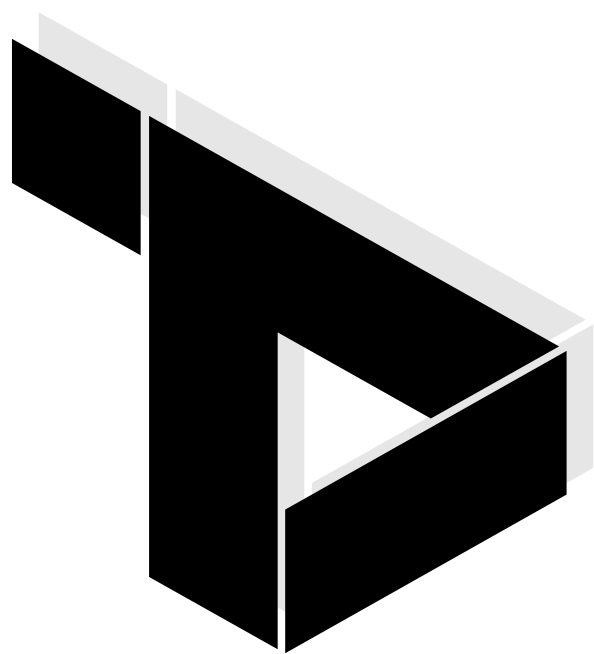


# LA MODE MARCH

SKINCARE EDITION 2016



ANALYSIS BY  
GRACE CHAO, MERISSA REN & ALEXA CRANDALL

# 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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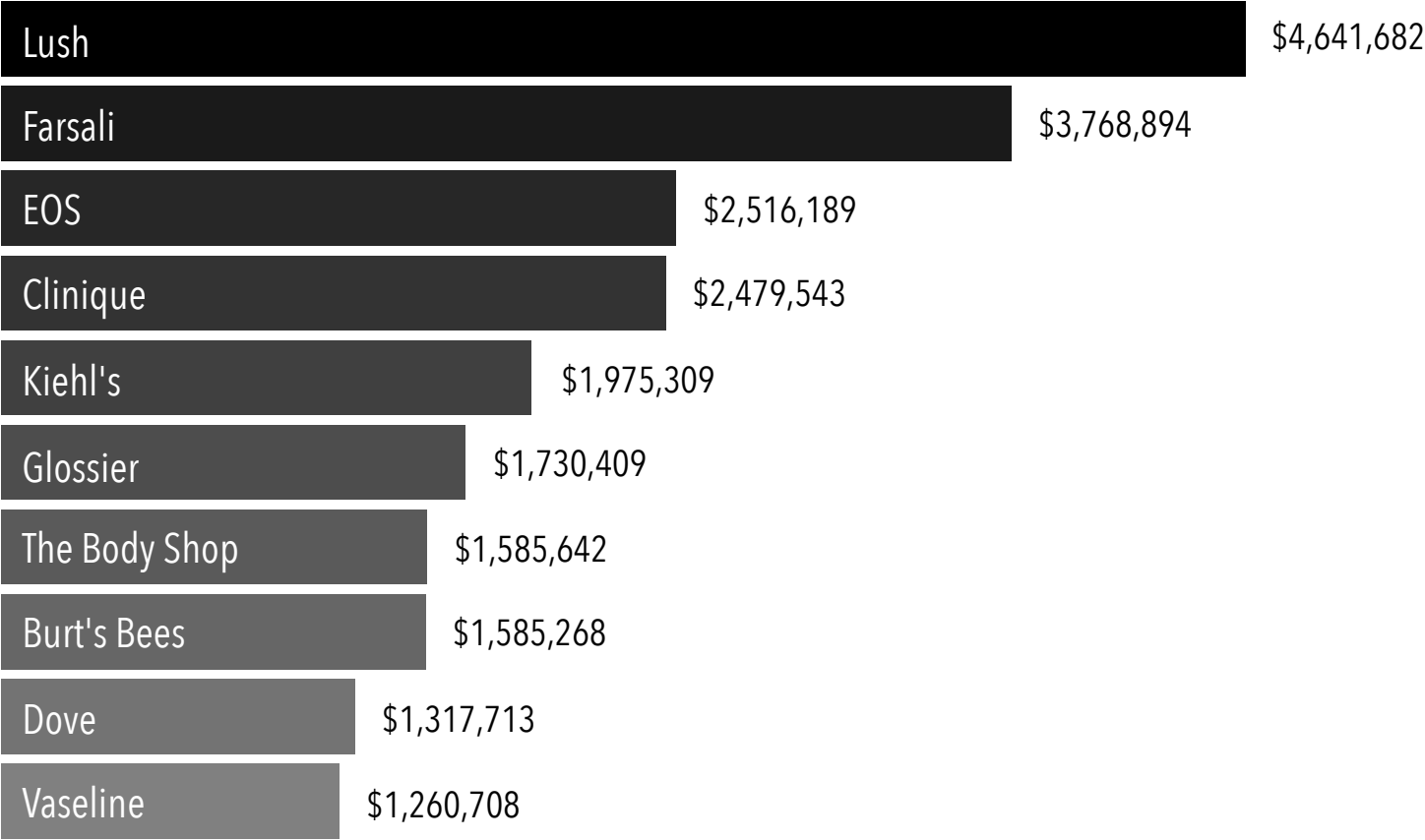
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## THE TOP 10

