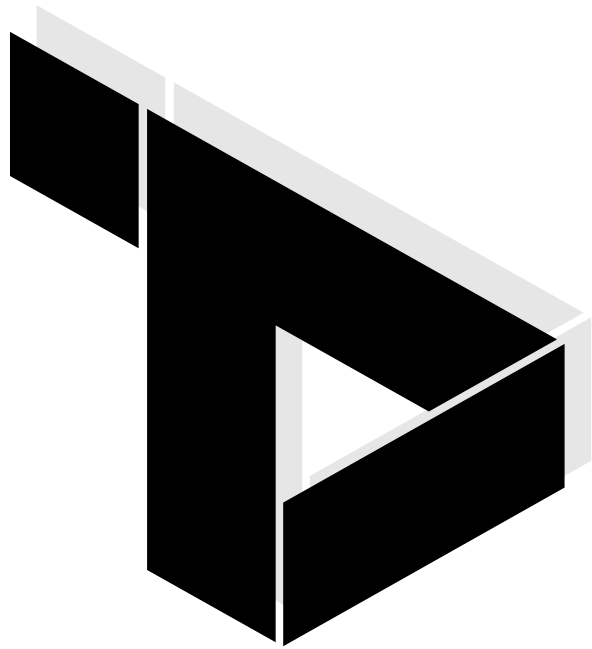


LA MODE NOVEMBER

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

Lush	\$4,756,441
Glamglow	\$3,823,977
Farsali	\$3,695,403
Kiehl's	\$2,134,708
Neutrogena	\$1,923,376
Bath & Body Works	\$1,808,336
Clinique	\$1,645,629
Bondi Sands	\$1,619,221
