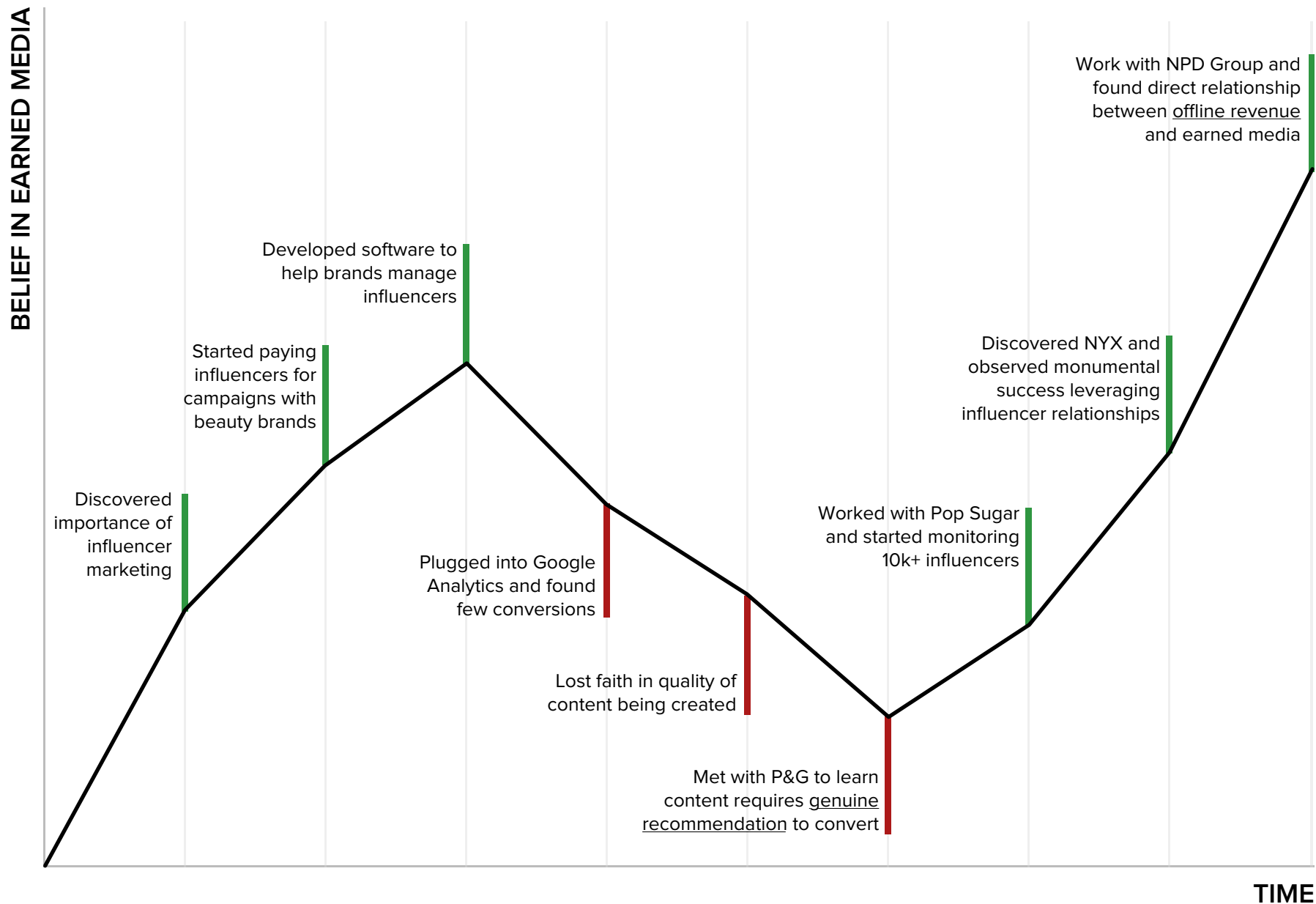


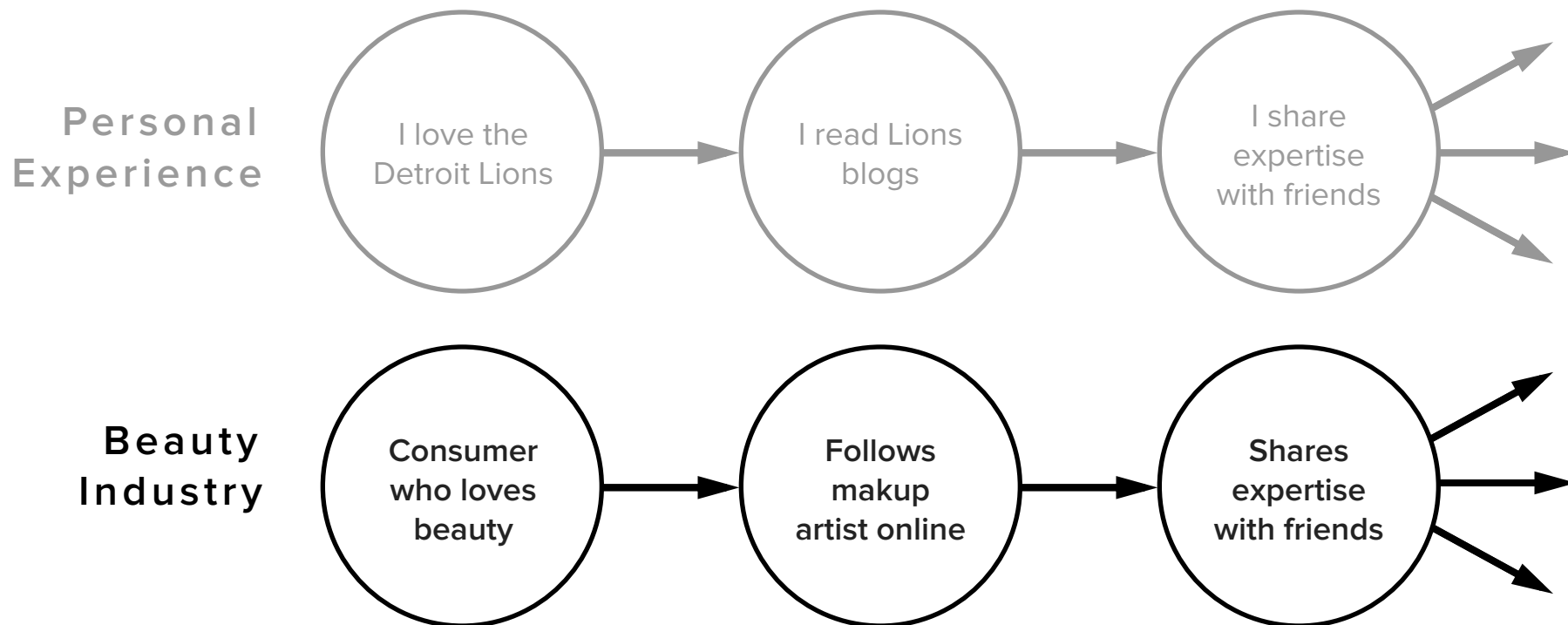
**TRIBE DYNAMICS**

Earned Media Report & Services

# EVOLUTION OF OUR THINKING



# CONNECTING THE DOTS



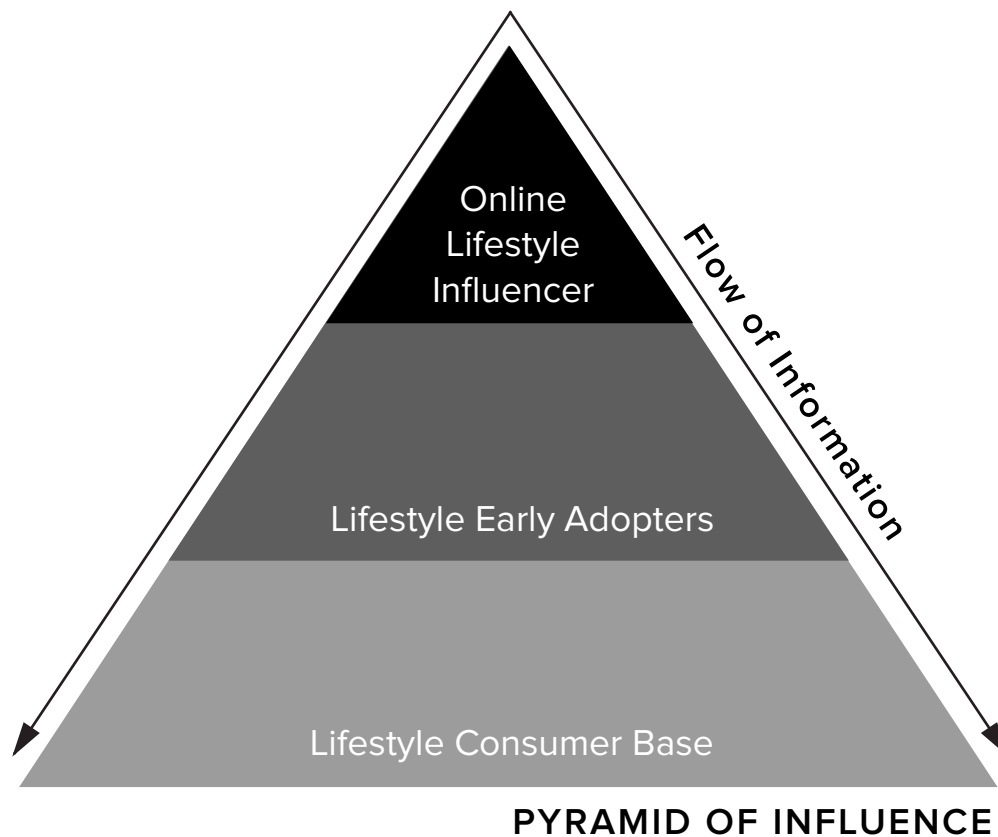
Why does this work?

**Authentic**

**Organic**

**Relationships**

# LESSONS FROM NYX



Offline Purchases

# NYX Cosmetics - A CASE STUDY



**Bethany Mota**

August Favorites 2013!

*"The next beauty product that I've been loving has been this blush by NYX because... OMG guys, guess what?! Target now sells NYX products!... I went insane."*

**1** They didn't pay for this

**2** They didn't know it was going to happen

**3** It got them 1.7 Million views on YouTube

## SOCIAL INFLUENCE

EMV Q2

**NYX**                    **\$17,937,547**

Revlon                    \$12,415,050

Cover Girl                \$7,228,396

## TANGIBLE GAINS

- 60%+ annual revenue growth for over 5 years
- Acquisition by L'Oréal for \$500 million
- Extremely high revenue multiple