# Earned Media Value Leaderboard

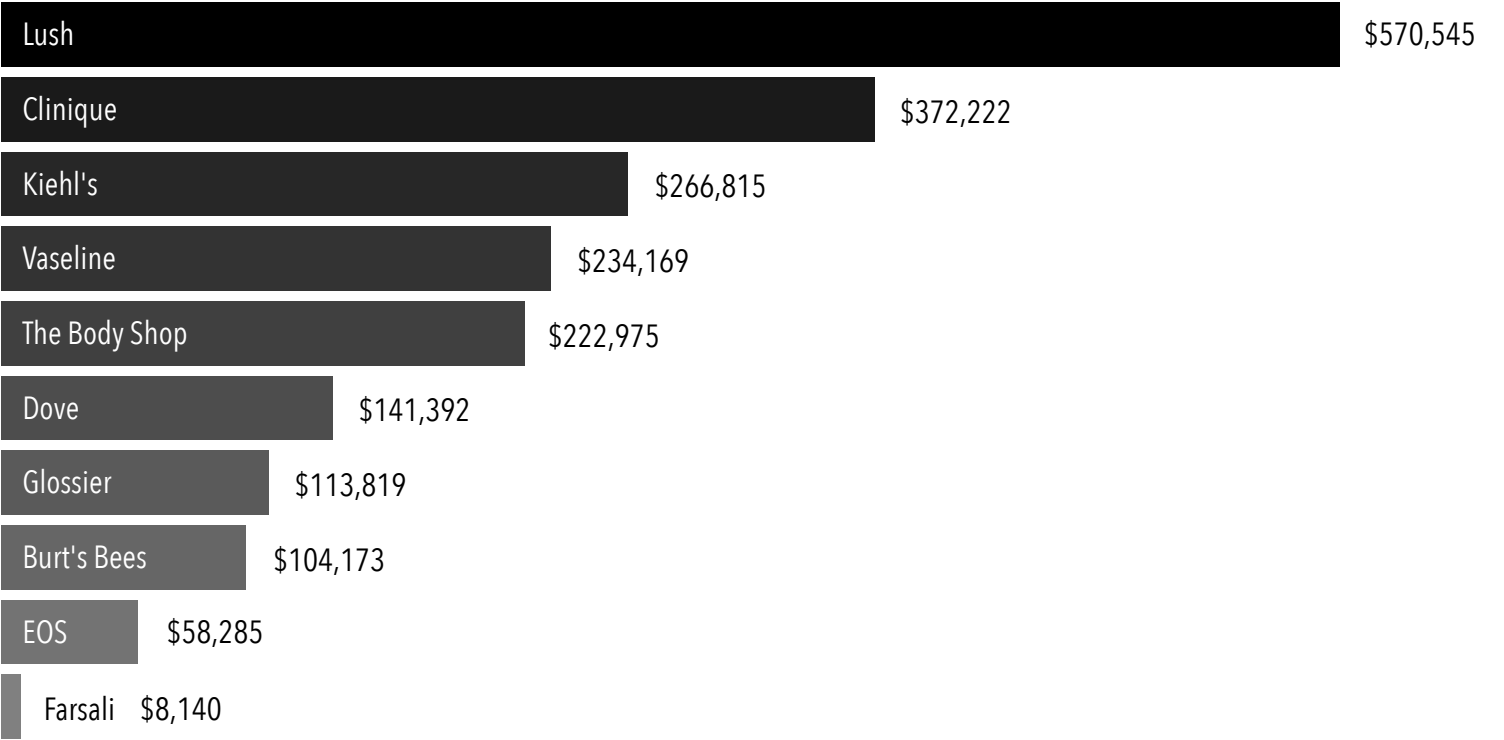
# Top 10 Brands by EMV



