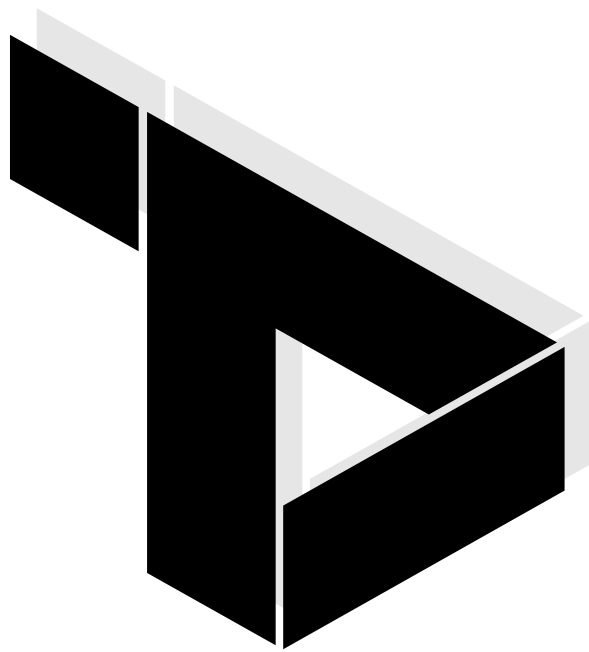


LA MODE JUNE

COSMETICS EDITION 2016



ANALYSIS BY
GRACE CHAO, ALEX RAWITZ, & MERISSA REN

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.

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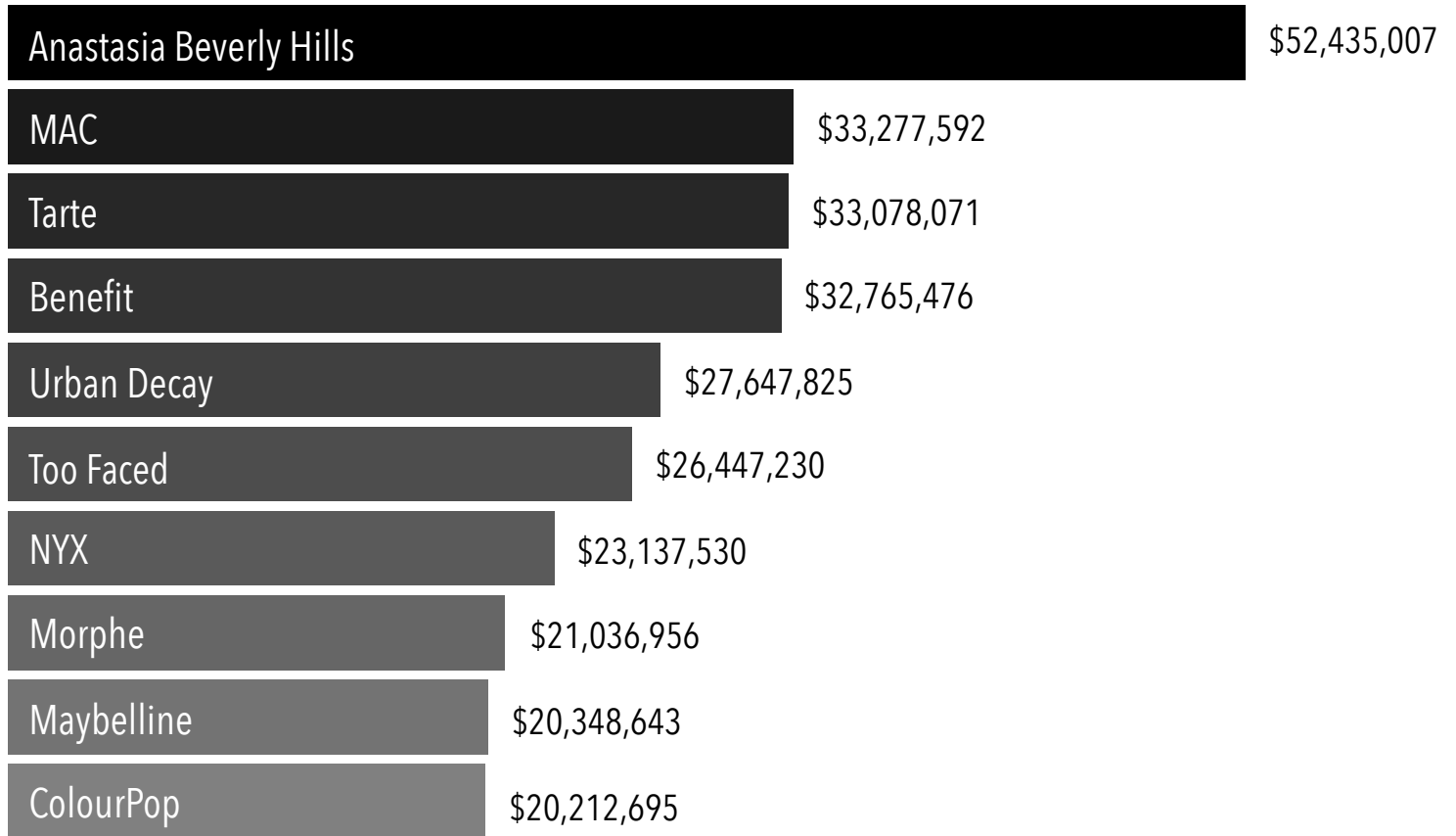
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THE TOP 10

