

LA MODE DECEMBER

COSMETICS 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

Anastasia Beverly Hills	\$74,170,888
MAC	\$71,982,667
Tarte	\$57,612,126
Benefit	\$51,550,687
Too Faced	\$43,822,750
Urban Decay	\$37,566,701
NYX	\$32,246,497
Make Up For Ever	\$28,439,337
Morphe	\$28,316,805
Kat Von D	\$24,933,931

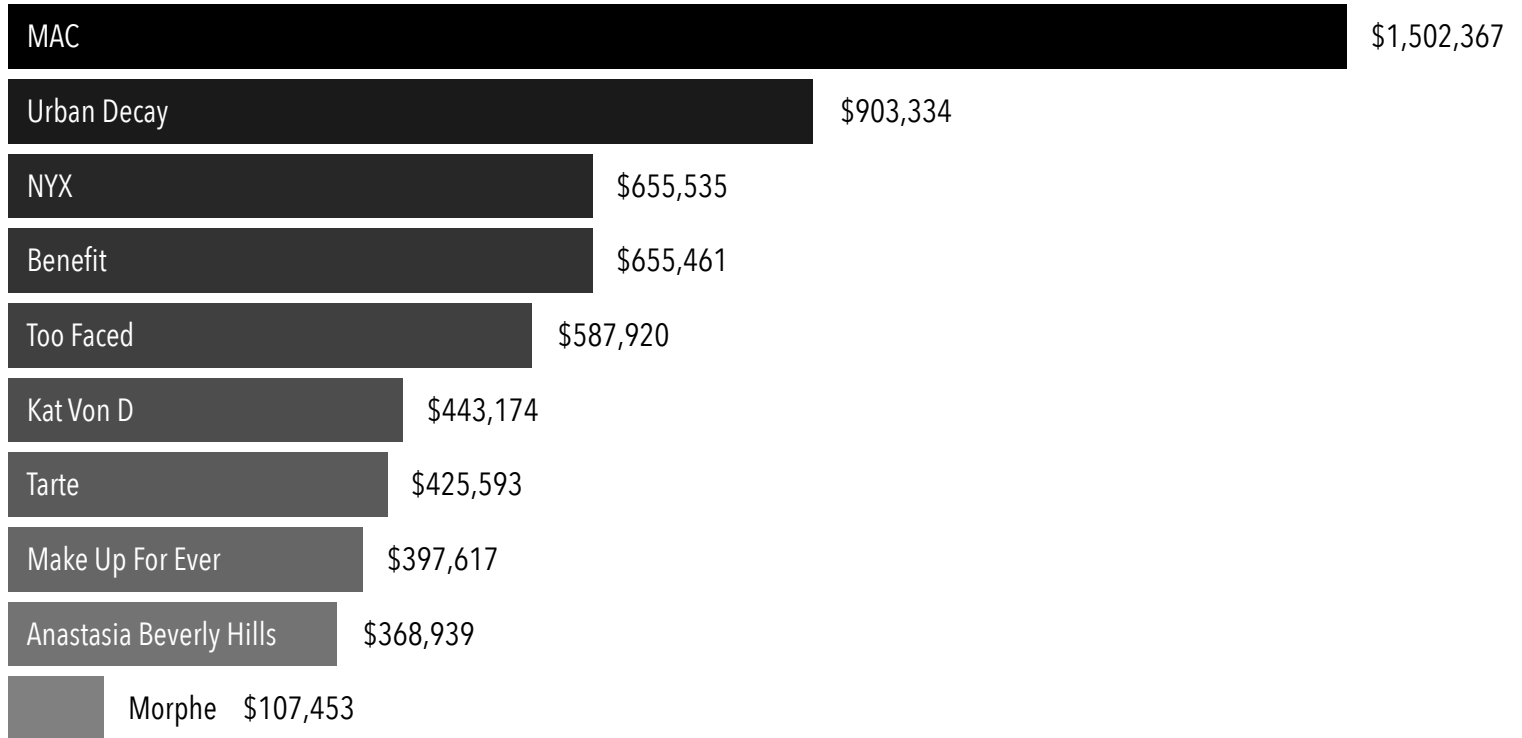
EMV Leaderboard Highlights

1. MAC's impressive \$72.0M EMV was bolstered by several notable initiatives. Foremost among these was the brand's Mariah Carey Collection, a 23-piece range featuring embossed bronzers, highlighters, lipsticks, and eyeshadows. To celebrate the collection, MAC treated a select group of influencers to a luxurious stay at NYC's Baccarat Hotel, highlighted by a trip to Carey's Christmas concert and a meetup with the singer herself.