EOS	\$1,546,362
L'Occitane en Provence	\$1,501,580

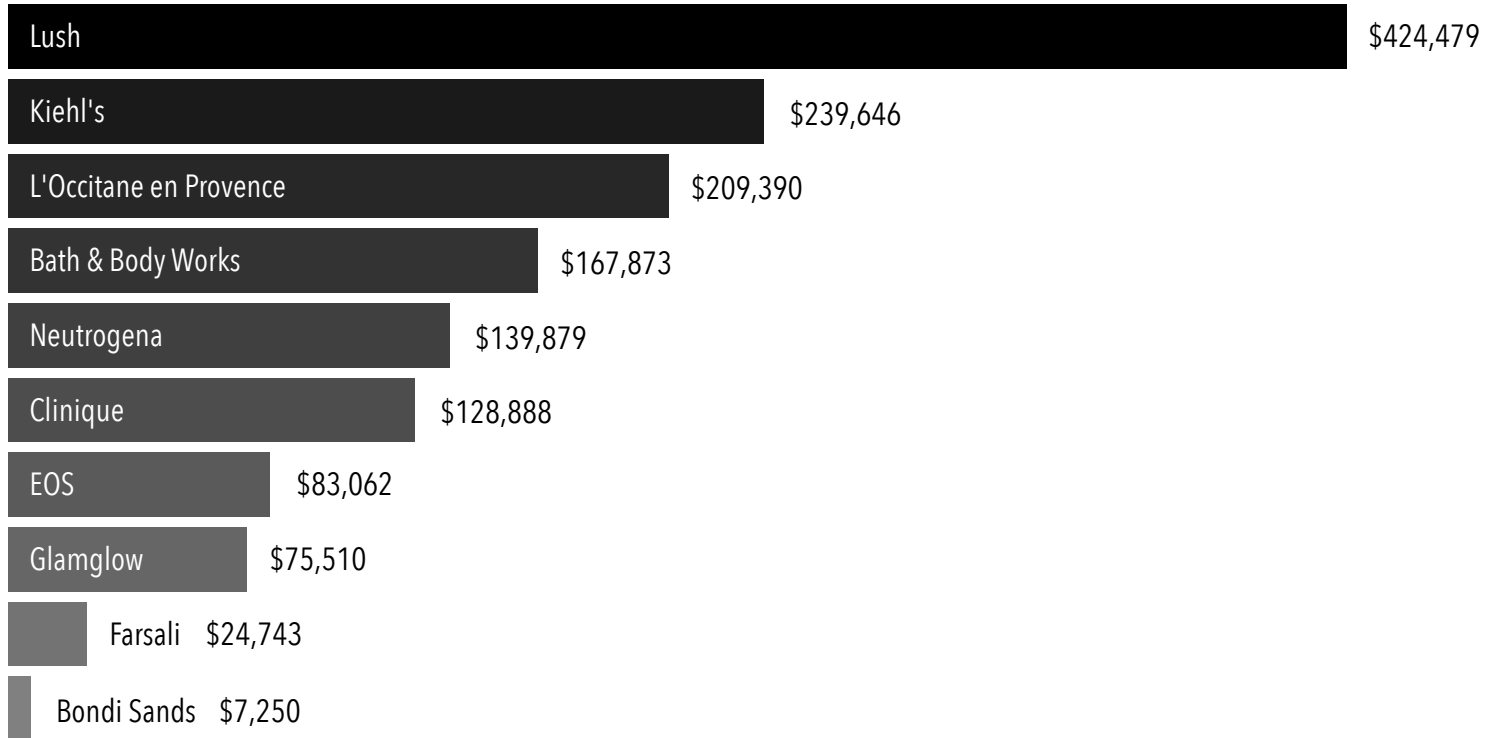
EMV Leaderboard Highlights

1. Glamglow hosted the pretend wedding of #glambassador (\$853.3K EMV) besties @patrickstarr and @mannymua733 at the extravagant Glamland manor. The brand's highest