Earned
Media
Value
Leaderboard

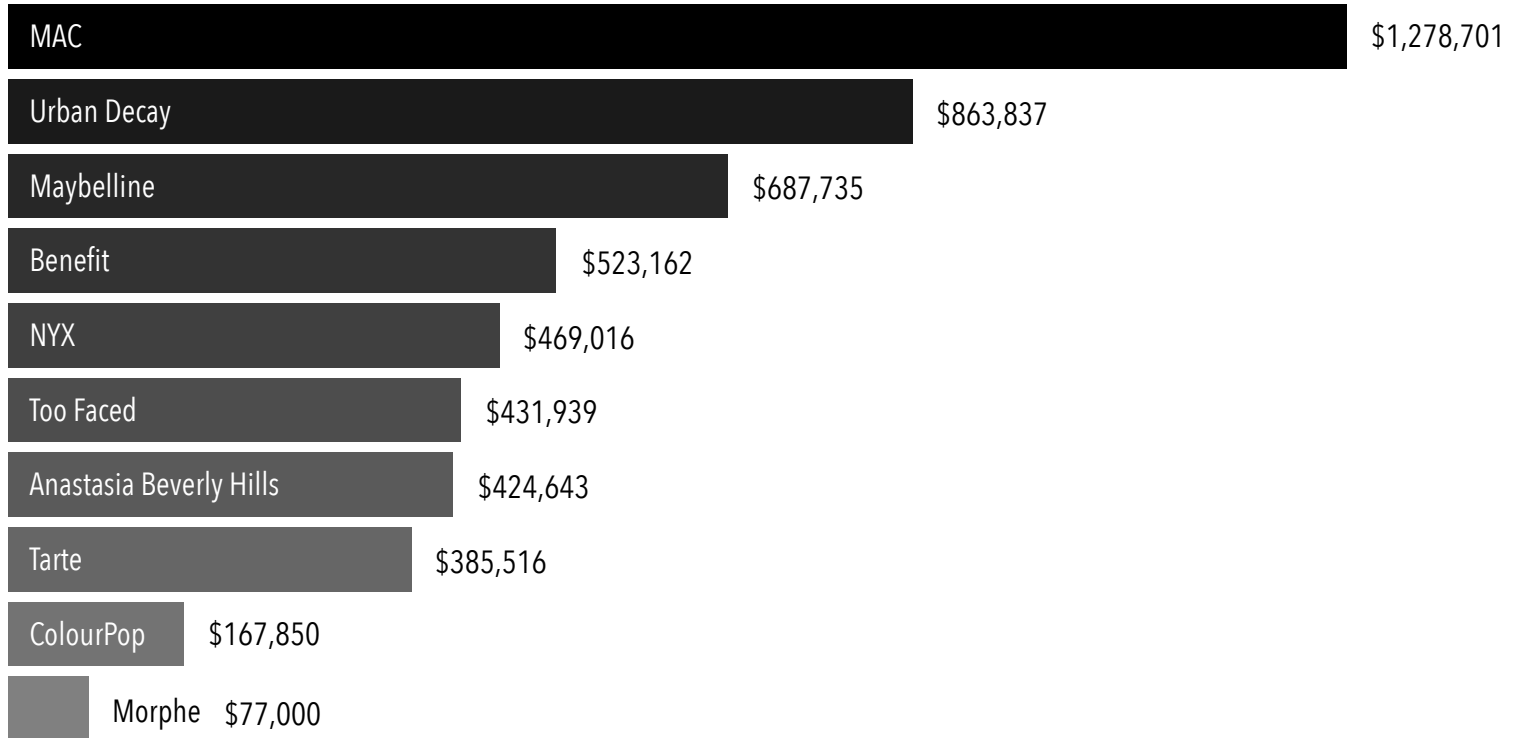
Top 10 Brands by EMV



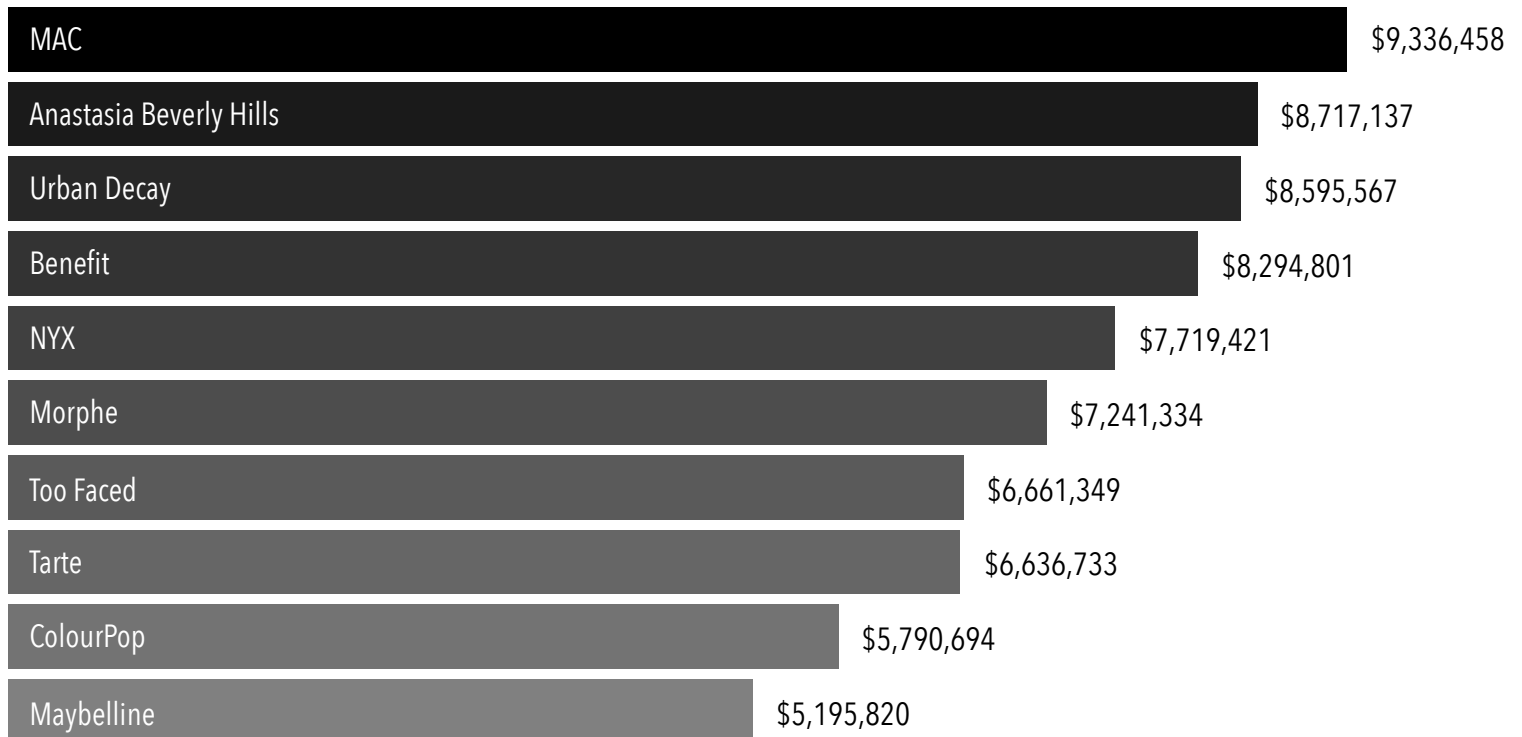
THE TOP 10

Earned
