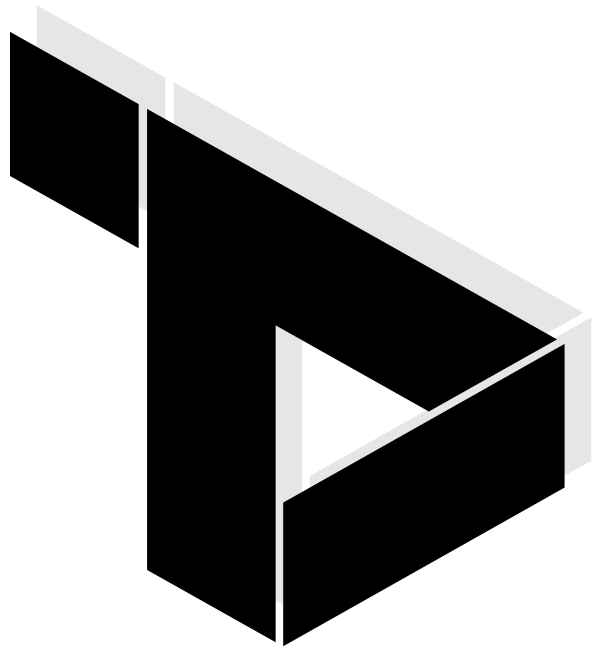


LA MODE JULY

SKINCARE EDITION 2016



EMV Earned Media Value

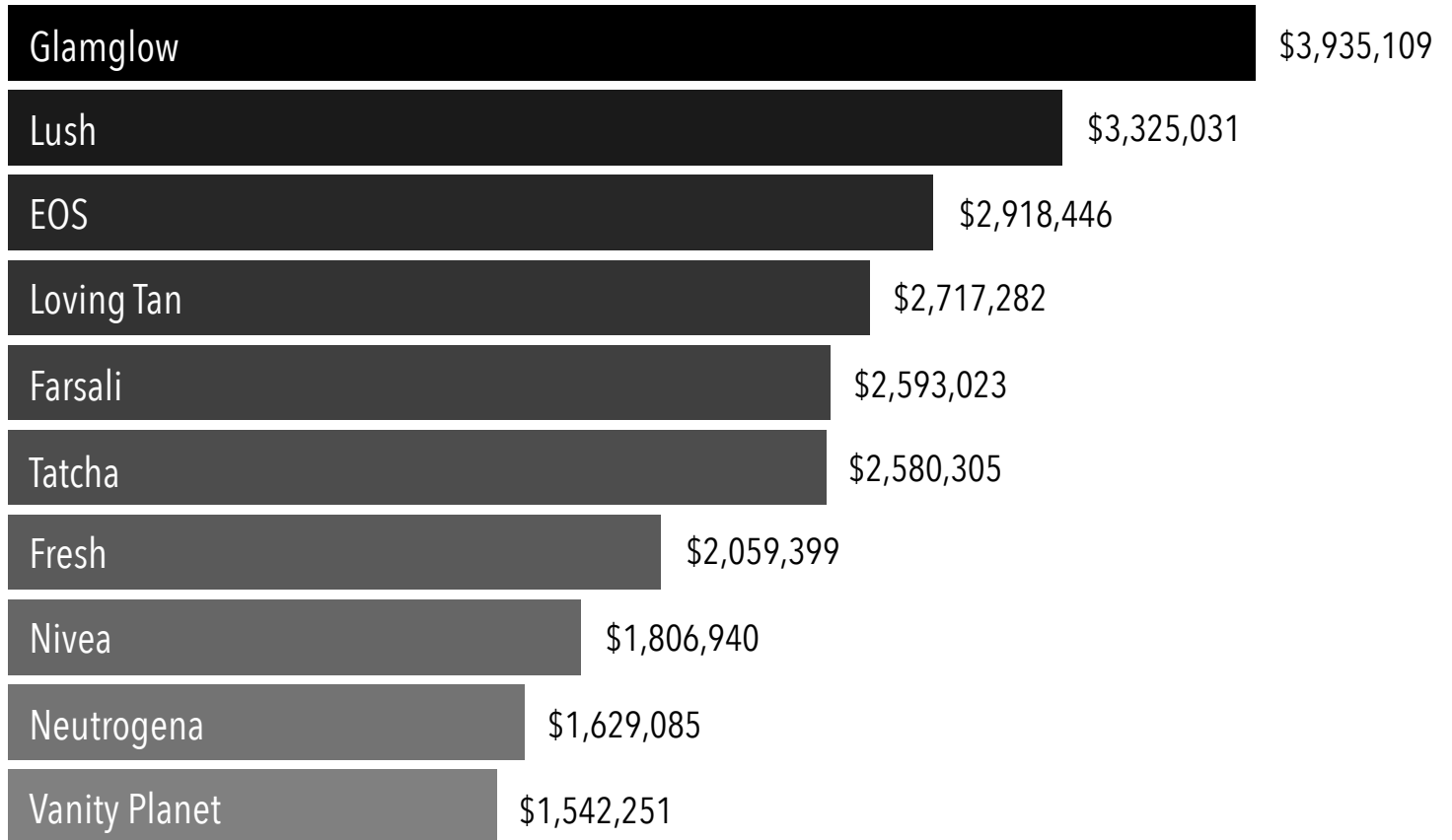
Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived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

