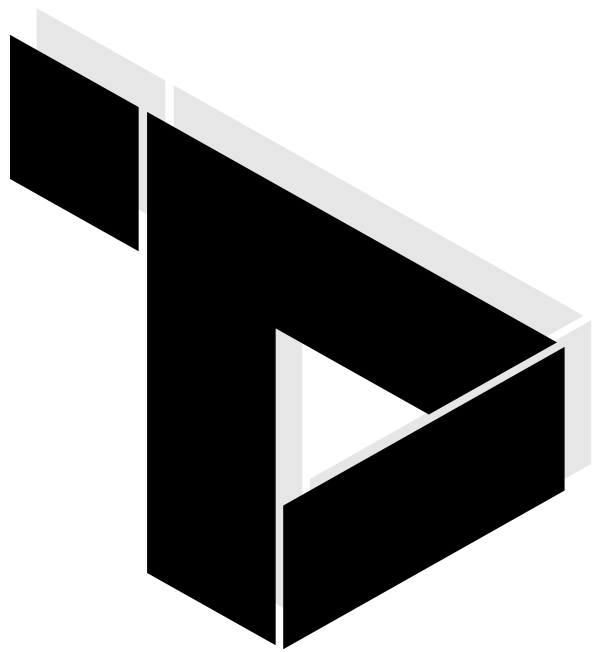


# LA MODE OCTOBER

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	\$92,522,867
Tarte	\$64,883,039
MAC	\$52,010,723
NYX	\$40,942,816
Urban Decay	\$38,750,807
Morphe	\$38,014,193
Benefit	\$37,100,895
Kat Von D	\$33,124,397
Make Up For Ever	\$31,689,577
Kylie Cosmetics	\$30,375,916