EMV-generating post was @patrickstarr's "Wedding Makeup Tutorial" (\$169.1K EMV), which featured the Supermud Clearing Treatment (\$343.2K).
2. Bath & Body Works entered the top 10 for the first time, buoyed by frequent inclusion in "Black Friday Haul" videos and the popularity of its classic holiday-scented collections.
3. Benefitting from warm weather in Australia, Bondi Sands returned to the top 10 for the first time since August. Longtime Bondi Girl, model, and influencer @stephclairesmith posted eight behind-the-scenes shots of her campaign with the tanning brand, driving \$430.7K of its \$1.6M EMV total.

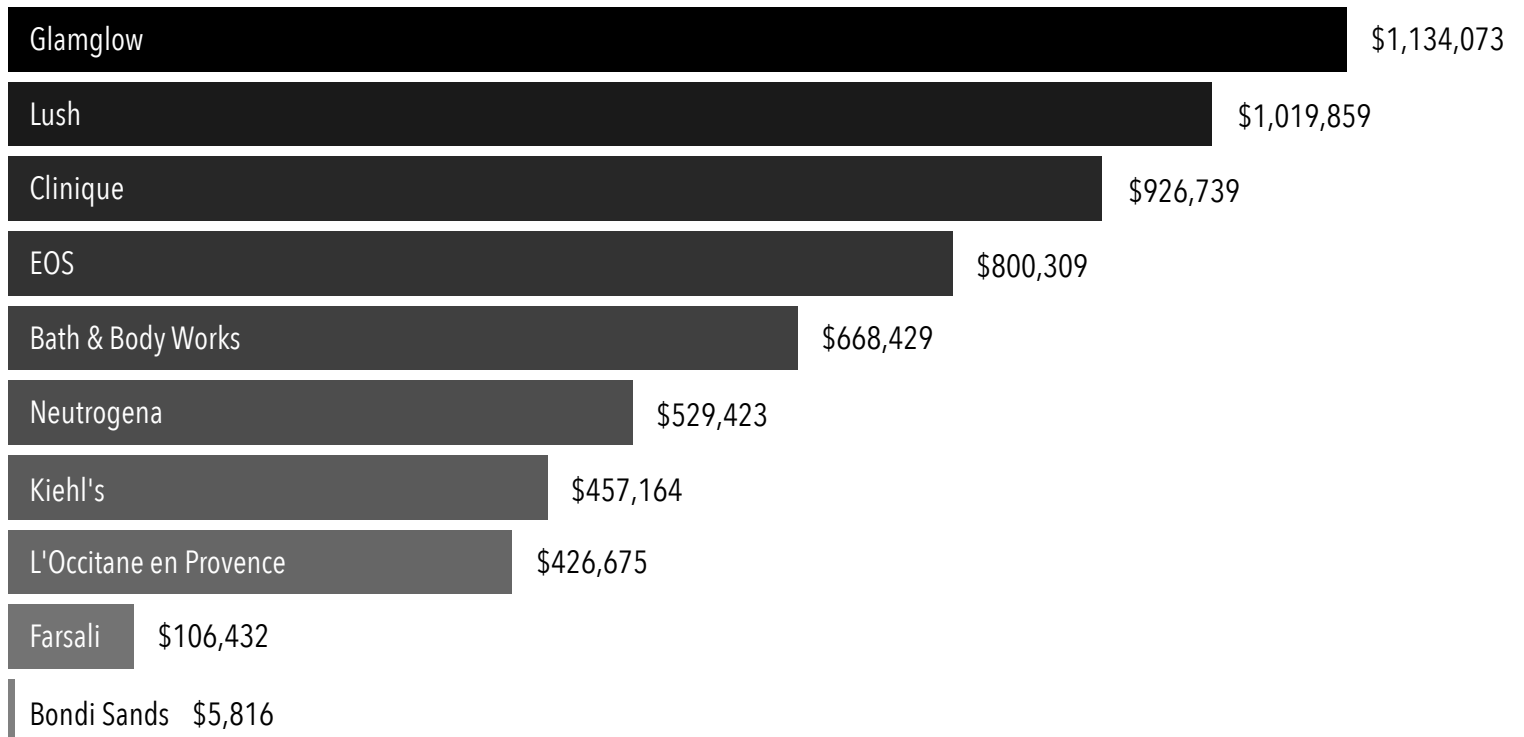
THE TOP 10

Earned
Media
Performance
By Channel

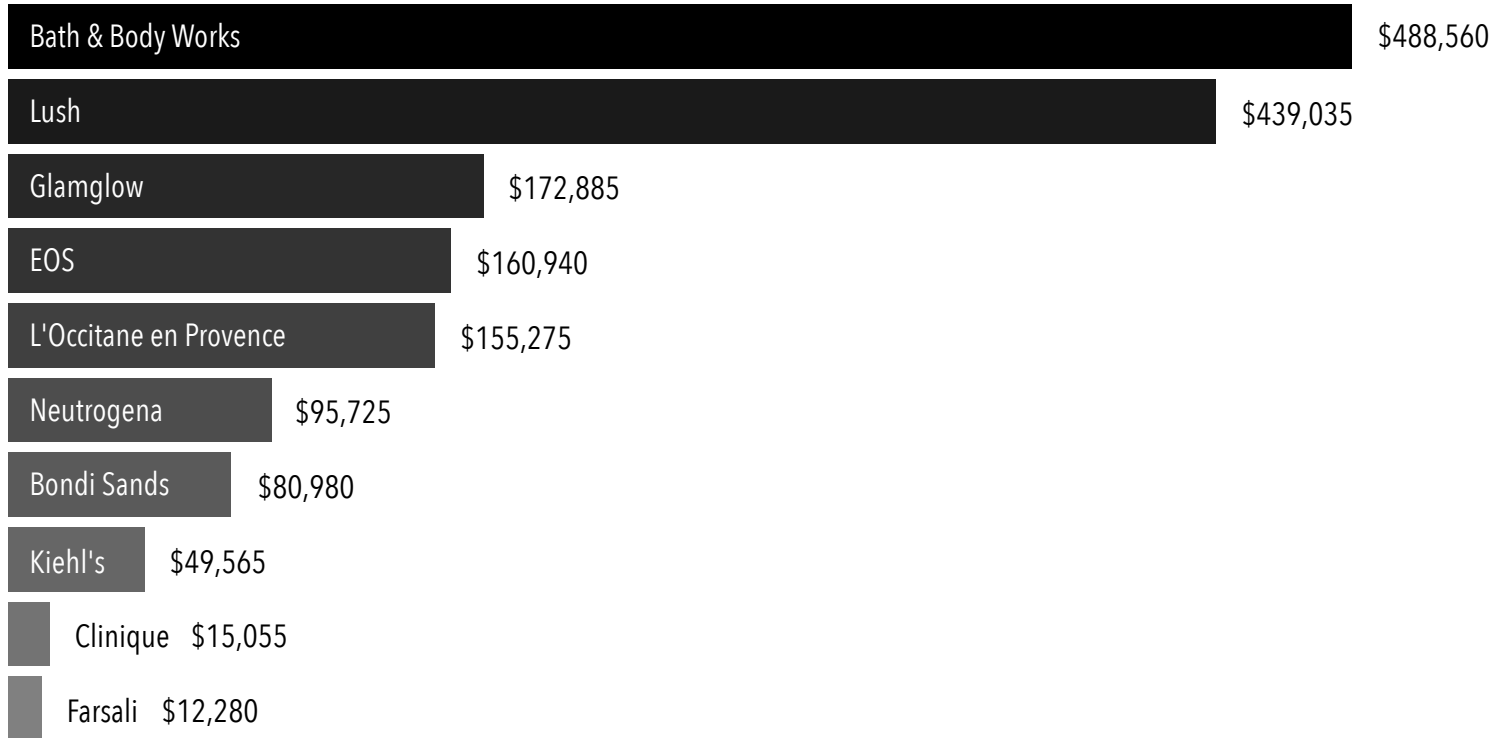
BLOG



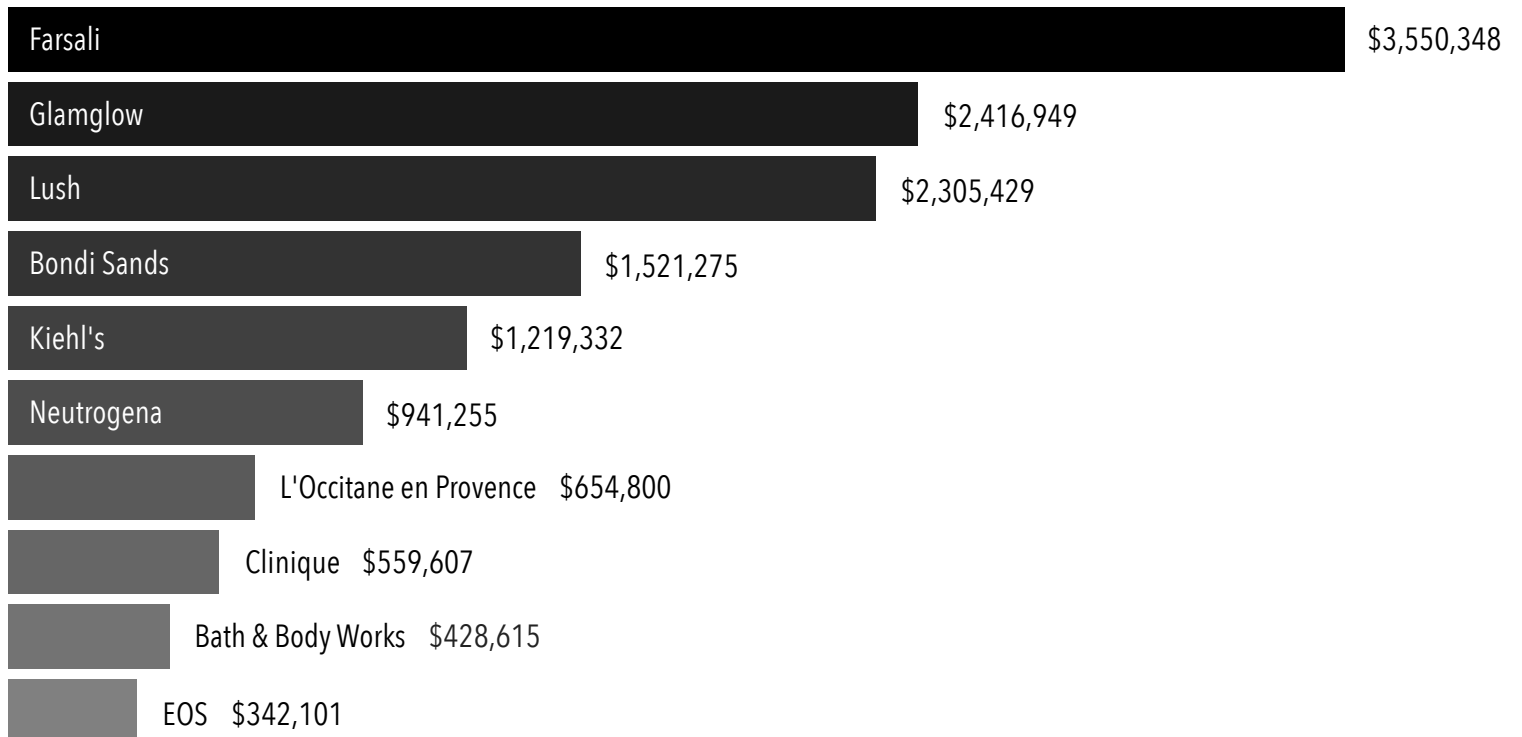
YOUTUBE



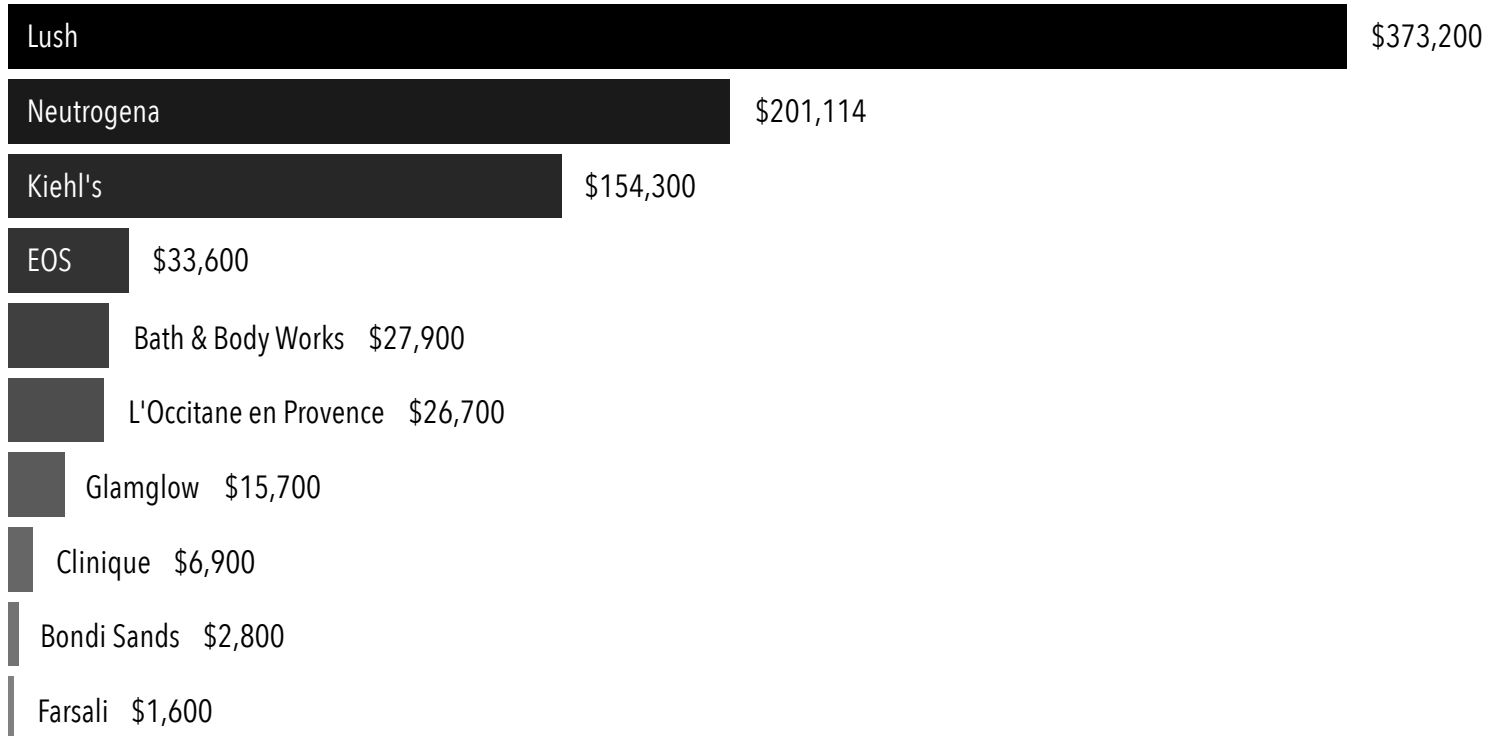
FACEBOOK