# PAID MEDIA VS EARNED MEDIA

## Glamour Magazine



Circulation: 2,318,251  
 Type: Paid Media  
 Cost: \$100,000

## Bethany Mota



Views: 1,757,337  
 Type: Earned Media  
 Cost: \$0

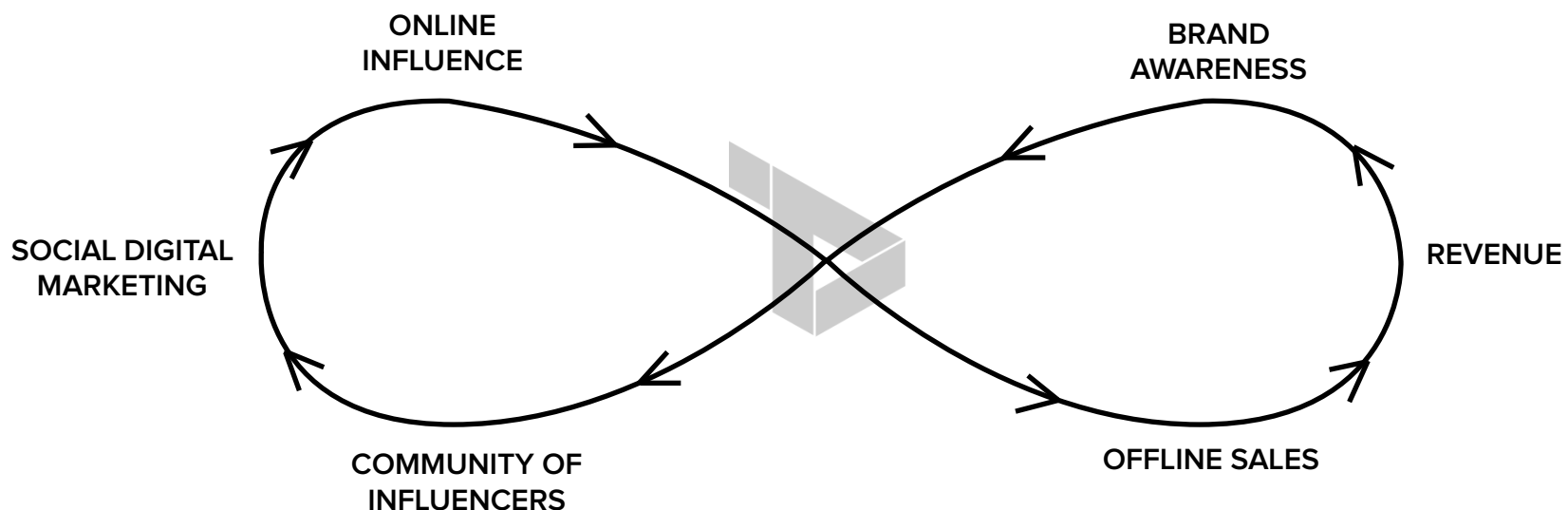
VS

One Glamour Magazine ad buys you: 75,000 NYX Blushes



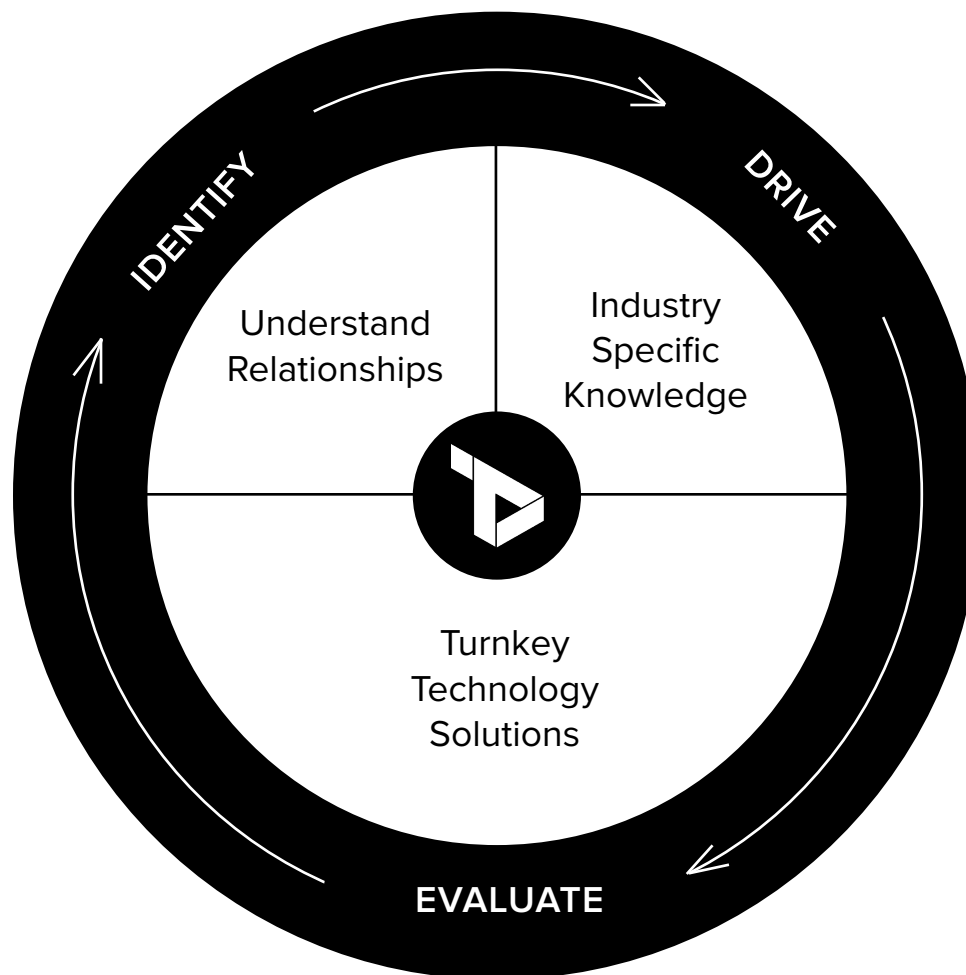
15,000 Influencers can be given 5 blushes each

# HOW WE SOLVE THE PROBLEM



Connecting the dots between social/digital marketing and revenue.