THE TOP 10

Earned
Media
Value
Leaderboard

Top 10 Brands by EMV



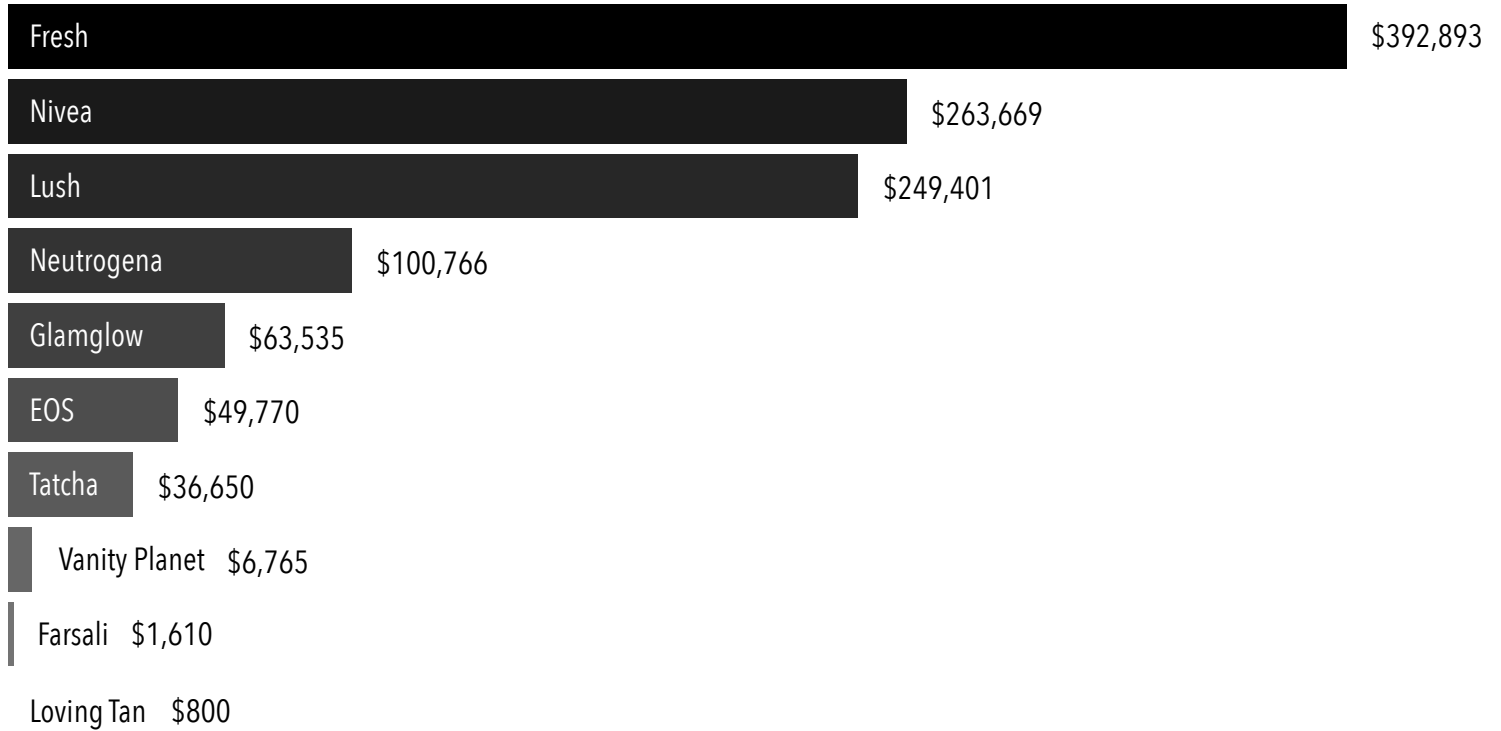
EMV Leaderboard Highlights

1. Glamglow climbed to the top of the rankings, bolstered by the brand's collaboration with Sega and subsequent participation in July's Comic-Con event. Instagram giveaways of the limited-edition Pantone Sonic Blue GravityMud masks contributed to a spike in social media conversations around #gravitymud. The hashtag generated \$766.6K EMV, nearly quadrupling its June figure.
2. Top 10 newcomer Nivea launched its Daily Essentials Creme Care Cleansing line, gifting influencers the new products and engaging them to create videos that feature beauty and lifestyle "tips" from their mothers. The #niveacremecarecleanse campaign accrued \$225.0K EMV.