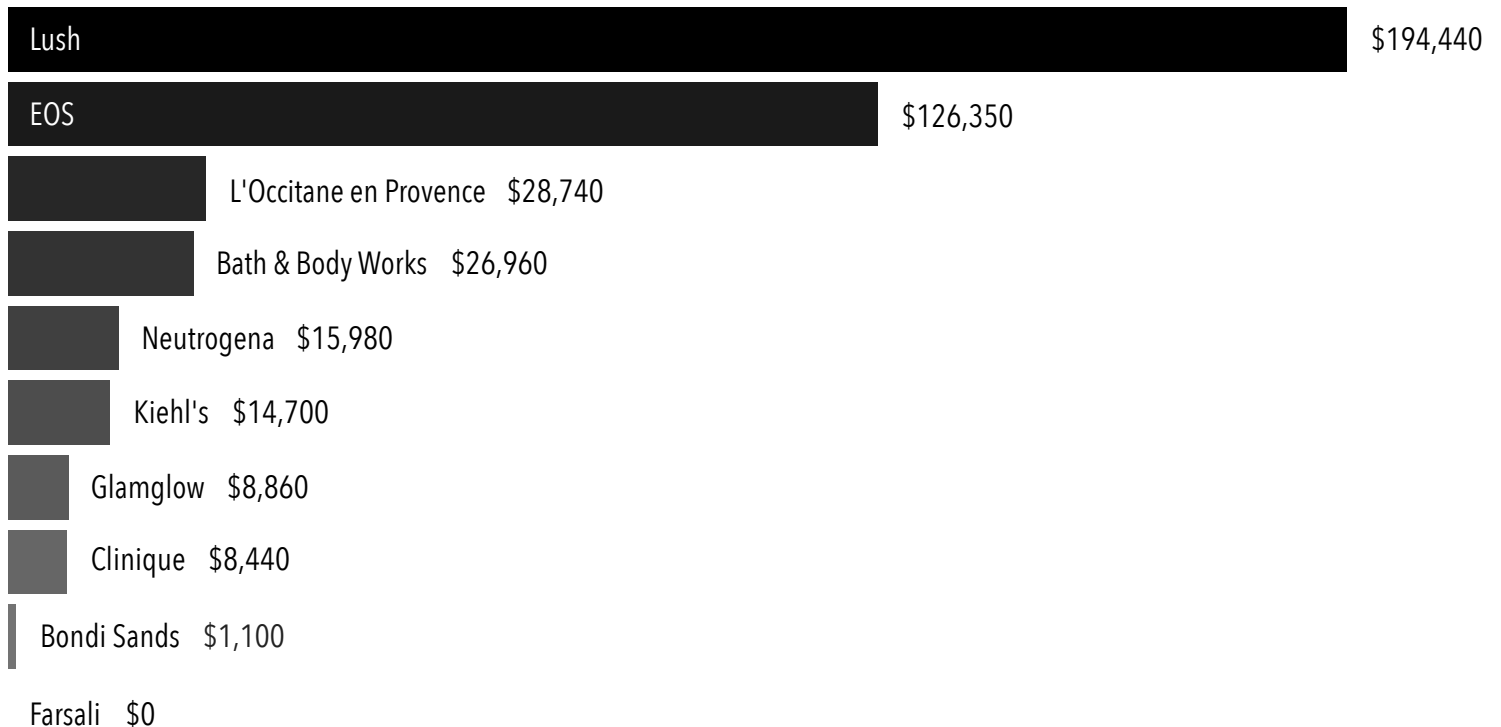
INSTAGRAM



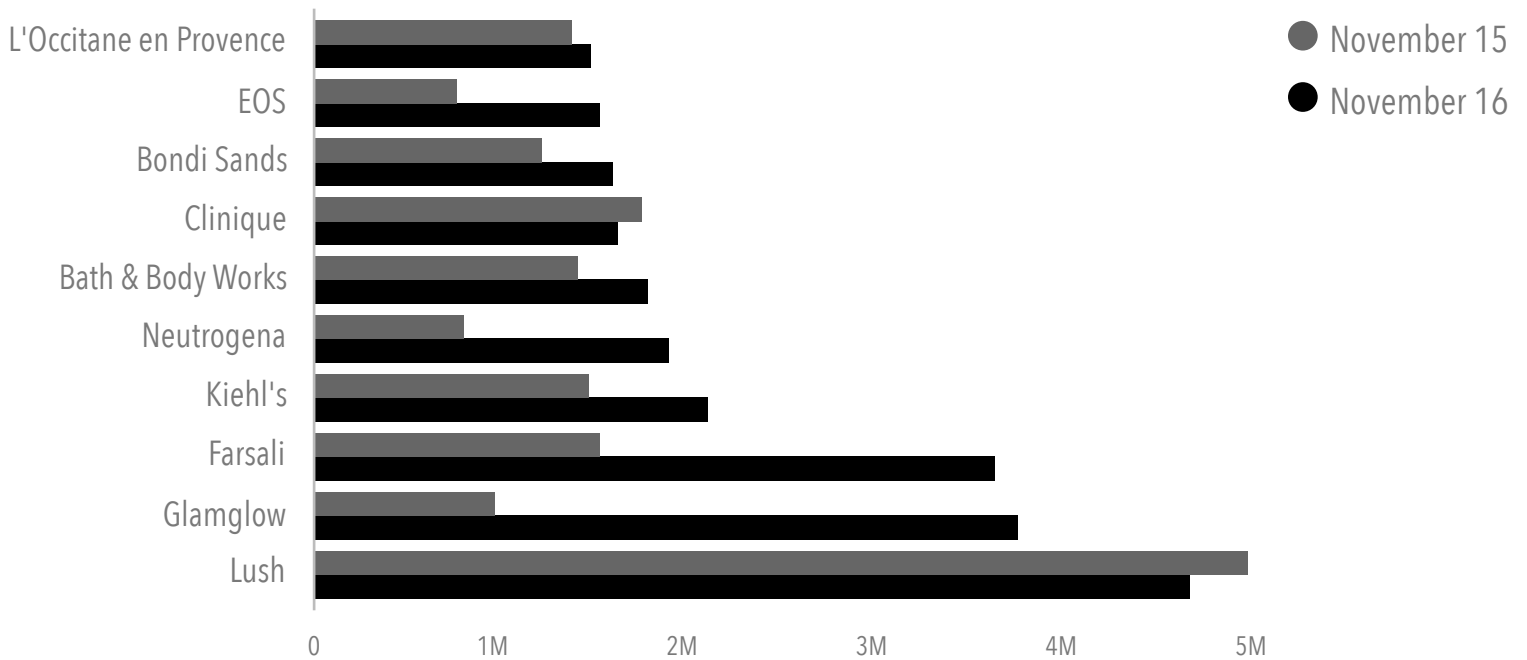
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	NOVEMBER 2015	NOVEMBER 2016	Y/Y GROWTH
Lush	\$5,075,843	\$4,756,441	-6.29%
Glamglow	\$976,318	\$3,823,977	291.67%
Farsali	\$1,545,632	\$3,695,403	139.09%
Kiehl's	\$1,489,950	\$2,134,708	43.27%
Neutrogena	\$807,063	\$1,923,376	138.32%
Bath & Body Works	\$1,428,173	\$1,808,336	26.62%
Clinique	\$1,774,864	\$1,645,629	-7.28%
Bondi Sands	\$1,231,709	\$1,619,221	31.46%
EOS	\$771,640	\$1,546,362	100.40%
L'Occitane en Provence	\$1,396,447	\$1,501,580	7.53%