlogs and Instagrams. Manny Mua and PatrickStarr both created "Hawaii Vlog" videos, earning a cumulative \$140.5K EMV for the brand. Meanwhile, iluvsarahii, desiperkins, and rclbeauty101 became, once again, major Instagram contributors to the #trippinwithtarte campaign, posting glamorous shots of their island vacation worth \$3.1M EMV in February.

Tarte brought meaningful relevance to the getaway and the #trippinwithtarte hashtag by incorporating its anti-cyberbullying campaign, #kissandmakeup, in partnership with Bystander Revolution. Meant to raise awareness for cyberbullying, the #kissandmakeup campaign combines elements of a successful campaign: an emotional and altruistic core goal, a low barrier-to-entry, and endorsement by influential figures. To further the cause, users only had to "tag a person you'd like to share a positive message with and post a picture with a kiss stain on the back of your hand using #kissandmakeup. [Be] sure to tag @tartecosmetics & @bystanderrevolution! #anticyberbullying."



Manny Mua and Patrick Starr promoted the campaign in their “Hawaii Vlog” videos, while other #trippinwithtarte guests, like makeupshayla, promoted the campaign through their Instagram posts from Hawaii. Tarte itself reposted Instagrams of kiss-stained fists shared by individuals outside of the #trippinwithtarte crew, emphasizing the inclusiveness and relatability of the campaign. In February alone, #kissandmakeup earned \$1.4M EMV.

Whereas the Turks and Caicos #trippinwithtarte initiative focused primarily on influencer experiences

and elevating influencers with their followers, the Hawaii trip added an inclusive element with the #kissandmakeup campaign, giving a larger audience an entry point to interact with the brand. The anti-cyberbullying initiative speaks to both influencers and their followers, as one collective community that has undoubtedly witnessed and experienced cyberbullying. In contrast to the Turks and Caicos getaway, which followers could only passively experience, the Hawaii trip made users feel included and relevant to Tarte’s goal of tackling cyberbullying.

Desiperkins (middle) achieves squad goals with fellow influencers, styledbyrush (left) and lustrelux (right), in Hawaii with Tarte, earning 62.1K likes



# MAKEUP GEEK ENTERS TOP 10 WITH INFLUENCER COLLABORATION

In February, the next big influencer collaboration hit social media when makeup artist Manny Mua partnered with Makeup Geek to create the Manny Mua x Makeup Geek eyeshadow palette. The palette, which officially launched on the 24th after a single day of pre-sale, sold out in twenty minutes. Marlena Stell, Makeup Geek's founder, had even created a special link for Manny Mua's followers to pre-order the palette, which the vlogger shared in the summary of his "The MannyMua x MakeupGeek Palette! First Look and Swatches!" video. The video received 438.5K views, and the demand from Manny Mua's followers was so high, traffic on Makeup Geek's website crashed the server.

Manny Mua's enthusiasm over the palette was transparent in his first YouTube reveal of the product, in which he says, "It's just so me!" The makeup artist spends the first few minutes praising the packaging itself, which is black, features an iridescent crescent moon, and is resemblant of Manny Mua's personal brand and logo. The palette was a collaborative creative effort, combining four favorite shades from the brand and five new colors that were designed by Manny Mua. In the video, the influencer goes on to proudly describe the creative inspiration behind each of his self-made shades, many of which were inspired by his childhood obsession with the cartoon Sailor Moon and the video game, King of Hearts. To Manny Mua's followers, the palette was a wholly authentic reflection of its creator.



Mannymua733 proudly debuts his collaboration with Makeup Geek, netting 77.5K likes.

“  
The lab and manufacturers can only make the palettes so fast, and Makeup Geek is trying their hardest to make everything as smooth as possible: They hired more staff, added 4 more servers to their website, etc., so please be patient and you will get one :)”



Marlena's support of Manny Mua's career began before their product collaboration; the blogger has long fostered a meaningful relationship with the vlogger by investing in his career and encouraging him to continue to expand his network. In his video about the collaboration, Manny Mua sincerely thanks Marlena for her support, sharing she had been instrumental in his rise from having just 50K subscribers to nearly a million. The Makeup Geek brand has also benefited from its partnership with the influencer: it earned \$24.5M EMV in February, Makeup Geek's highest EMV to date and a 60% increase from its September 2015 EMV.

The collaboration palette was an instant success, both in sales and in the social media sphere. On YouTube, influencers from all tiers celebrated Manny Mua's success by using his palette in their tutorials, resulting in \$8.2M EMV on the channel. NikkieTutorials incorporated the palette into multiple videos in February alone, with each earning over 1 million views. Jaclyn Hill expressed her genuine excitement over the collaboration, referencing the first video she had watched of Manny Mua's, in which Manny Mua said that he would "die" to collaborate with Makeup Geek.



The supportive content created in response to the Makeup Geek x Manny Mua collaboration highlights the reciprocity of the personal and intimate relationship between beauty influencers and their online communities. Aspiring bloggers see a supportive network of opportunity and career development, and followers see an inclusive family which spurs their emotional desire to invest in the success of their favorite influencers.

Jaclynhill shows her support for mannymua733 by sharing an Instagram of the palette, earning 107K likes.