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By Channel

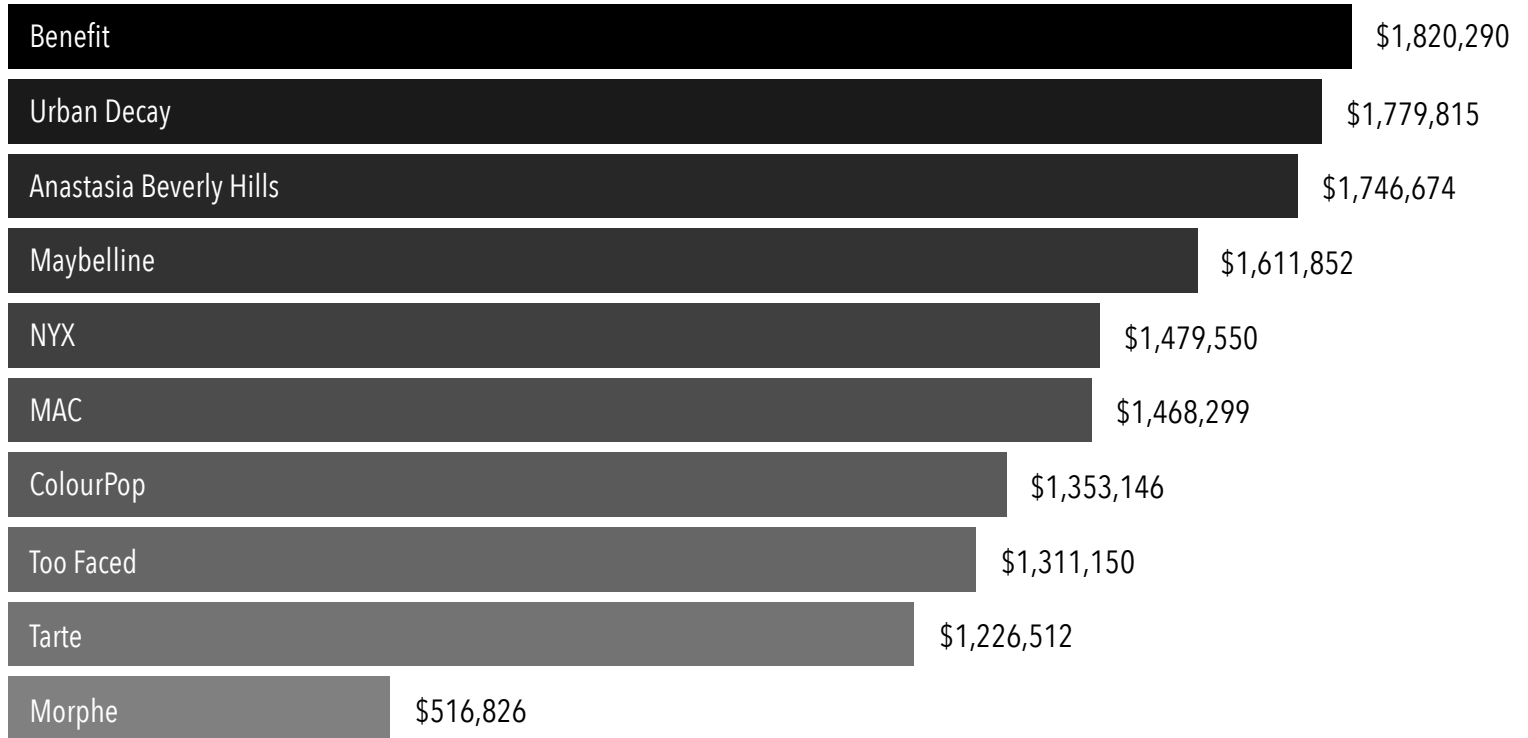
BLOG



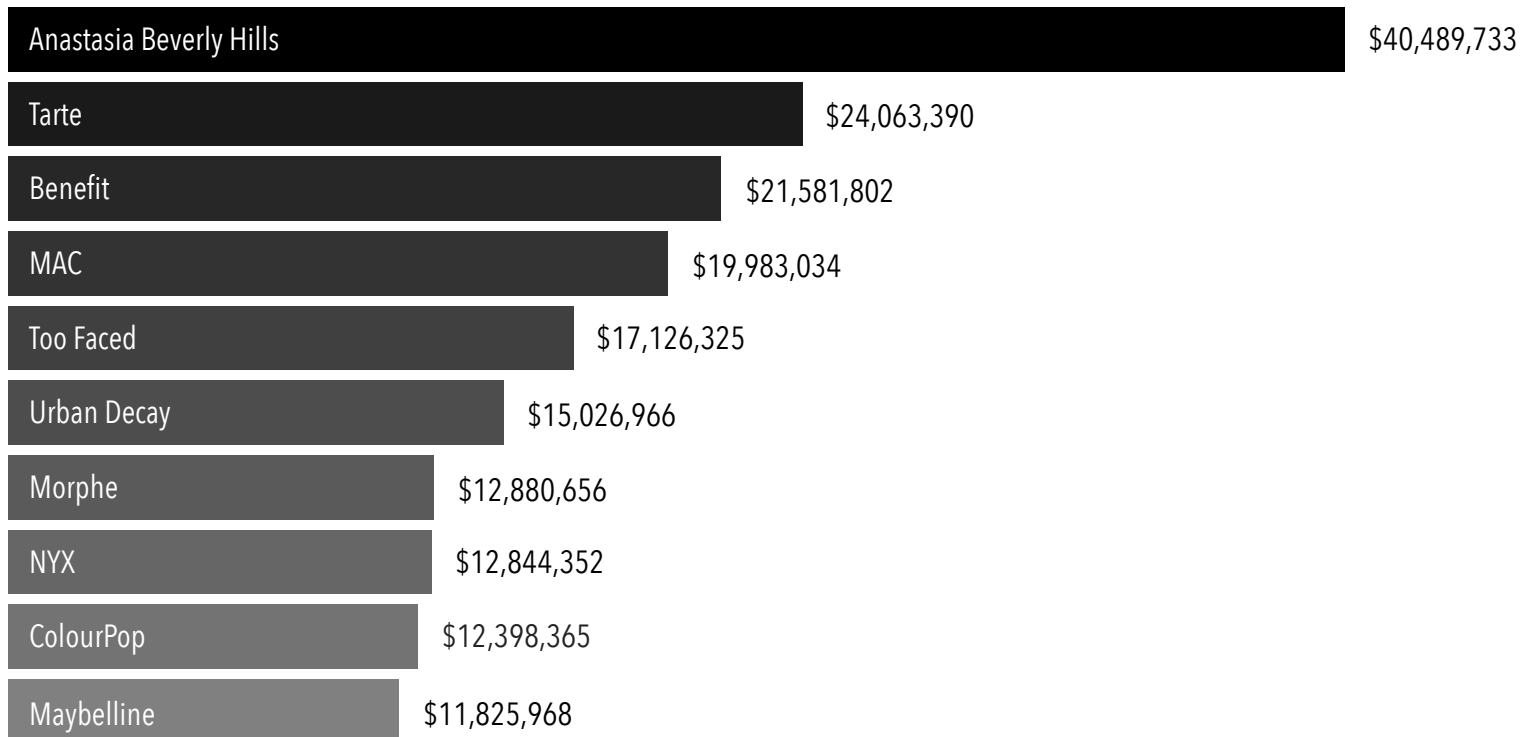
YOUTUBE



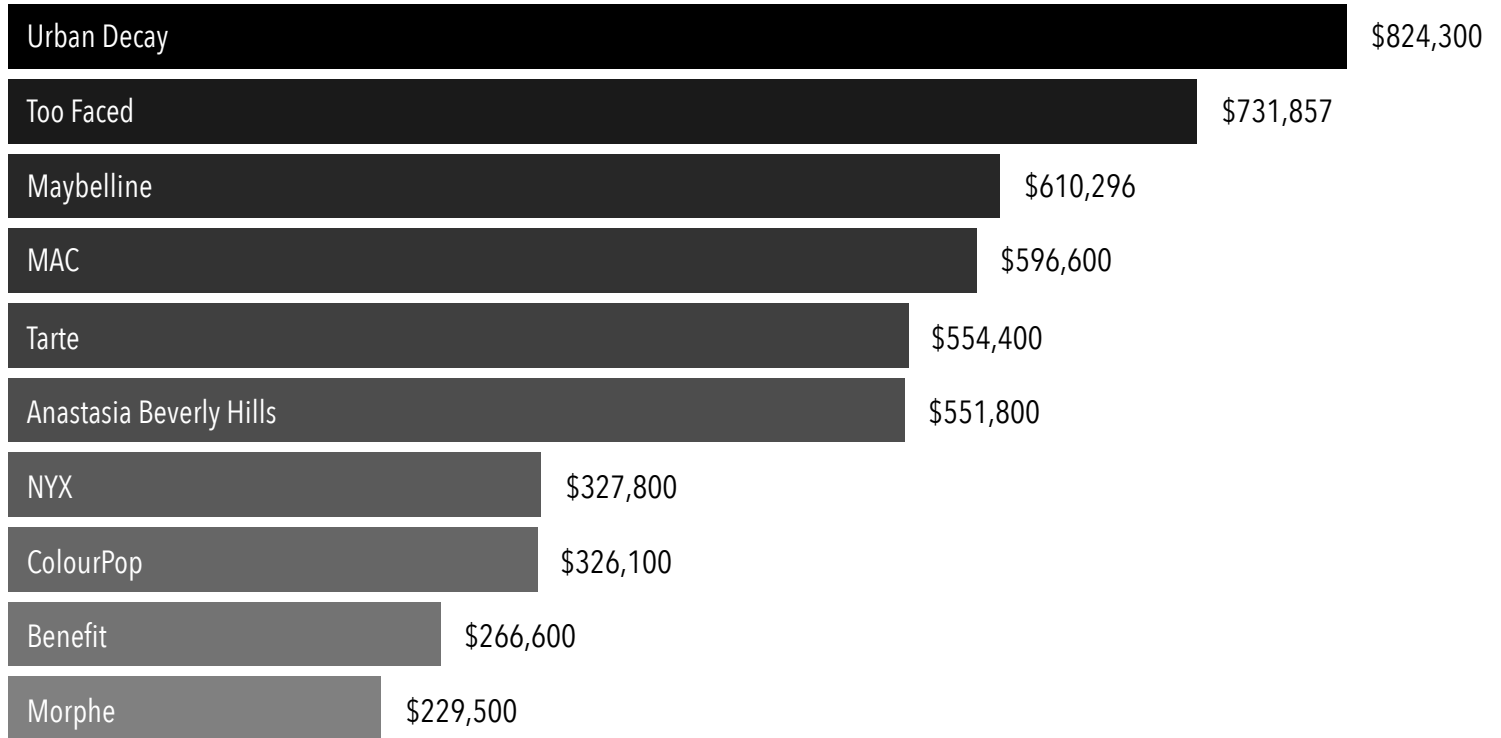