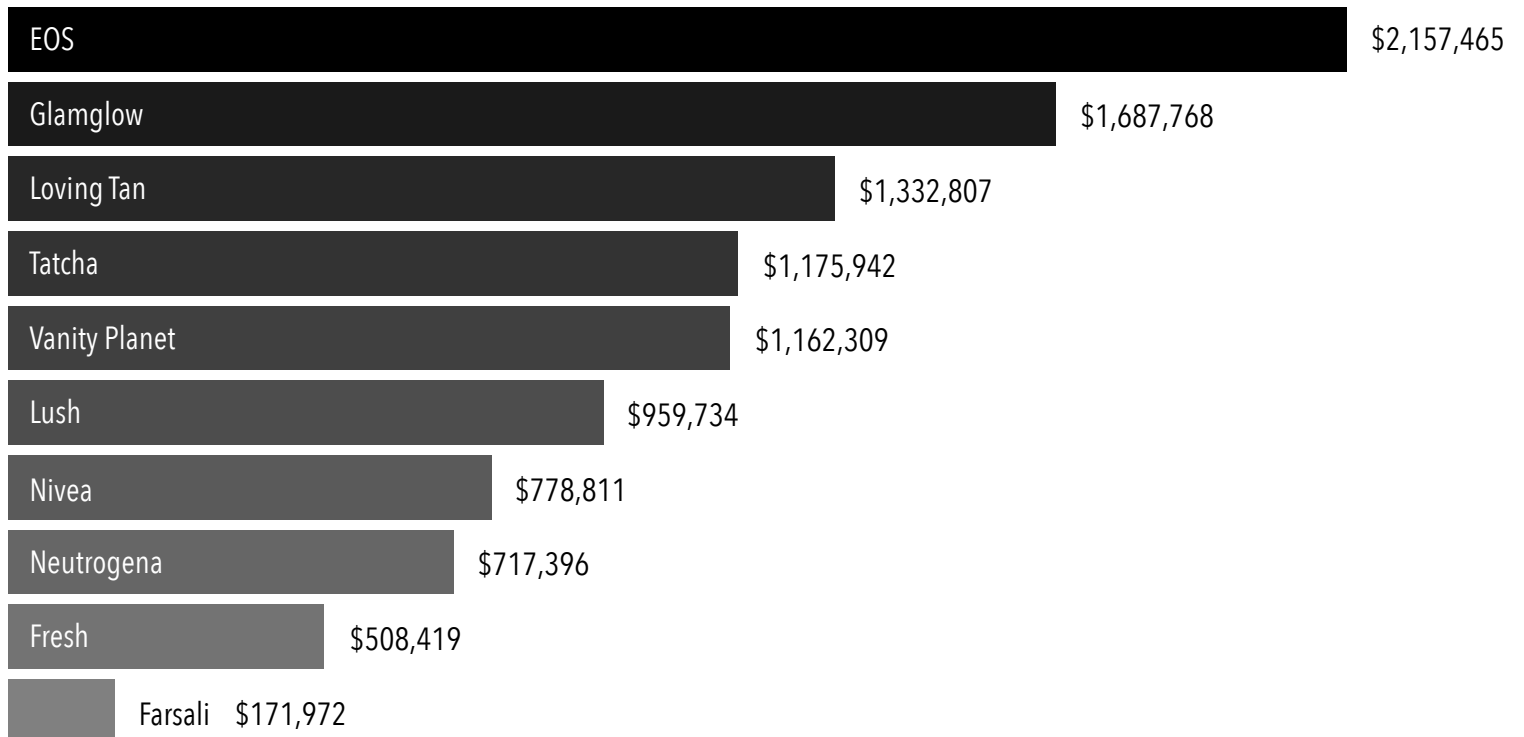
THE TOP 10

Earned
Media
Performance
By Channel

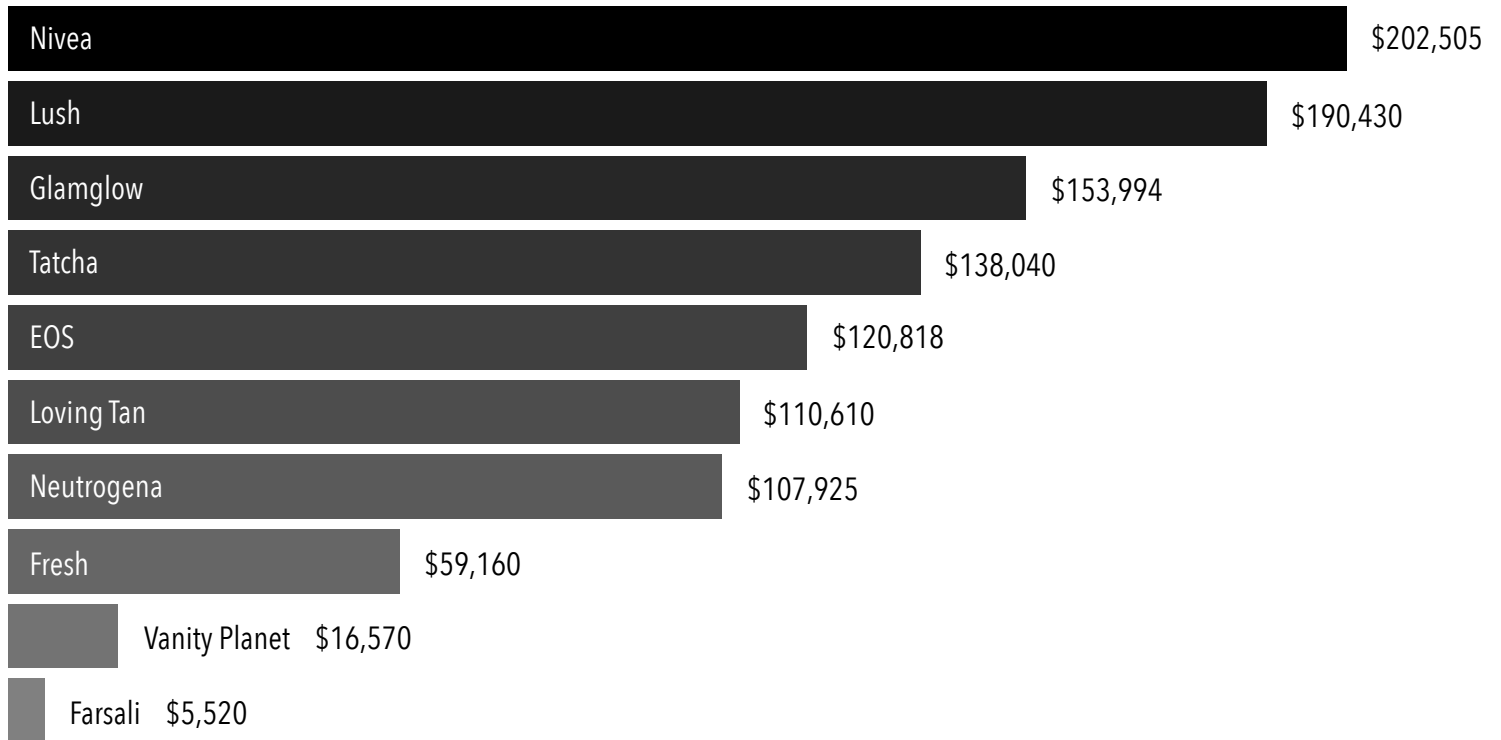
BLOG