# WHAT MAKES US UNIQUE



We understand the way revenue is driven through earned media for lifestyle brands



# TECHNOLOGY

## Tribe Dynamics EMV Index

1. The Tribe Dynamics software monitors over 100,000 digital media outlets across industries and channels. These outlets include individuals, retailers, and publications in the beauty and lifestyle space whose posts are used in calculating EMV.
2. Supports understanding of how your brand is performing in the most effective and efficient marketing available.

## TRIBE DYNAMICS EARNED MEDIA VALUE (EMV)

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 type of content based on the perceived value of digital word-of-mouth to brands within the industry. EMV serves as a way to allow for benchmarking across marketing activities and across brands.

## Ambassador Relationship Management (ARM)

Software platform designed to help brands manage their community of ambassadors and track valuable relationships.

# OUR PROCESS

## **Step 1 Initial Evaluation and Recommendations**

Competitive analysis and performance, identification of recommended target communities and ongoing earned media campaigns.

## **Step 2 Identify Targeted Community**

Utilizing Tribe Dynamics EMV Index, we identify the ideal influencers for engagement based upon previous conversations, engagement rates, social platform, and brand sentiment.

## **Step 3 Implement and Train**

Implementation of Tribe ARM Platform and training of employees in best practices for management of brand community.

## **Step 4 Data Exploration and Performance Tracking**

Utilizing Tribe Dynamics ARM Platform, you will be able to track ongoing performance of individual influencers and campaigns.

## **Step 5 Competitive Reporting and Strategy Review**

Ongoing comparative brand analysis on a monthly and quarterly basis.

# TECHNOLOGY PRICING

## STAGE ONE

### Establishment

#### BEST FOR BRANDS WITH

- Minimal experience in planning and executing influencer marketing initiatives.
- Interest in establishing influencer networks and introducing analytics to their digital marketing strategy.

#### LOOKING FOR

- Hands-on assistance and in-depth guidance on building an ambassador program from the ground up.
- A deeper understanding of target communities and competition.

#### FEATURES

Includes all features from Stage Two in addition to:

- In person quarterly program recommendations, brainstorming, and consumer insights (restricted to United States)
- Outreach to and management of influencers

#### PRICE

\$10,000 per month

## STAGE TWO

### Refinement

#### BEST FOR BRANDS WITH

- Established influencer networks and ambassador programs that are in need of polishing.
- Elementary analytics experience, but who have yet to integrate with their overall digital marketing strategies.

#### LOOKING FOR

- Ability to measure relative performance of their brand within both their immediate competitive landscape and larger industry.
- Brand-specific recommendations and solutions in the form of both raw data and analysis.

#### FEATURES

Includes all features from Stage Three in addition to:

- Identification of 150 target influencers for campaigns - monthly
- Weekly meetings, best practices documents and launch calendar
- Guidance on influencer campaign establishment

#### PRICE

\$5,500 per month

## STAGE THREE

### Self Service

#### BEST FOR BRANDS WITH

- Well-established digital marketing strategies and ambassador programs.
- The internal tools and the team to execute skilled digital campaigns.

#### LOOKING FOR

- More in-depth analysis of brand performance overall, by platform, and relative to competitors.
- Improved efficiency, targeting, and performance tracking for individual influencer campaigns, indicating which specific initiatives generate the most value.

#### FEATURES

- Identification of 150 target influencers for campaigns - Once per quarter
- Unlimited use of Tribe Dynamics ARM software
- Quarterly competitive reports (5 brands)

#### PRICE

\$3,500 per month