LA MODE Fashion

OCTOBER 2016: NON-LUXURY APPAREL

TRIBE DYNAMICS

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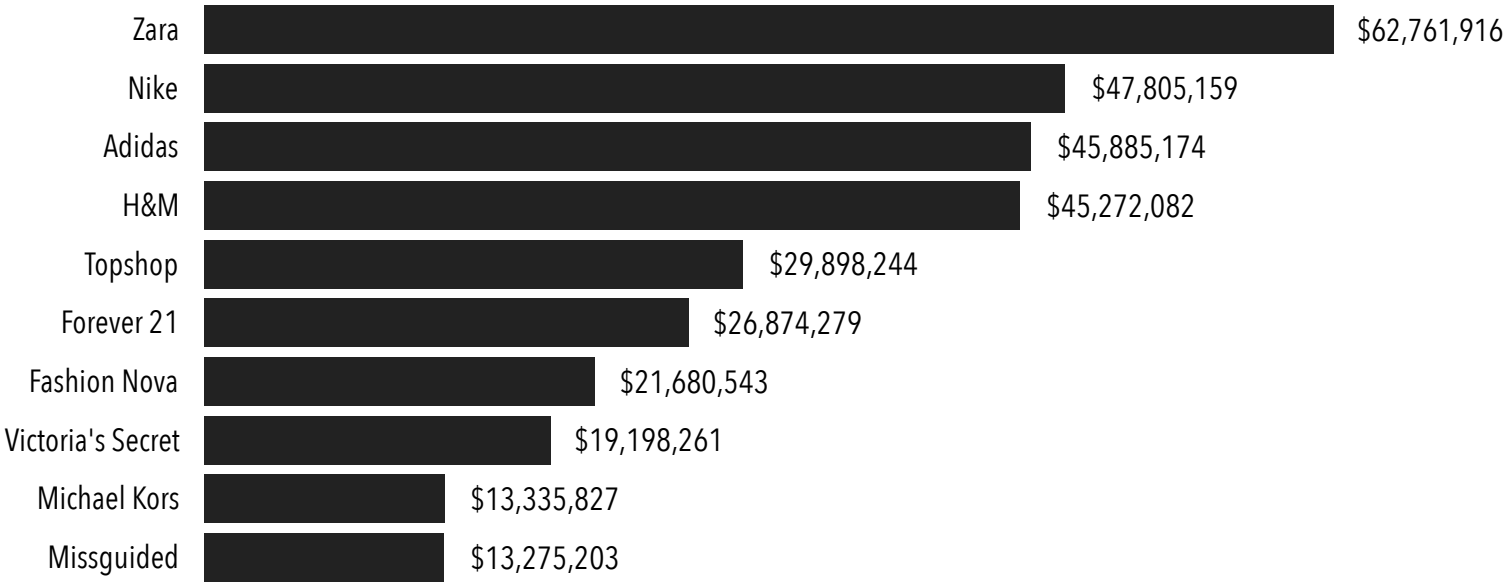
Earned Media Value

