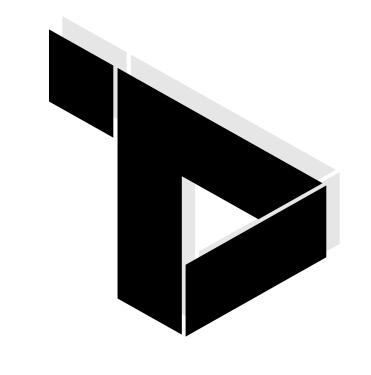
### LA MODE DECEMBER COSMETICS EDITION 2016



# 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.

## Earned Vedia Value Leaderboard

#### THE TOP 10

### 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		\$43,822,7	50	
Urban Decay	\$37,50	56,701		
NYX	\$32,246,497			
Make Up For Ever	\$28,439,337			
Morphe	\$28,316,805			
Kat Von D	\$24,933,931			

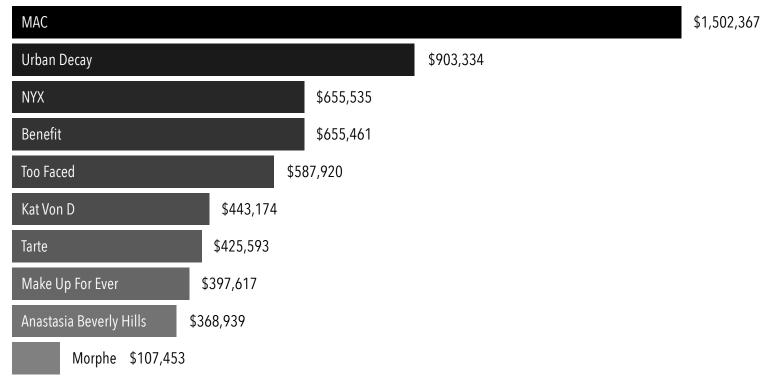
#### **EMV Leaderboard Highlights**

- MAC's impressive \$72.0M EMV was bolstered by several notable initiatives.
- 1. 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.
- In the spirit of its ongoing "Haulidays" campaign, Benefit spread the love by sending 2. In the spirit of its ongoing "Haundays campaign, benche spice and the spirit and "brow @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.
- In December, Kat Von D launched its highly anticipated Better Together Collection, 3. 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.

# Earned Viedia Performance By Channel

#### THE TOP 10

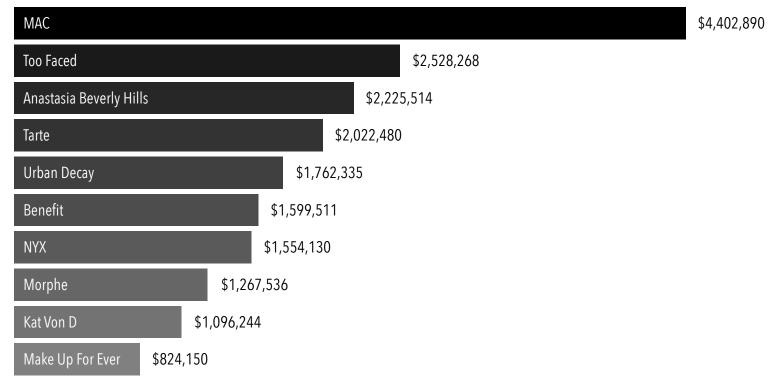
### BLOG



#### YOUTUBE

MAC					\$15,407,178
Urban Decay				\$12,470,259	
Benefit			\$11,5	556,940	
Tarte			\$11,4	90,042	
Anastasia Beverly Hills			\$10,470,730		
Too Faced		\$1	10,136,462		
NYX		\$9,260,9	788		
Morphe		\$9,116,2	85		
Make Up For Ever		\$8,344,897			
Kat Von D	\$5,700,991				

#### FACEBOOK



#### **INSTAGRAM**

Anastasia Beverly Hills					\$60,292,026
MAC				\$49,582,913	
Tarte			\$43,040,7	/92	
Benefit			\$37,412,445		
Too Faced		\$29,417,080			
Urban Decay	\$21,298,874				
NYX	\$20,096,634				
Make Up For Ever	\$18,683,342				
Kat Von D	\$17,235,222				
Morphe	\$16,929,983				

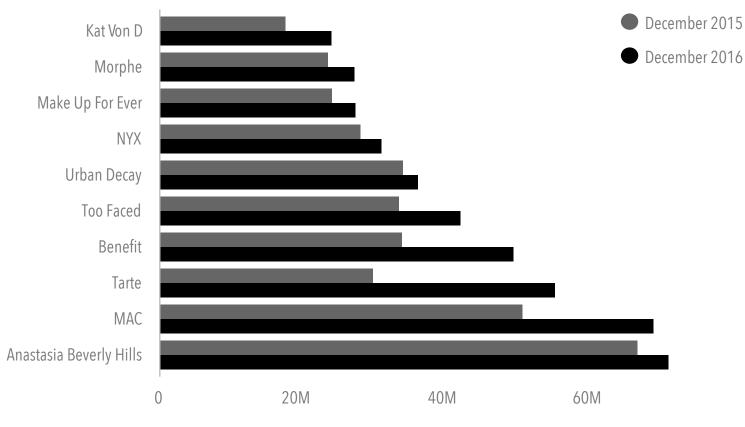
#### TWITTER

Morphe					\$816,967
Too Faced					\$752,460
MAC				\$596,700	
Urban Decay				\$593,258	
NYX			\$455,000		
Anastasia Beverly H	Hills		\$420,079		
Kat Von D		\$329,200			
Tarte		\$319,500			
Benefit	\$220,600				
M	ake Up For Ever \$108,900	)			

#### PINTEREST

Urban Decay					\$538,640
MAC					\$490,620
Too Faced				\$400,560	
Anastasia Beverl	y Hills			\$393,600	
Tarte			\$313,720		
NYX		\$224,210			
Kat Von D	\$129,100				
Benefit	\$105,730				
	Make Up For Ever \$80,430				
	Morphe \$78,580				

#### **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%