2. In the spirit of its ongoing "Haulidays" campaign, Benefit spread the love by sending @kkimthai to San Francisco to celebrate the season with cocktail hours and "brow squad sleepovers." Benefit's commitment to its influencer family, articulated through its San Francisco holiday gathering, elicited genuine and compelling content that helped the brand deliver \$51.6M EMV.
3. In December, Kat Von D launched its highly anticipated Better Together Collection, a major product collaboration with fellow beauty heavyweight Too Faced. The collection helped Kat Von D re-enter the top 10, with #bettertogether and #toofacedxkatvond inspiring a respective \$737.1K and \$3.0M EMV toward the brand's \$24.9M total.

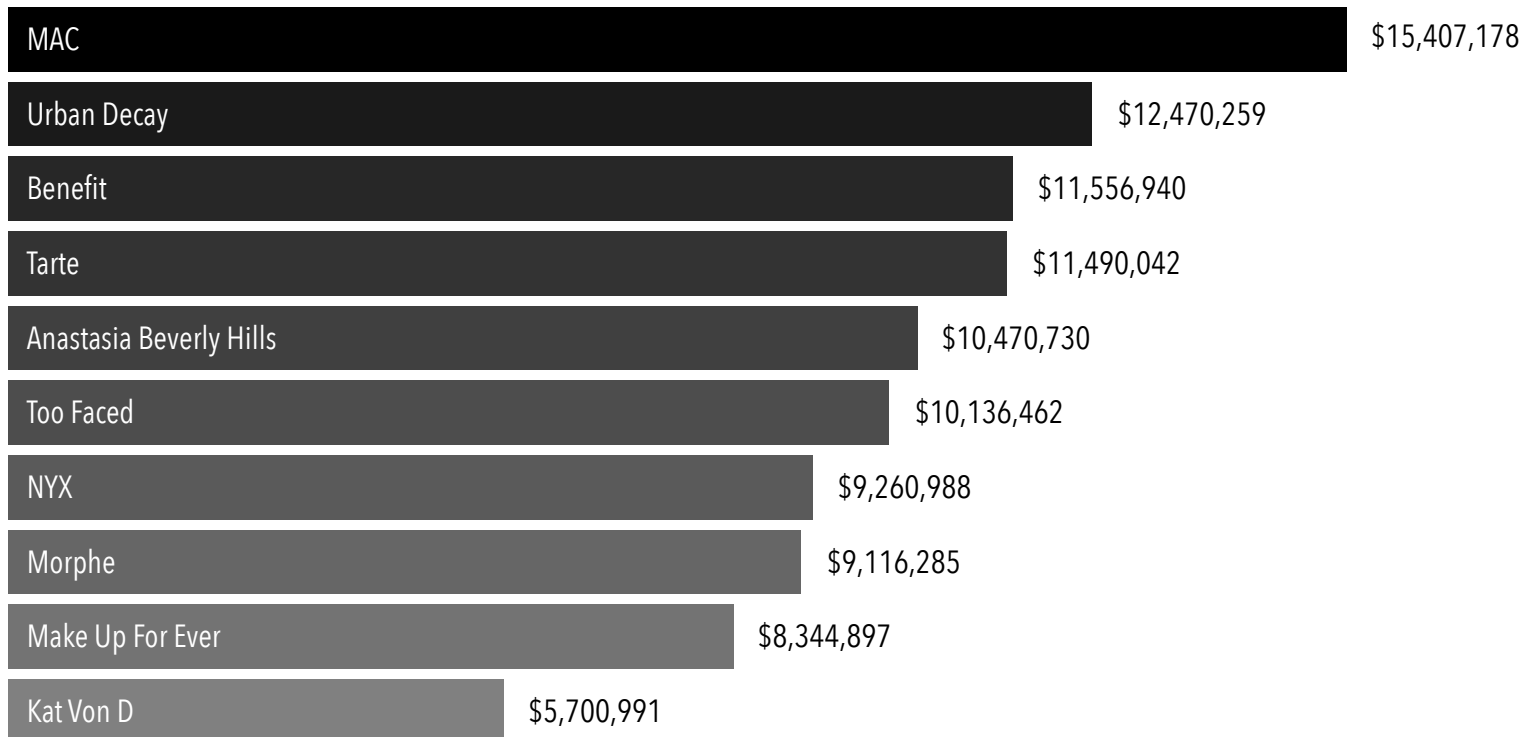
THE TOP 10

Earned
Media
Performance
By Channel