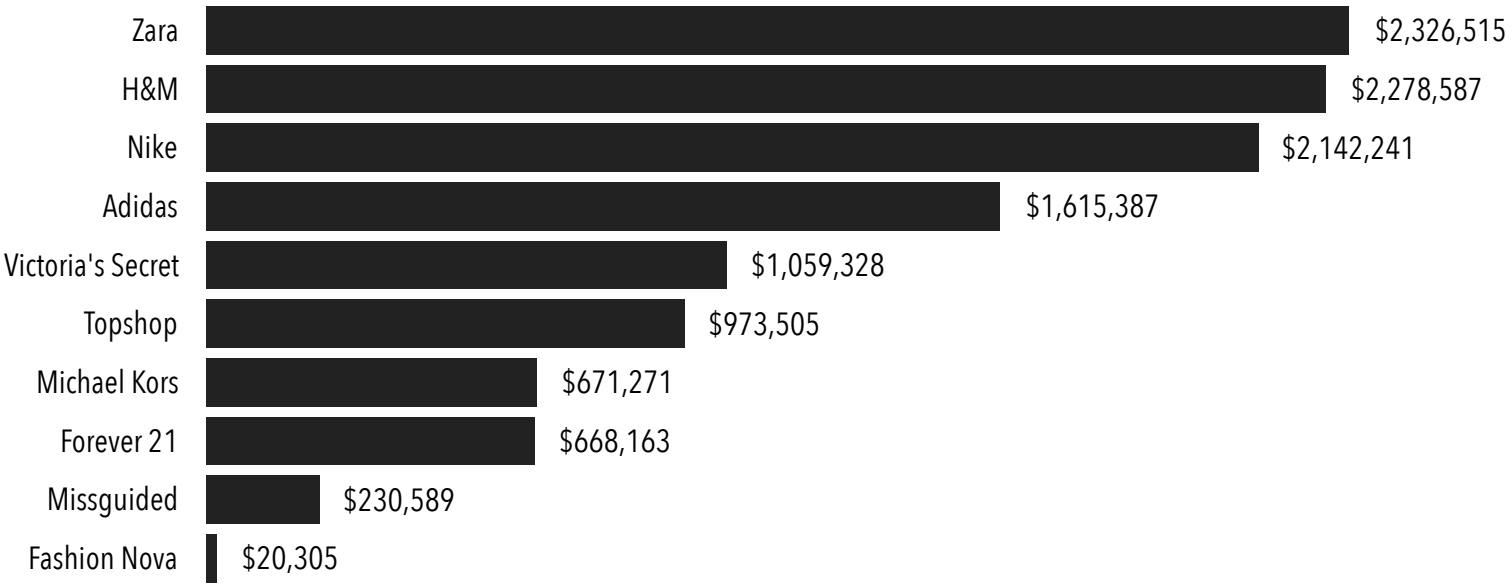
Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived 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.