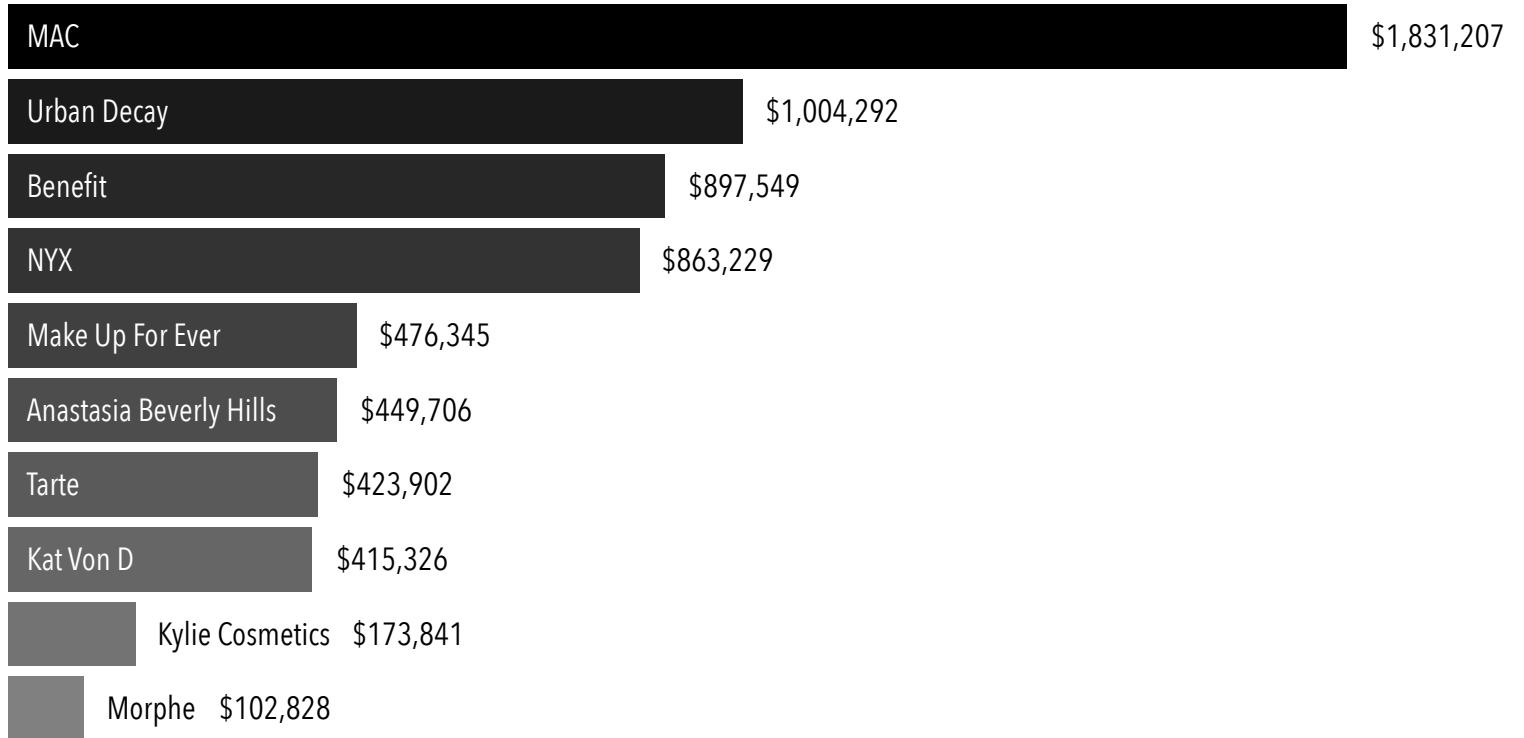
## EMV Leaderboard Highlights

1. Tarte rose in the top 10 thanks to a new round of its #trippinwithtarte campaign. The brand invited influencers including PatrickStarr, Desi Perkins, and Aspyn Ovard on a vacation to Bora Bora to celebrate the launch of several new products. #Trippinwithtarte earned the brand \$21.1M EMV.
2. Morphe unveiled its Morphe x KathleenLights Eyeshadow Palette in collaboration with the YouTube beauty powerhouse. The limited-edition palette, featuring both new and existing shades, sold out in two days, while mentions of the palette drove \$1.3M EMV for the brand.
3. Kylie Cosmetics broke into the top 10 in October with the launch of The Burgundy Palette, the brand's second Kyshadow palette. Top influencers like jeffreestar, Manny Mua, and LustreLux immediately incorporated the warm-toned palette into their content, driving mentions that garnered \$2.1M EMV.
4. NYX hosted an influencer Halloween costume party at its Union Square store opening in NYC. Beauty maven faradhukai invited her followers to attend, continuing NYX's tradition of turning store openings into influencer meetups. In attendance were both the winner (laura\_makeup) and host (Kandee Johnson) of the 2016 NYX Face Awards.