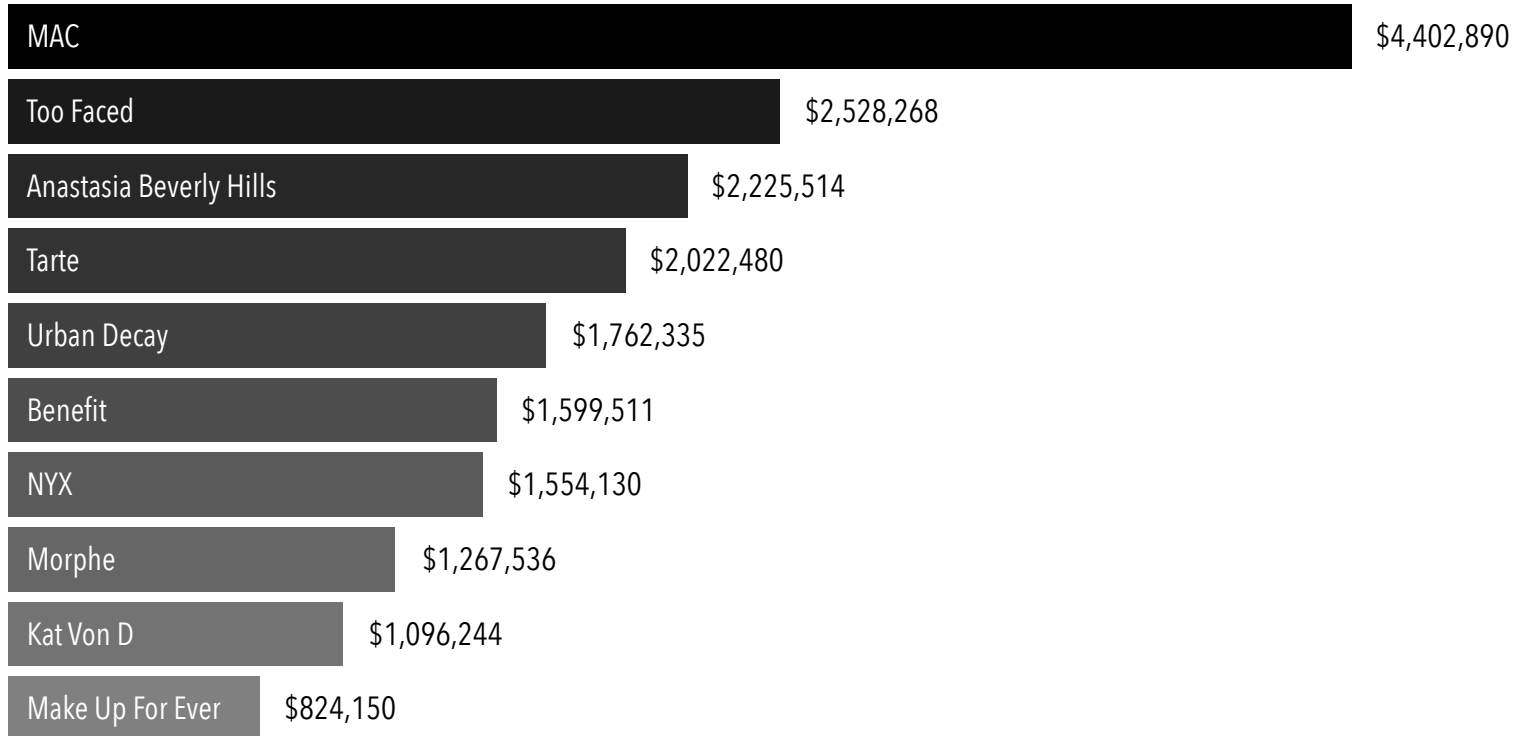
BLOG



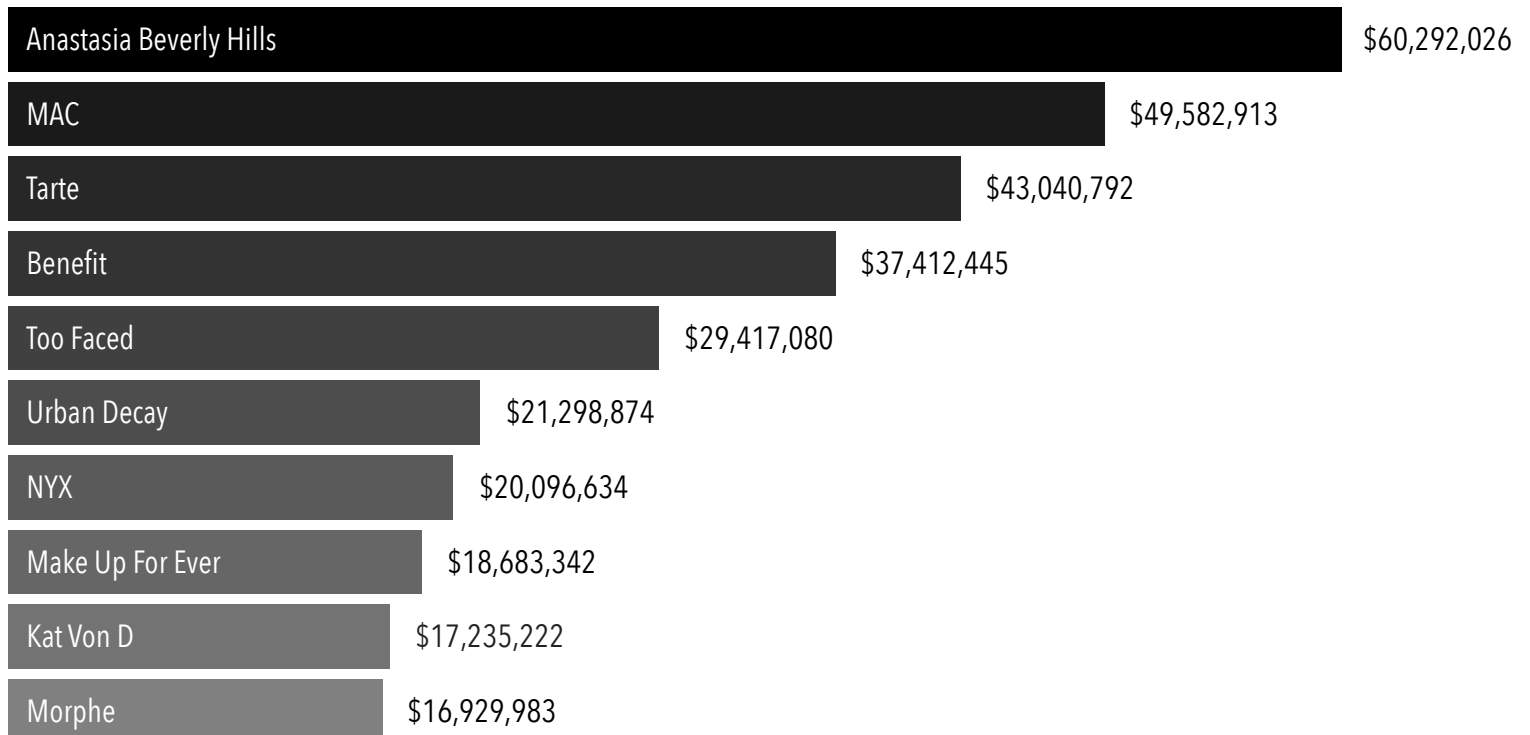
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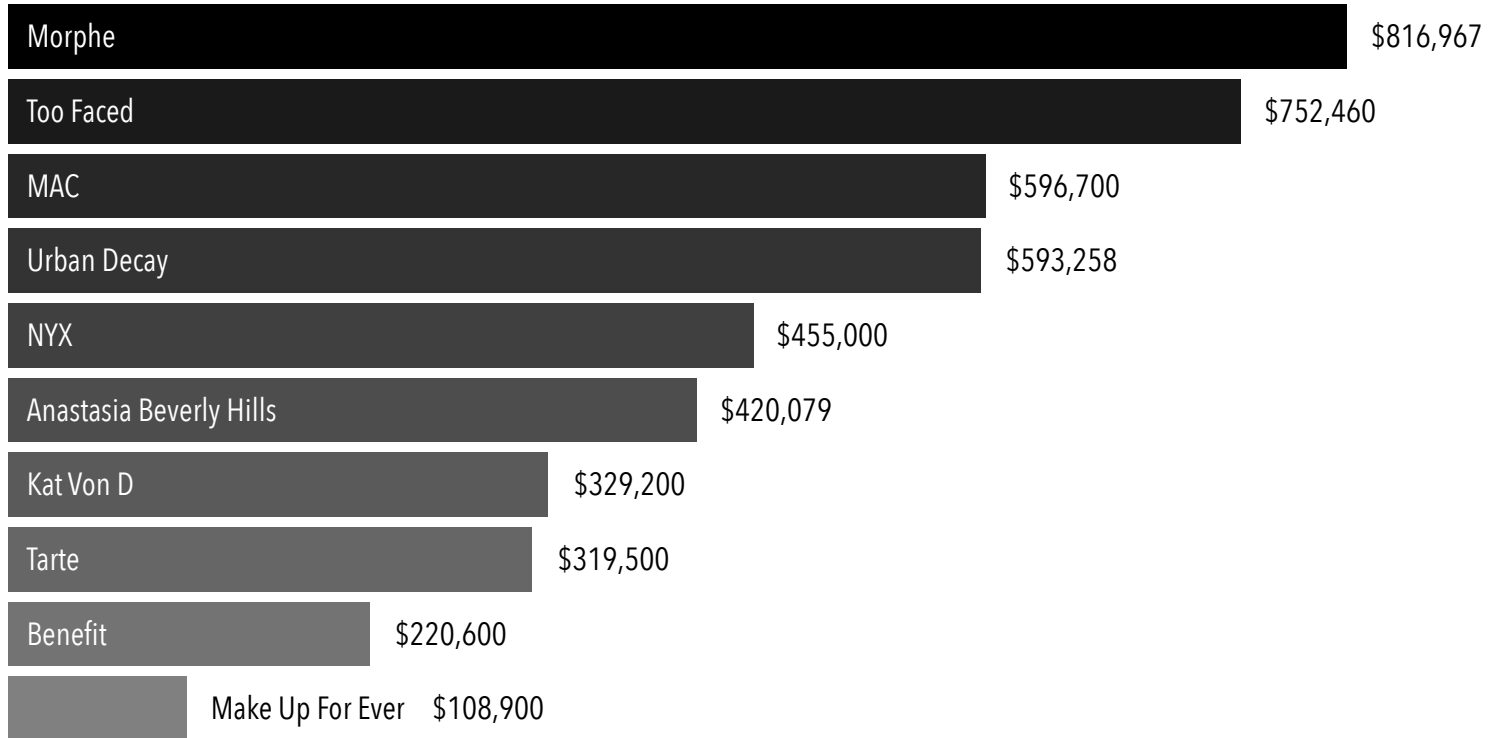
FACEBOOK



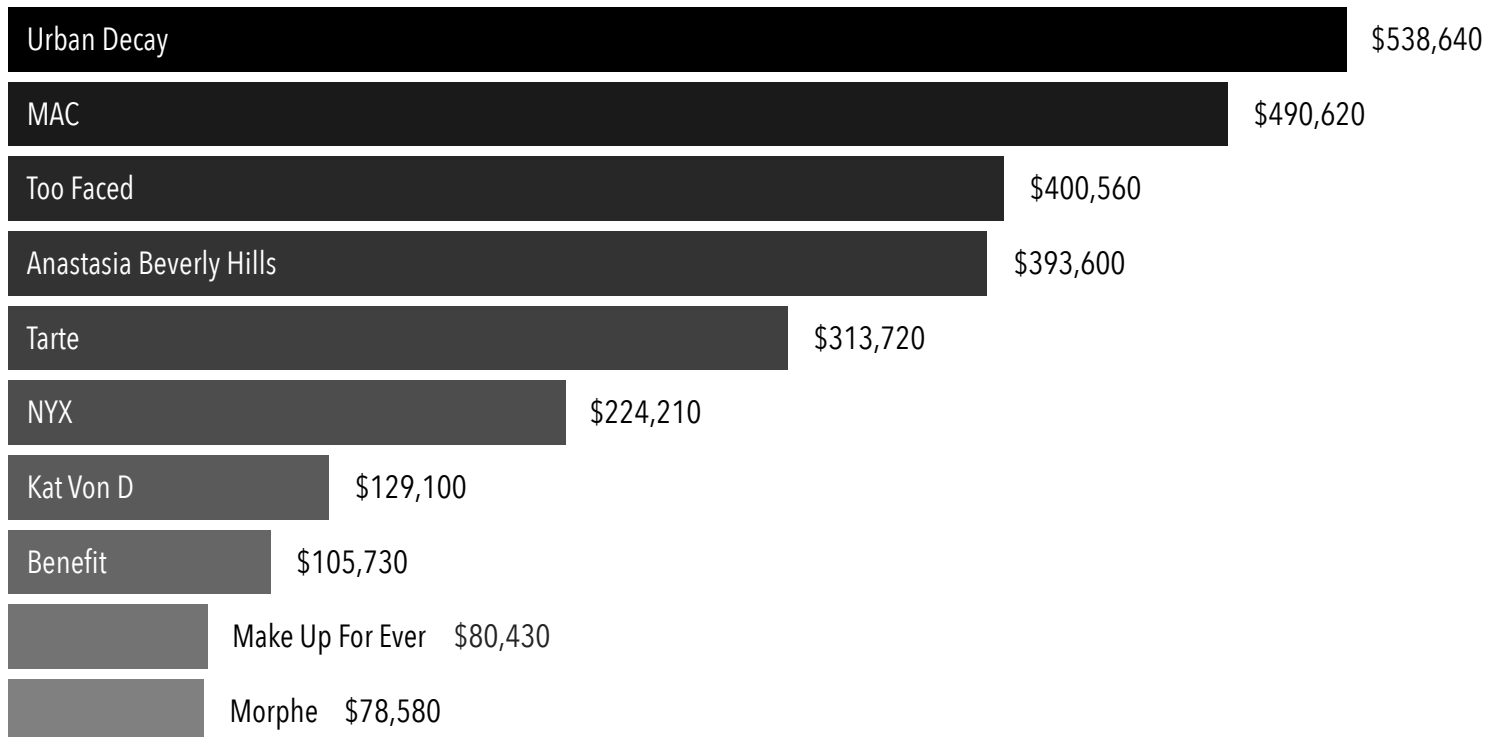
INSTAGRAM



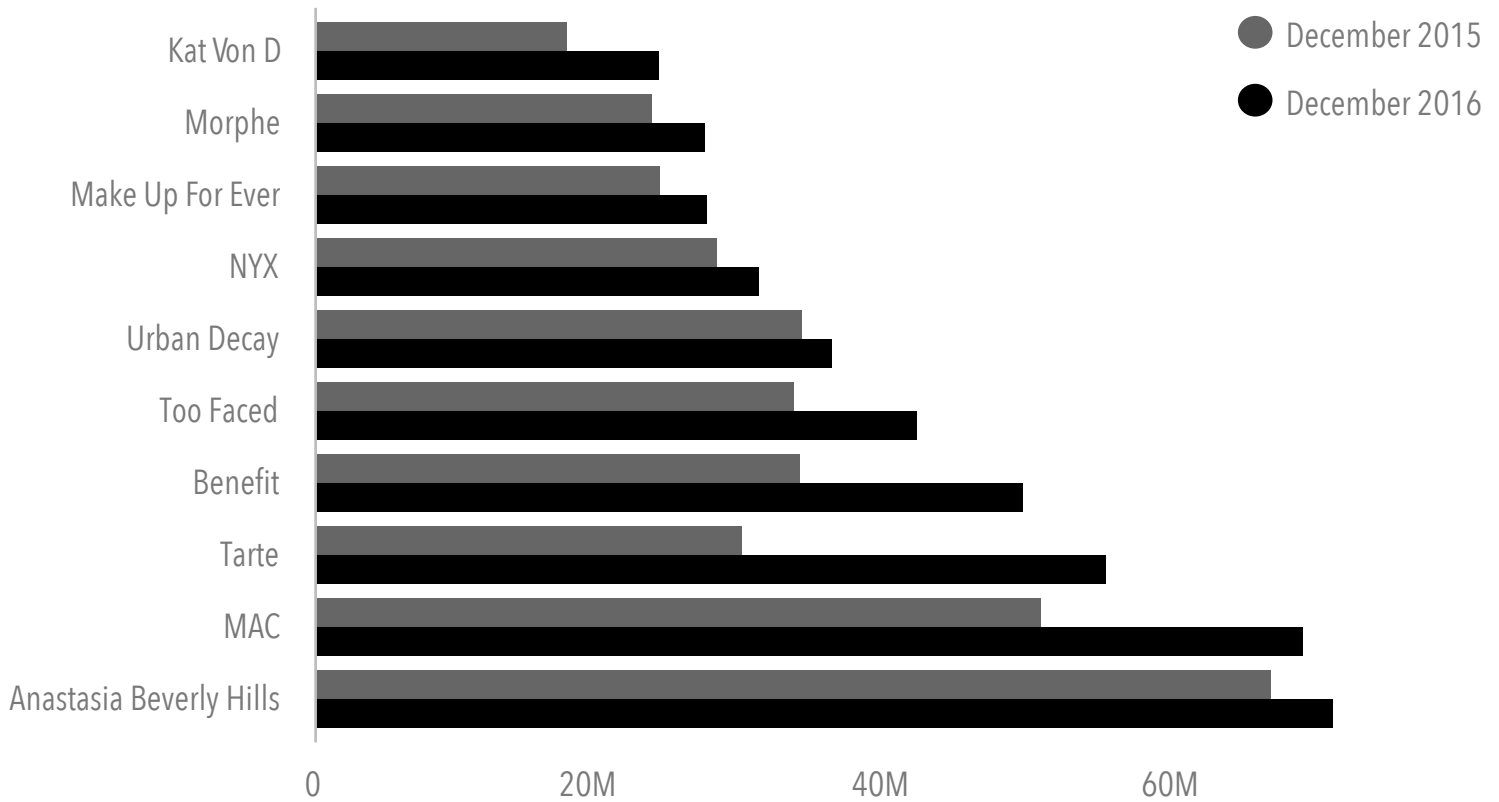
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	DECEMBER 2015	DECEMBER 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$69,641,133	\$74,170,888	6.50%
MAC	\$52,873,123	\$71,982,667	36.14%
Tarte	\$31,005,307	\$57,612,126	85.81%
Benefit	\$35,248,018	\$51,550,687	46.25%
Too Faced	\$34,805,804	\$43,822,750	25.91%
Urban Decay	\$35,384,521	\$37,566,701	6.17%
NYX	\$29,185,544	\$32,246,497	10.49%
Make Up For Ever	\$25,013,939	\$28,439,337	13.69%
Morphe	\$24,477,039	\$28,316,805	15.69%
Kat Von D	\$18,252,323	\$24,933,931	36.61%