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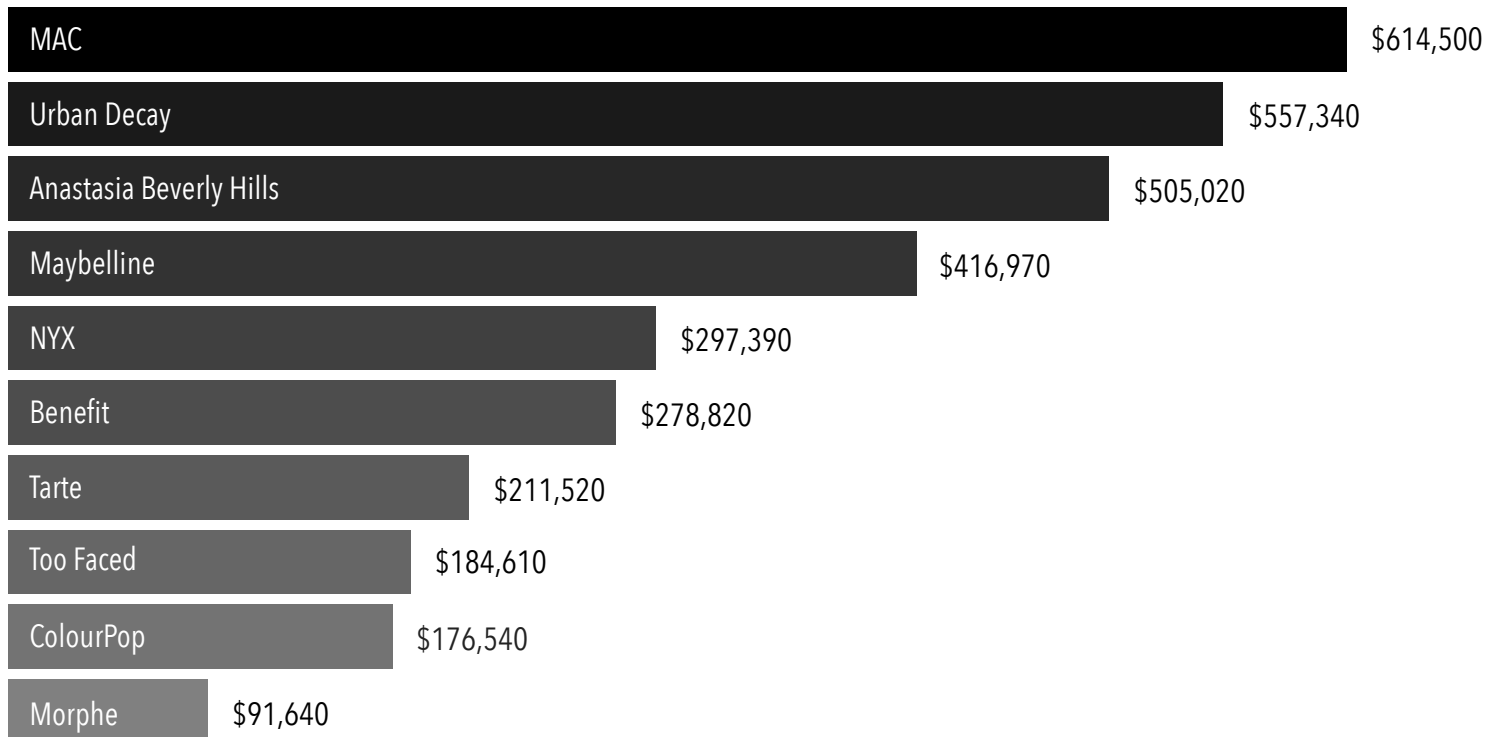
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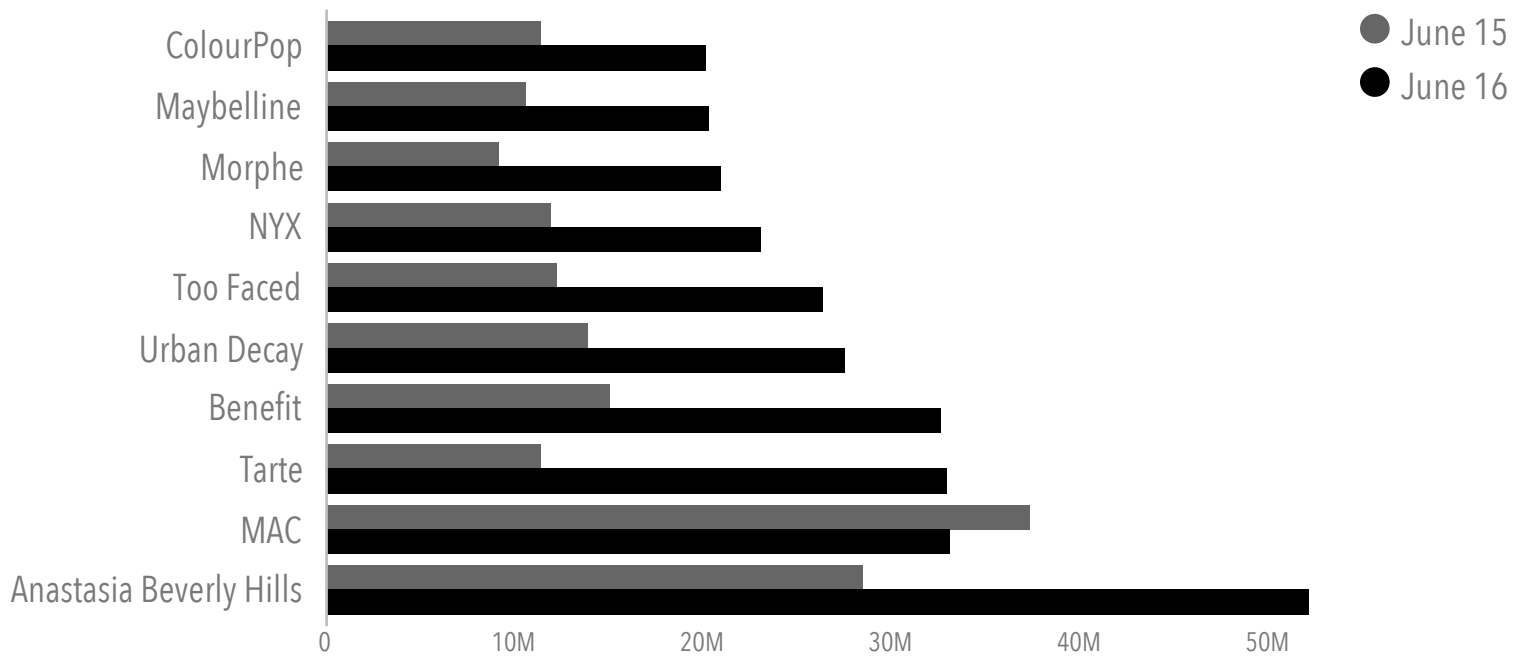
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	JUNE 2015	JUNE 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$28,589,537	\$52,435,007	83.41%
MAC	\$37,546,874	\$33,277,592	-11.37%
Tarte	\$11,392,816	\$33,078,071	190.34%
Benefit	\$15,091,543	\$32,765,476	117.11%
Urban Decay	\$13,922,207	\$27,647,825	98.59%
Too Faced	\$12,237,735	\$26,447,230	116.11%
NYX	\$11,951,200	\$23,137,530	93.60%
Morphe	\$9,160,481	\$21,036,956	129.65%
Maybelline	\$10,587,037	\$20,348,643	92.20%
ColourPop	\$11,405,269	\$20,212,695	77.22%