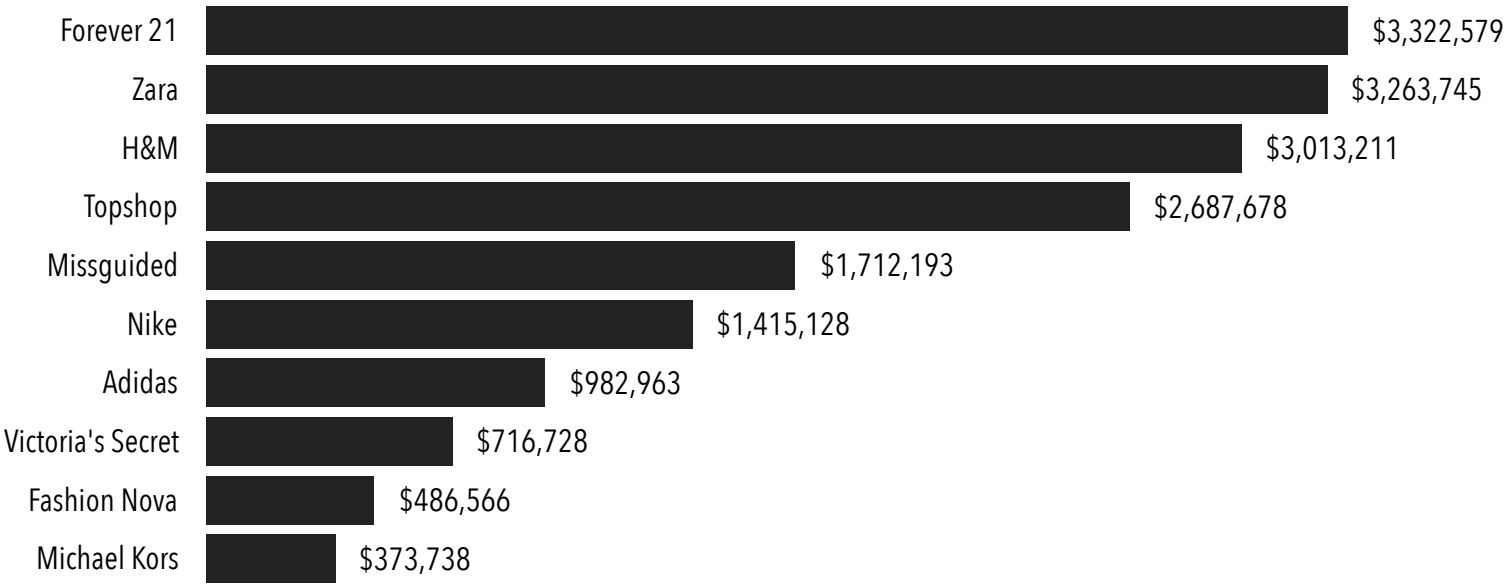
TOP 10 BRANDS BY EMV



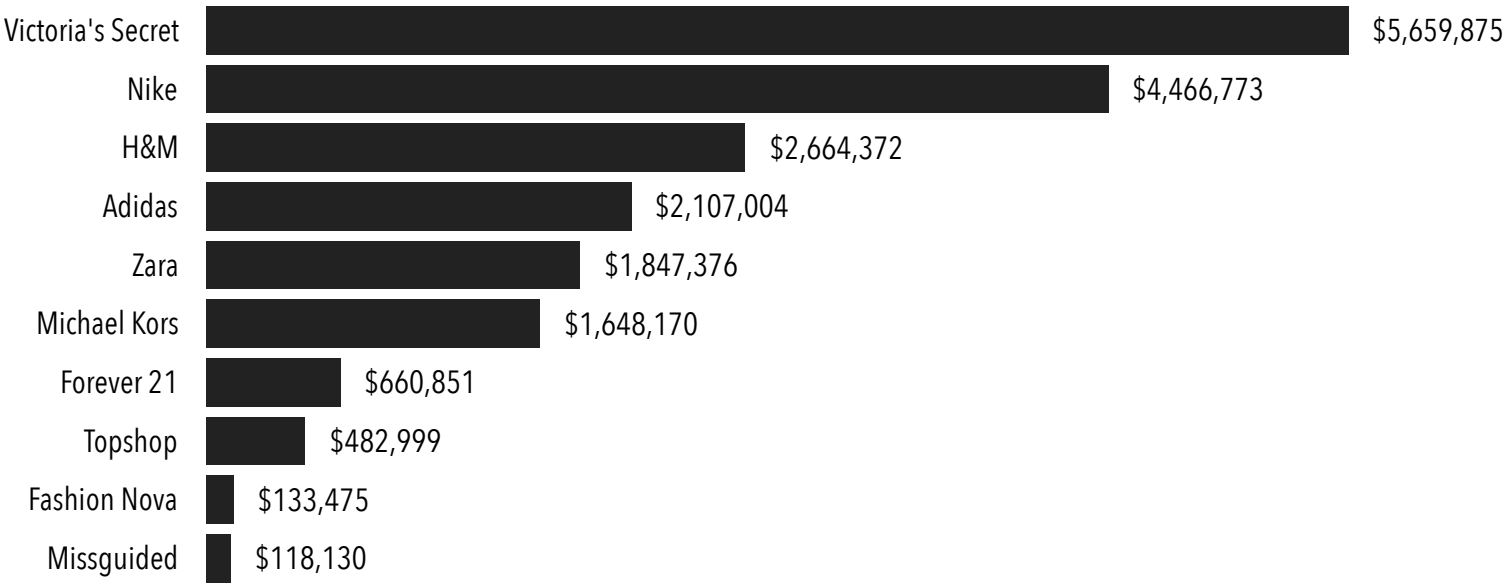
BLOG



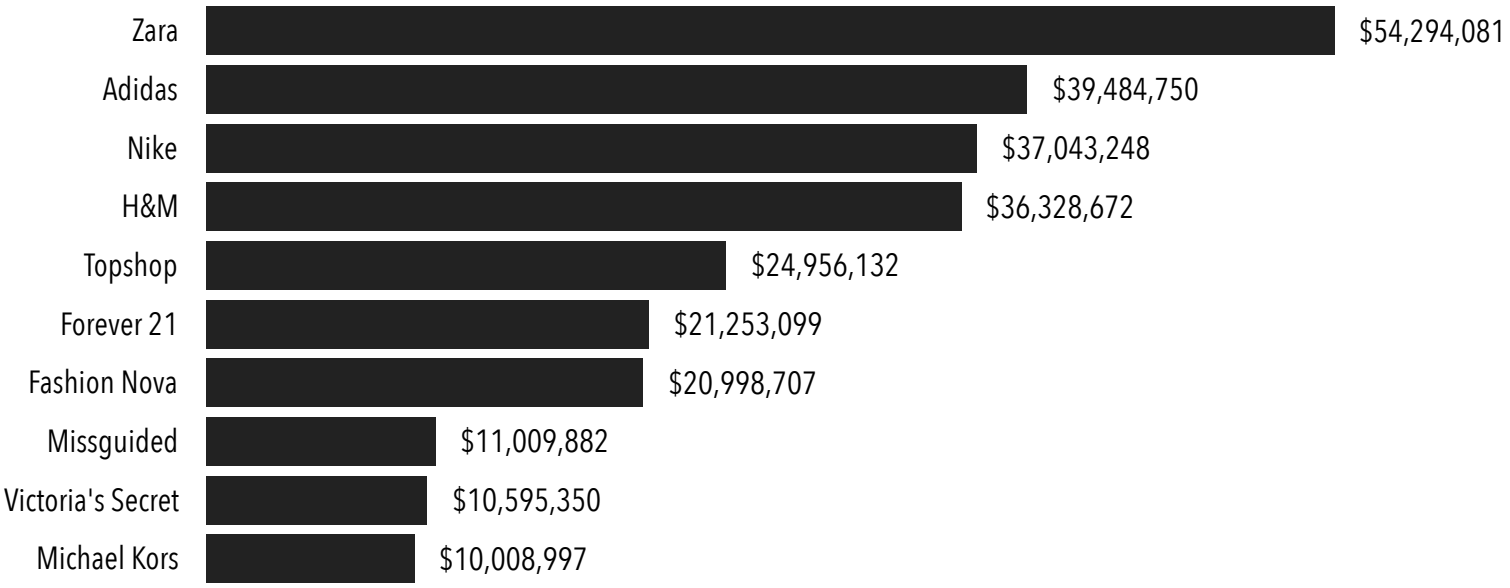
YOUTUBE



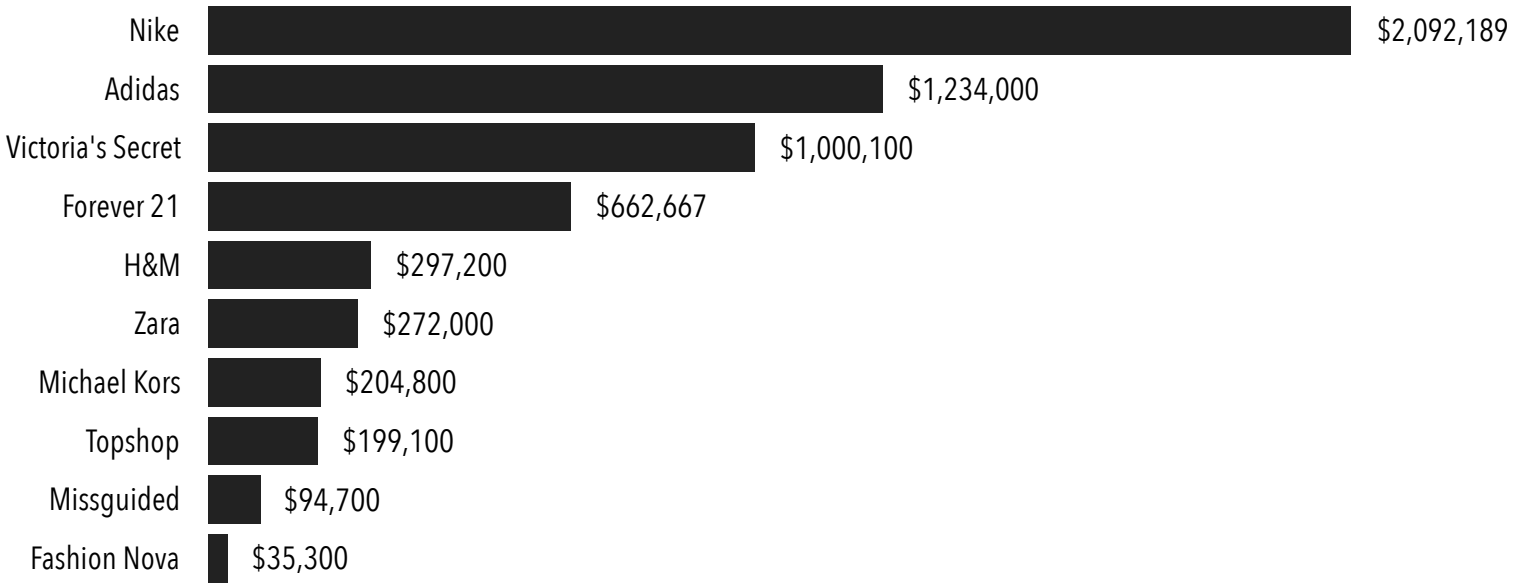
FACEBOOK



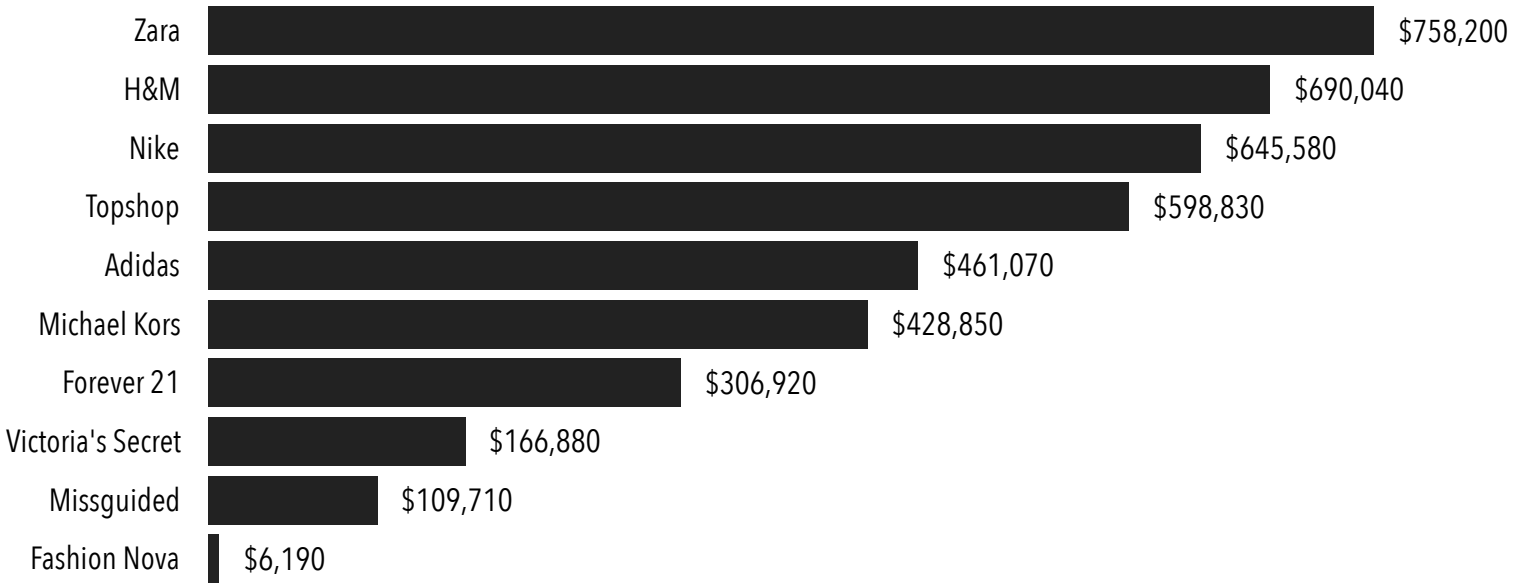
INSTAGRAM



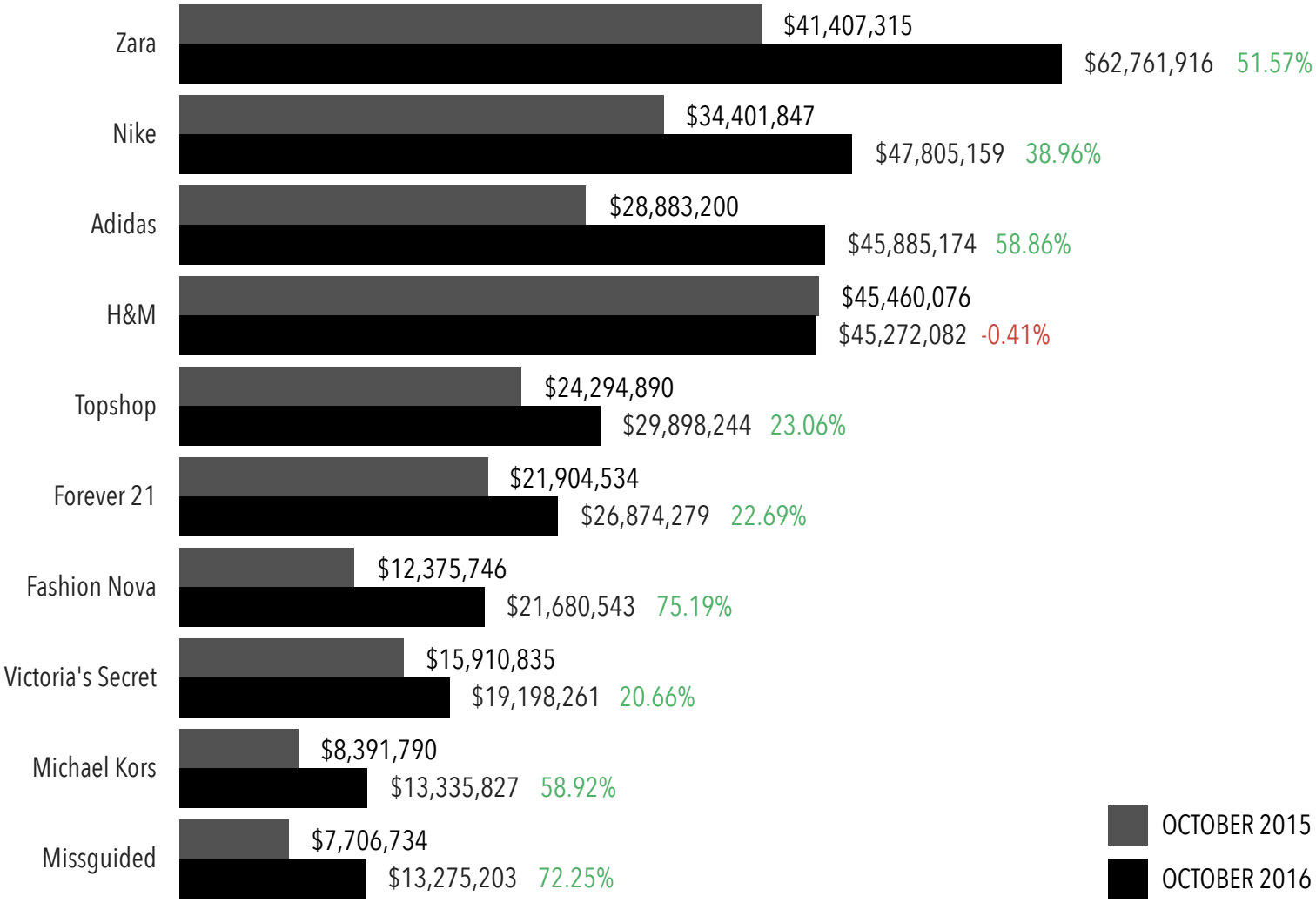
TWITTER



PINTEREST



YEAR-OVER-YEAR GROWTH IN EMV



Notes on the Top 10

H&M Brings Fashion to Life With Kenzo Collection

Ahead of its official November launch, H&M debuted its 100-piece collaboration with Kenzo during a special runway show in