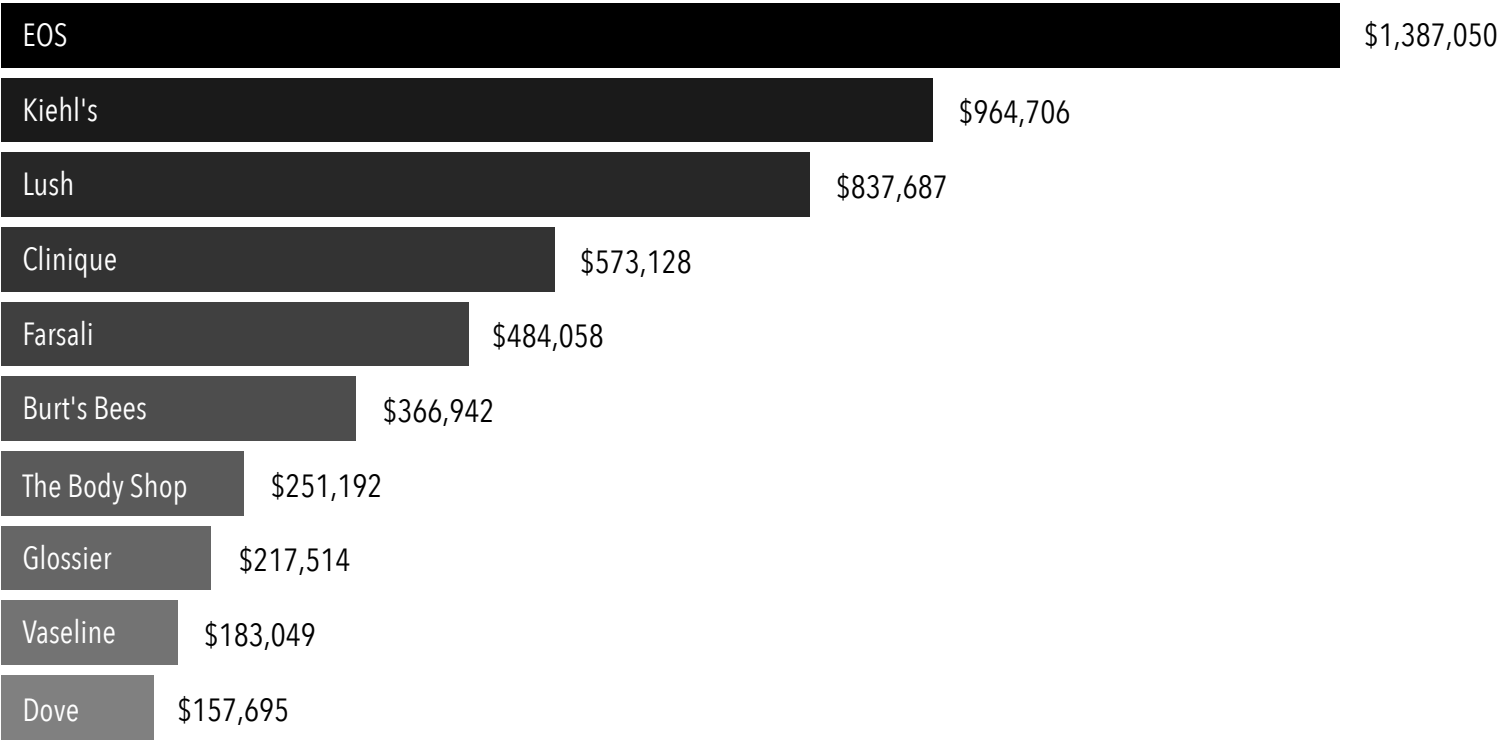
## THE TOP 10

# Earned Media Performance By Channel