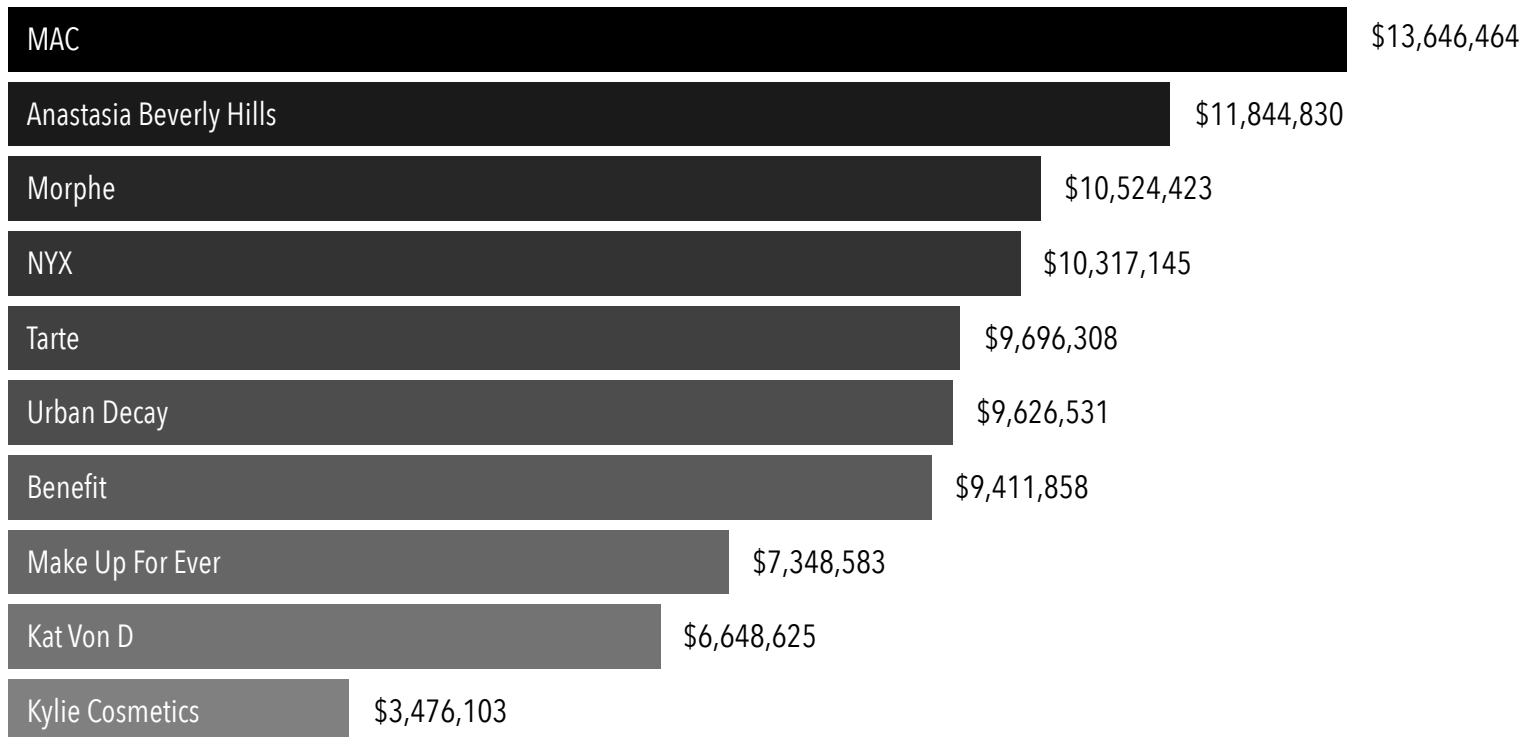
THE TOP 10

Earned  
Media  
Performance  
By Channel

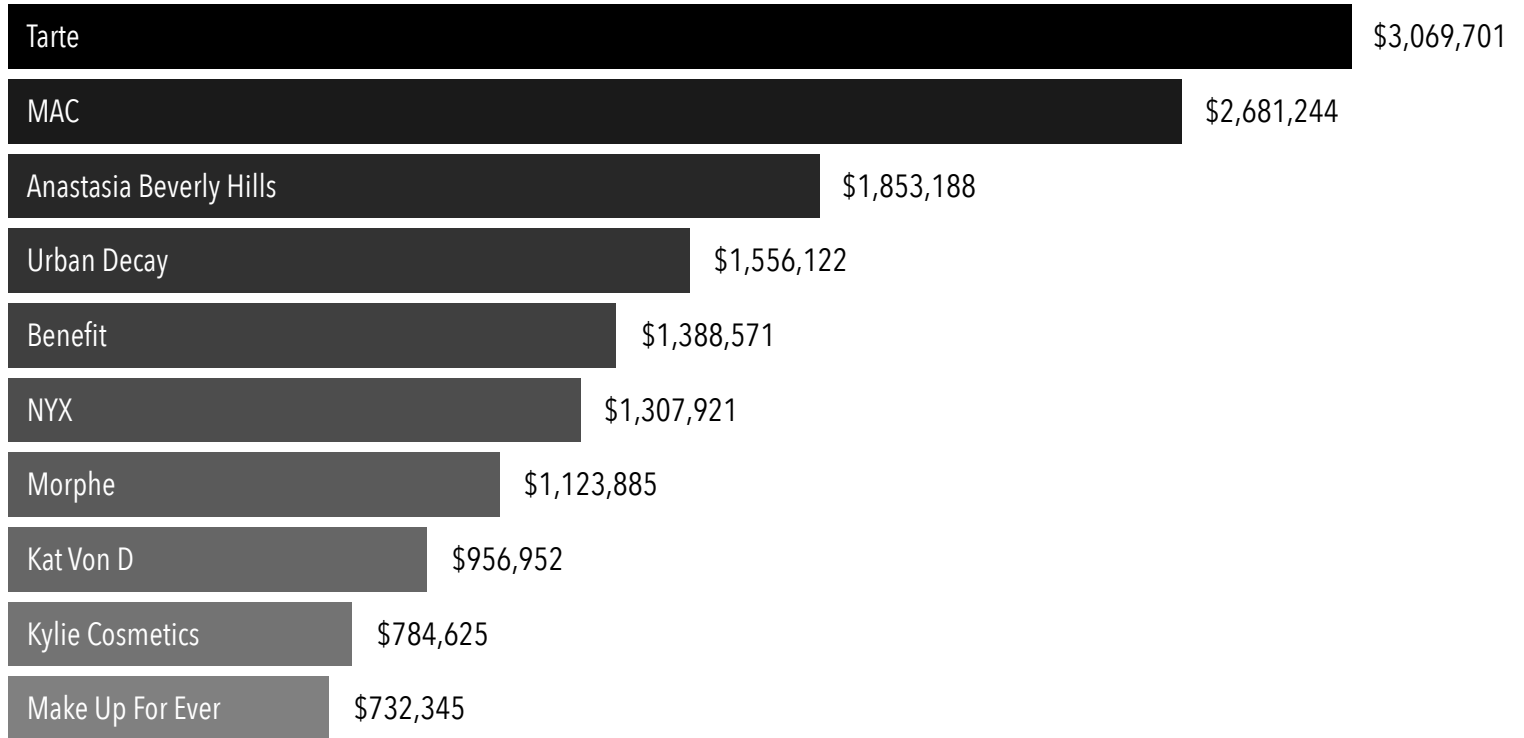
# BLOG



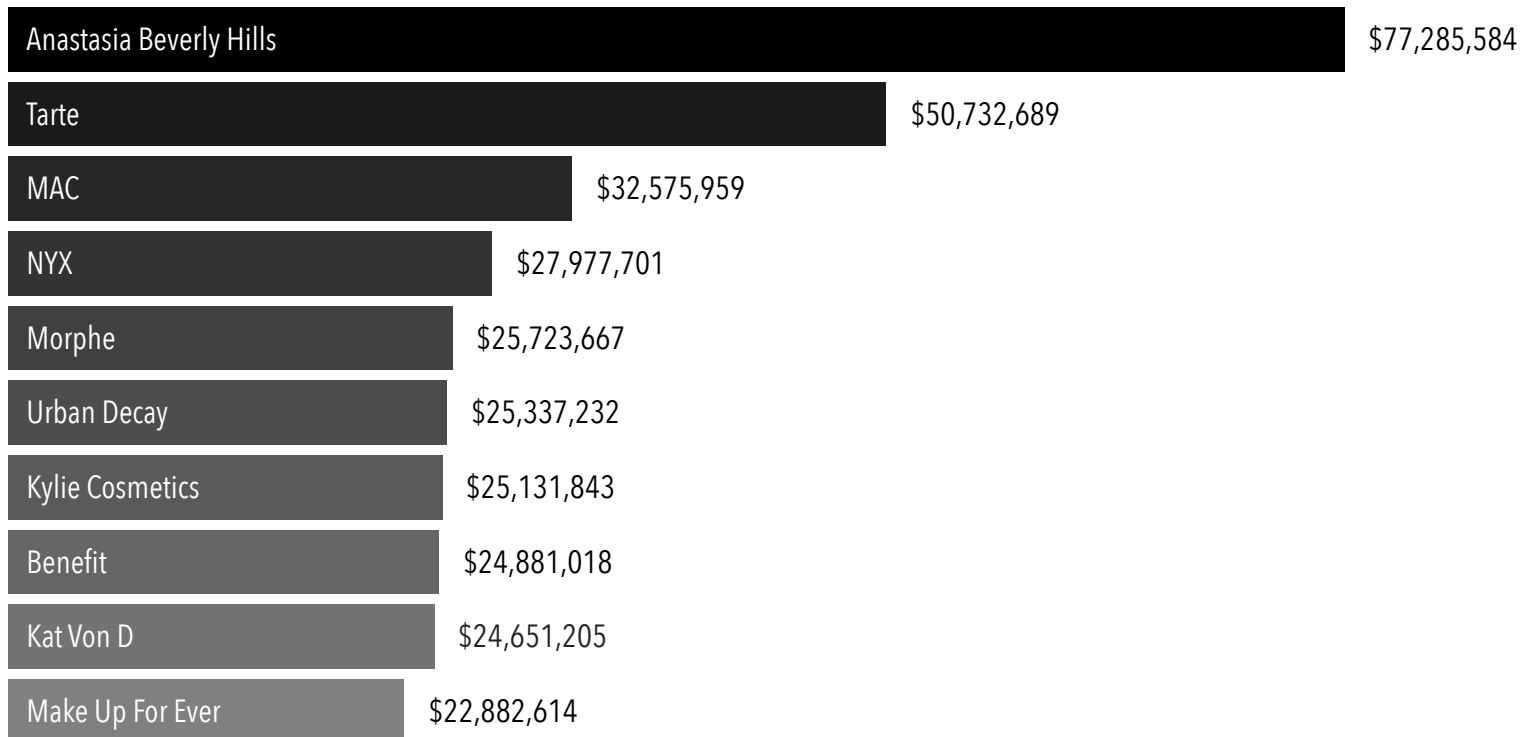