late October. The exciting event featured dancers, drummers, and a brass section to complement the traditional models strutting around a square runway. Alongside celebrities like Lupita Nyong'o and Chance the Rapper, the brand welcomed Polish influencer @jemerced (649K followers) to take part in the festivities. In addition to enjoying front row seats at the show, the fashion blogger previewed the collection at H&M headquarters and participated in a press conference with Kenzo creative directors Carol Lim and Humberto Leon, documenting each experience extensively and enthusiastically on her social channels. As the brand's highest EMV-driving ambassador during the month of October, @jemerced generated $2.0M EMV for H&M.

@Jemerced touts one of her favorite pieces from H&M's Kenzo collection, netting 21.7K likes.

@Baddiewinkle teases her upcoming party wear campaign with Missguided, generating 80.2K likes.

Missguided Puts @Baddiewinkle on #NaughtyList

Missguided introduced 88-year-old street style icon @baddiewinkle (2.4M followers) as the face of its winter #naughtylist party wear collection, proving that "you're never, ever too old to party." On Instagram, the octogenarian shared how "excited" she was to announce both the campaign and her initiation into the #babesofmissguided family, alongside ambassadors like Amber Rose ($204.3K EMV) and plus-size model Barbie Ferreira ($437.0K). Baddie's fun, rebellious style, as well as her catchphrase "stealing your man since 1928," meshed well with Missguided's bold yet glamorous aesthetic, and the brand received praise for its decision to feature the influencer. @Baddiewinkle drove $221.0K EMV for Missguided in October.