Brand Spotlights

Maybelline Empowers Influencers to “Make It Happen”

Maybelline kicked off a summer of product launches with its June #MNYBeautyBash at The Line Hotel in LA. The cocktail party featured an upscale ambience and a guest list of the brand’s most valued influencers, all celebrating upcoming Maybelline products: the Master Strobe Highlighting Stick, the Colossal Spider Effect Mascara, and a new collection of Color Sensational Loaded Bolds Lipsticks. Though the event highlighted one of the brand’s most prominent faces, supermodel Gigi Hadid, Maybelline ensured that the spotlight was shared with its family of beauty enthusiasts and content creators. Influencers flooded Instagram with photos of themselves at the party, enjoying festivities alongside the star. Sazanhendrix struck a pose with Hadid, boasting, “#WeHaveTheSameGoodSide,” while amandaensing “almost fainted” when “@gigihadid told me I was beautiful.” Their Instagrams drove \$89.2K and \$101.4K EMV, respectively. Despite being star-struck, influencers bonded with Hadid throughout the evening. PatrickStarr posted a picture of the pair to Facebook with the caption, “[Gigi] told me her favorite snacks -- Parmesan chips with salami and yogurt...paired with Cheetos! Lol! I LOVE HER!!”

Providing a platform for influencers to form personal connections with a superstar like Hadid helped to level the playing field in Maybelline’s brand family. Influencer maryamnyc wrote about



Maryamnyc's #MNYBeautyBash selfie with Gigi Hadid inspired 15.7K likes.



Stilettobeatss shares a concealer "hack" with her followers, garnering 30.5K views.

her interactions with Hadid on Instagram: "Just finished interviewing this gorgeous [woman]. @Gigihadid is a stunner and is all about the beauty in kindness." More notably, her gratitude extended to the brand: "Such an awesome event! Thanks @maybelline." The brand's high regard for content creators translated into EMV, as #MNYBeautyBash attendees responded with emotionally resonant content further fueled by Maybelline's ongoing, empowering campaign, "Make it happen." Thanks to its emboldened influencers, #MNYBeautyBash commanded a considerable total of \$1.9M EMV for the brand in June.

Reinforcing its call-to-action to "make it happen," Maybelline continued to invite esteemed influencers to share beauty "hacks" with their followers in June. Beauty bloggers irisbeilin and stilettobeatss, to name just a few, collaborated with the brand to create tutorial videos using Maybelline's wide array of brow and concealer products. By positioning these creators as authorities, the brand demonstrated its respect for their craft and engaged their talents to reach their followers. Maybelline's consistent promotion of influencers as creative agents helped the brand connect more authentically with its users. As a result, influencers and followers drove a combined \$160.1K EMV for #MNYBrows and #MNYConceal. Maybelline's monthly total of \$20.3M EMV pushed the brand into June's top 10 EMV-driving makeup brands.

Too Faced Celebrates “Power of Makeup” Collab with Brand-Family Dinner

In June, Too Faced flew Dutch powerhouse influencer NikkieTutorials (5.2M YouTube subscribers) to its Southern California headquarters to celebrate her “Power of Makeup” collaboration with the brand. Back in April, Nikkie had teased a first look at the Power of Makeup palette, before revealing the full collection on Snapchat: nine original eyeshadows, an exclusive purple Better Than Sex mascara, two blushes, bronzer, highlighter, eyeliner, eyeshadow primer, and glitter. The extensive, vibrant collaboration, which would be officially released in August, was a spot-on reflection of Nikkie’s personal outlook on makeup (and life): “When life gives you lemons, punch it in the face and ask for GLITTER.” Her continued loyalty to Too Faced also made the 22-year-old influencer an ideal partner for collaboration: over the past quarter (April 2016 to June 2016), Nikkie drove \$6.0M EMV across 92 posts, demonstrating preference for a wide range of the brand’s products. In June alone, the influencer generated \$2.1M EMV for the brand.

Rather than throw a large-scale launch event, Too Faced hosted an intimate dinner for Nikkie’s friends and fellow influencers in Huntington Beach, where the guests each received the Power of Makeup collection pre-release. The genuine setting of the experience was conducive to heartfelt content creation. Attendee jeffreestar filmed a high-engagement “Get Ready in My Rolls Royce” video (\$166.7K EMV) with Nikkie, which featured the fun-loving duo applying their makeup before the dinner celebration. Nikkie’s best friend, kkimthai -- also an integral member of the Too Faced influencer family --



posted heartfelt testaments to their friendship out of the sheer joy of their shared experience. Though kkimthai boasts a smaller audience (213K Instagram followers) than the other established influencers at the dinner, including jeffreestar (3.3M followers), mannymua733 (2.5M followers) and iluvsarahii (3M followers), Nikkie insisted that kkimthai receive the first Power of Makeup palette. The blogger, moved by the gesture, wrote on Instagram: “I am SO proud of you -- cannot believe a year ago we sat in bed talking about your collaboration and now it’s here. Love you more than life itself, baby!” Despite her smaller following, kkimthai’s intense loyalty to her friend, and to Too Faced for helping Nikkie realize her dreams, compelled her to create \$567.3K EMV over 15 expressive posts.