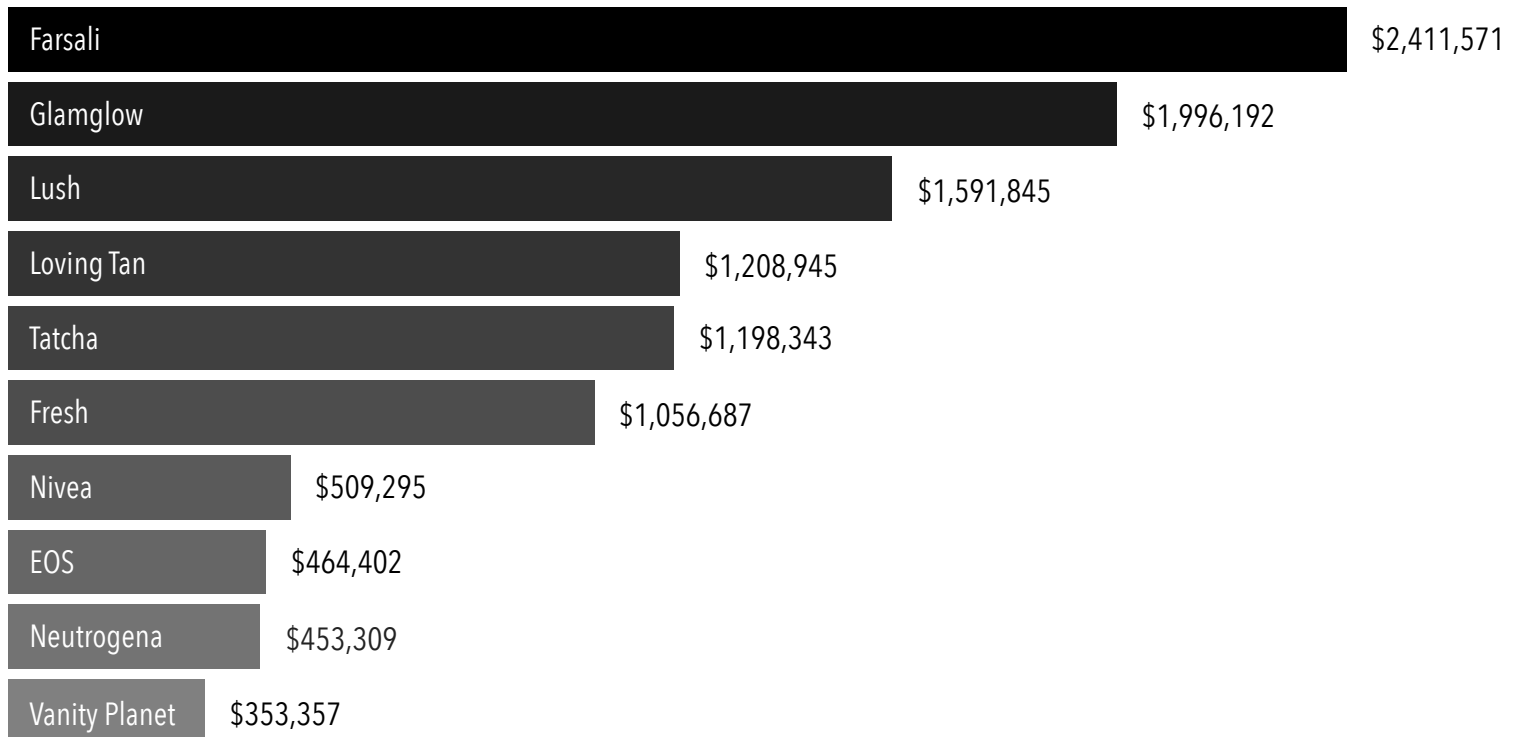
YOUTUBE



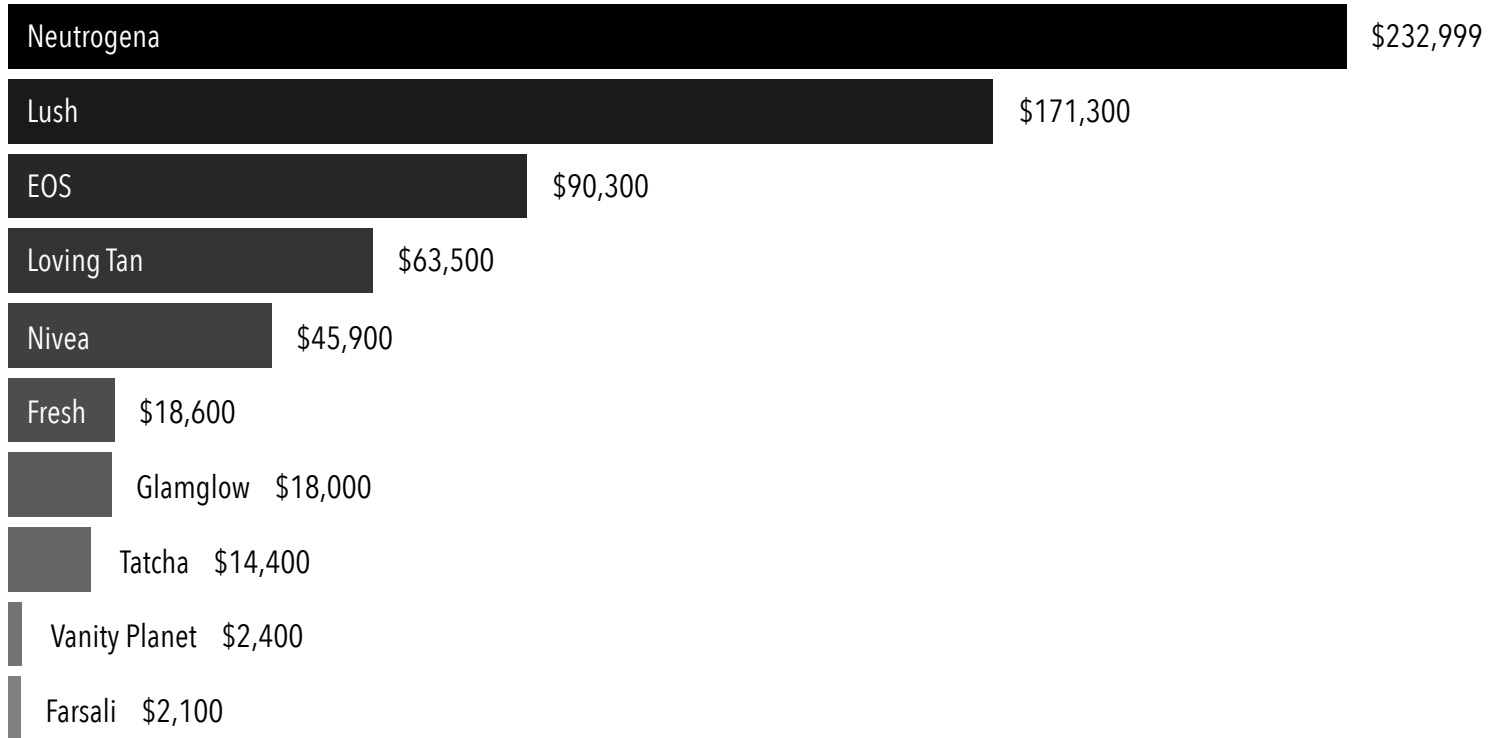
FACEBOOK



INSTAGRAM



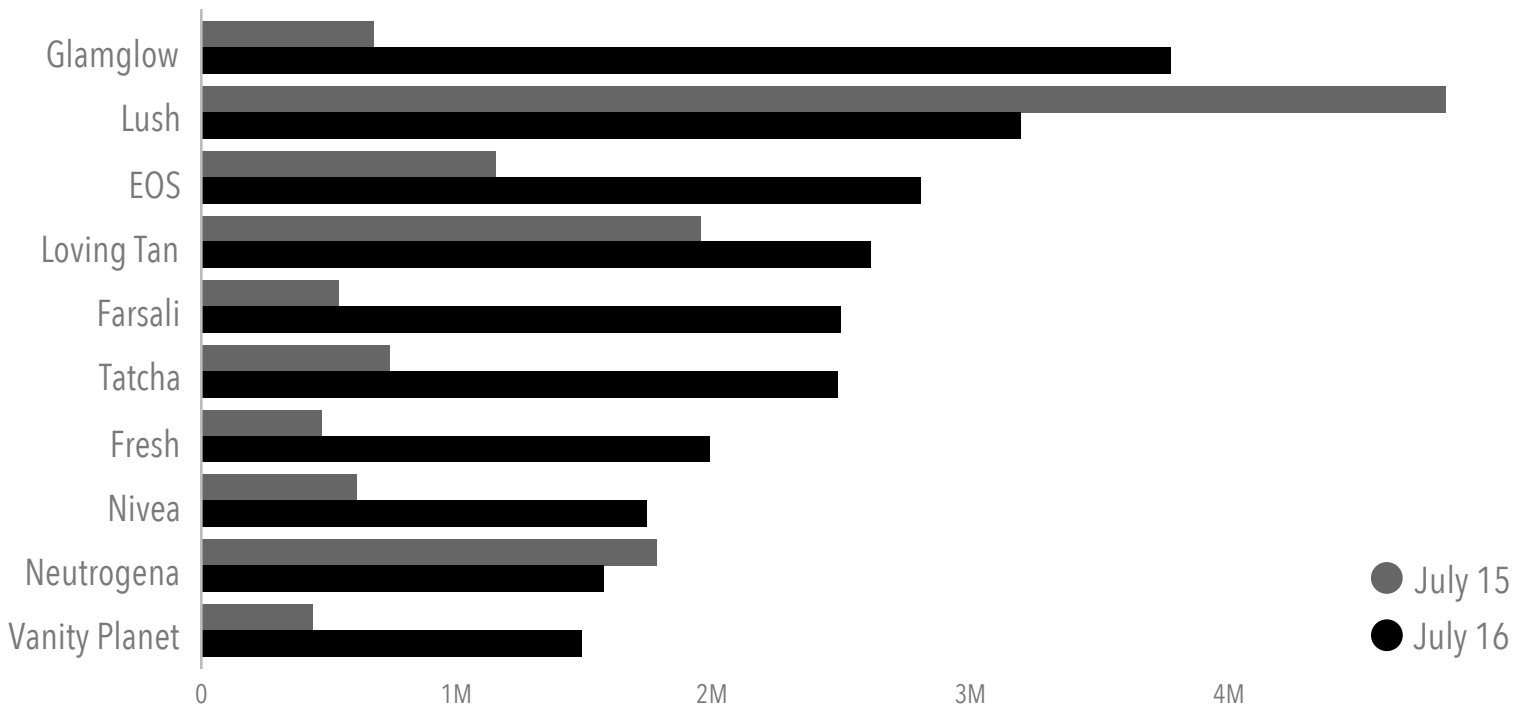
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	JULY 2015	JULY 2016	Y/Y GROWTH
Glamglow	\$677,044	\$3,935,109	481.22%
Lush	\$4,907,161	\$3,325,031	-32.24%
EOS	\$1,156,288	\$2,918,446	152.40%
Loving Tan	\$1,965,973	\$2,717,282	38.22%
Farsali	\$538,457	\$2,593,023	381.57%
Tatcha	\$738,593	\$2,580,305	249.35%
Fresh	\$471,825	\$2,059,399	336.48%
Nivea	\$608,164	\$1,806,940	197.11%
Neutrogena	\$1,792,013	\$1,629,085	-9.09%
Vanity Planet	\$433,869	\$1,542,251	255.46%