# YOUTUBE



# FACEBOOK

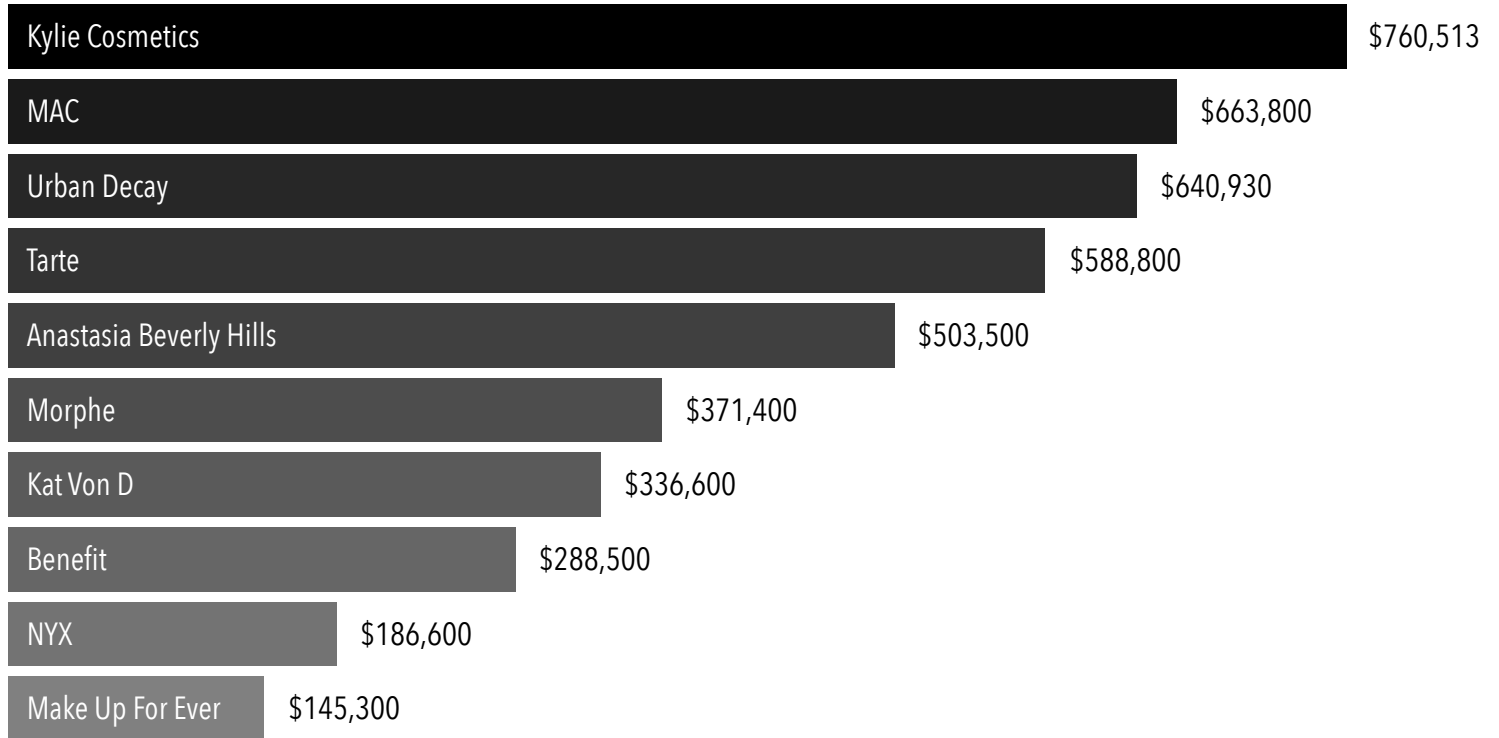


# INSTAGRAM

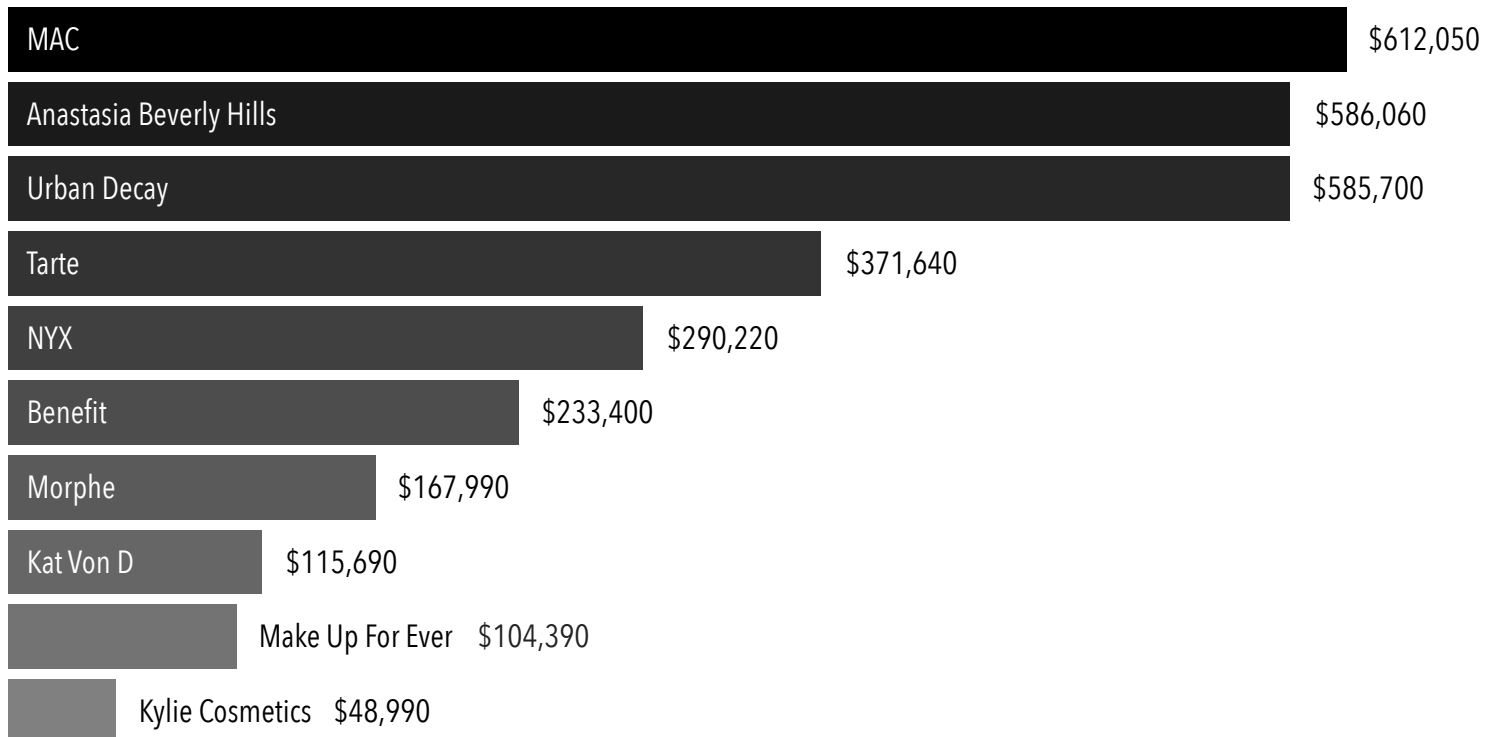




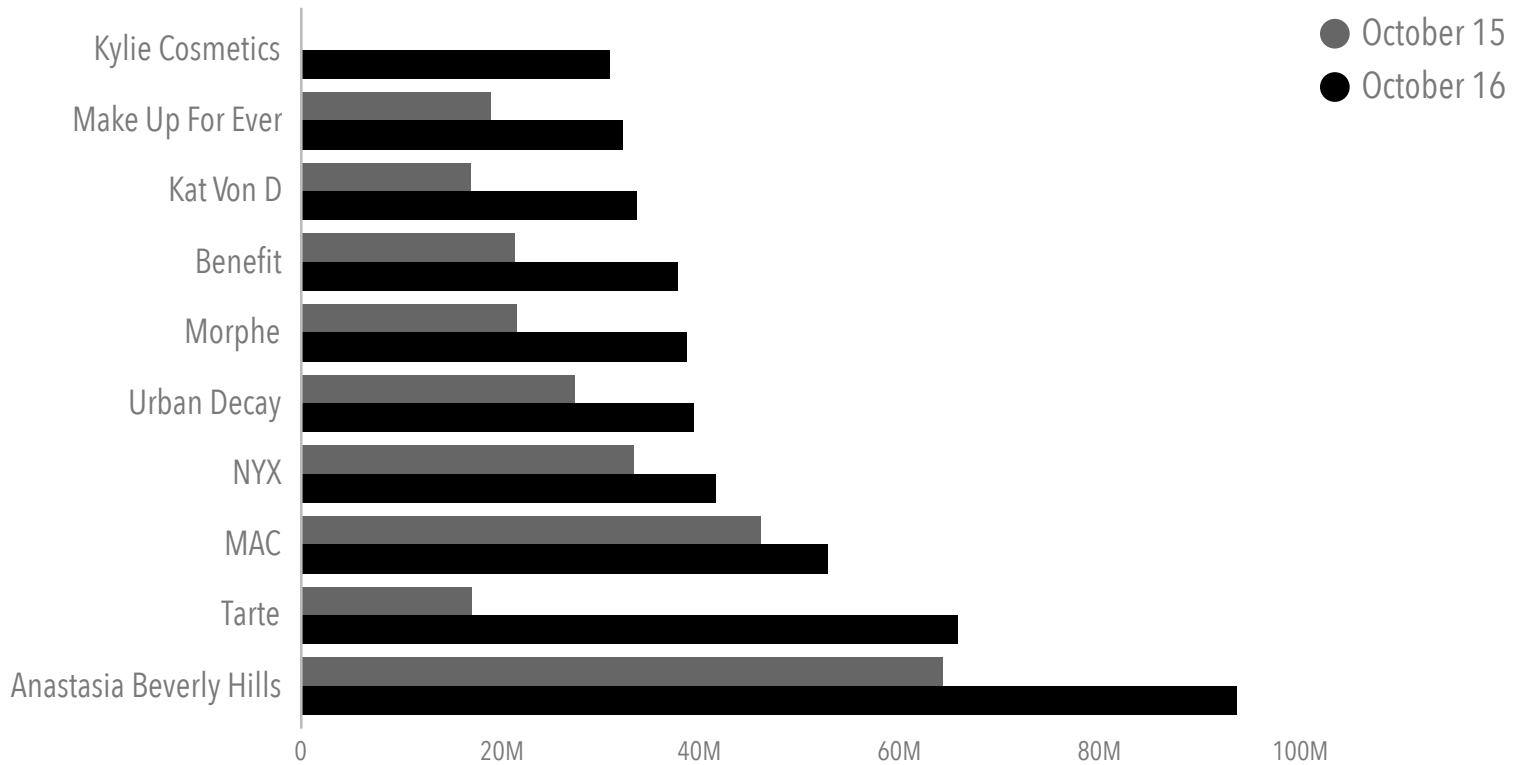
# TWITTER



# PINTEREST



# OVERALL TRENDING EMV



# Y/Y GROWTH

BRAND	OCTOBER 2015	OCTOBER 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$63,432,894	\$92,522,867	45.86%
Tarte	\$16,703,230	\$64,883,039	288.45%
MAC	\$45,357,774	\$52,010,723	14.67%
NYX	\$32,831,767	\$40,942,816	24.70%
Urban Decay	\$26,973,210	\$38,750,807	43.66%
Morphe	\$21,233,887	\$38,014,193	79.03%
Benefit	\$20,971,475	\$37,100,895	76.91%
Kat Von D	\$16,673,559	\$33,124,397	98.66%
Make Up For Ever	\$18,651,013	\$31,689,577	69.91%
Kylie Cosmetics	\$0	\$30,375,916	N/A