# BLOG

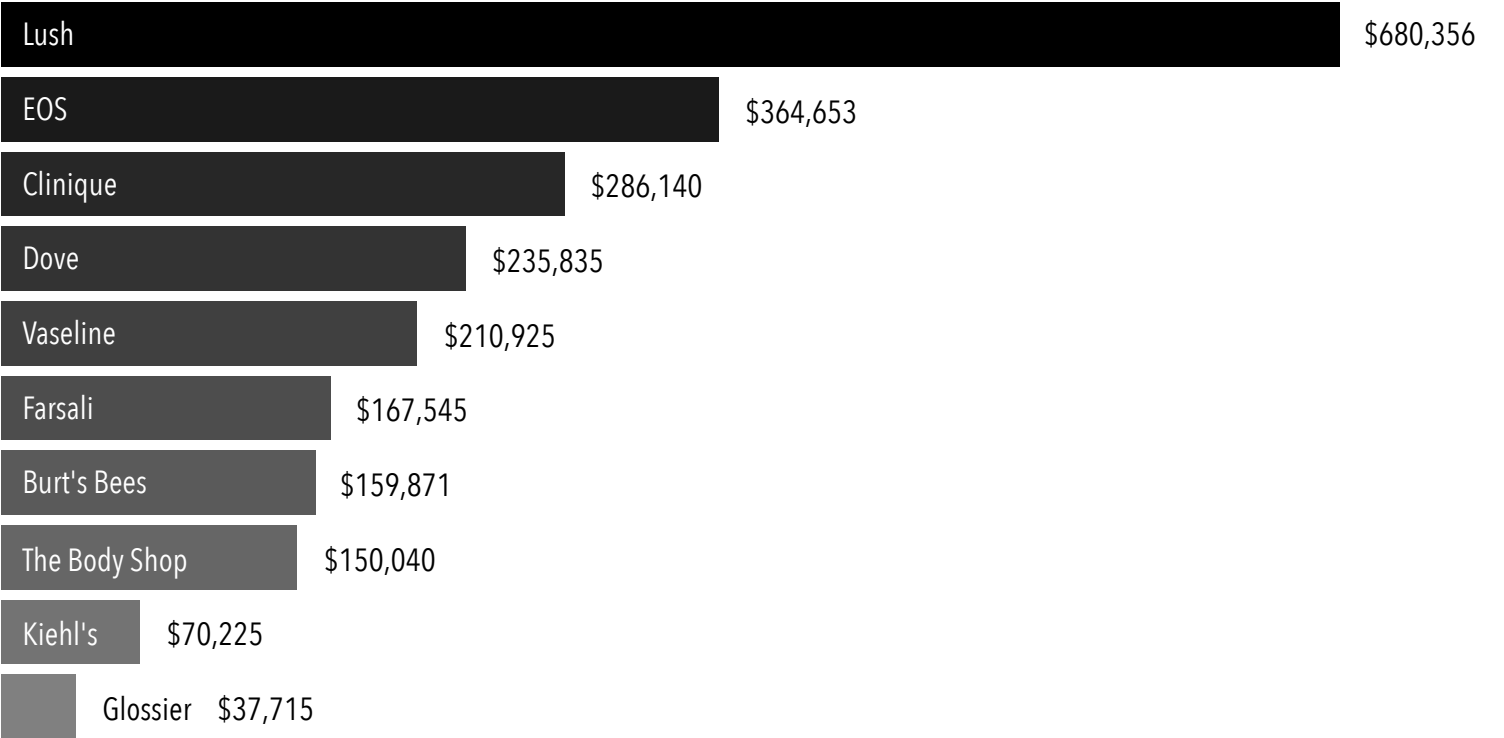


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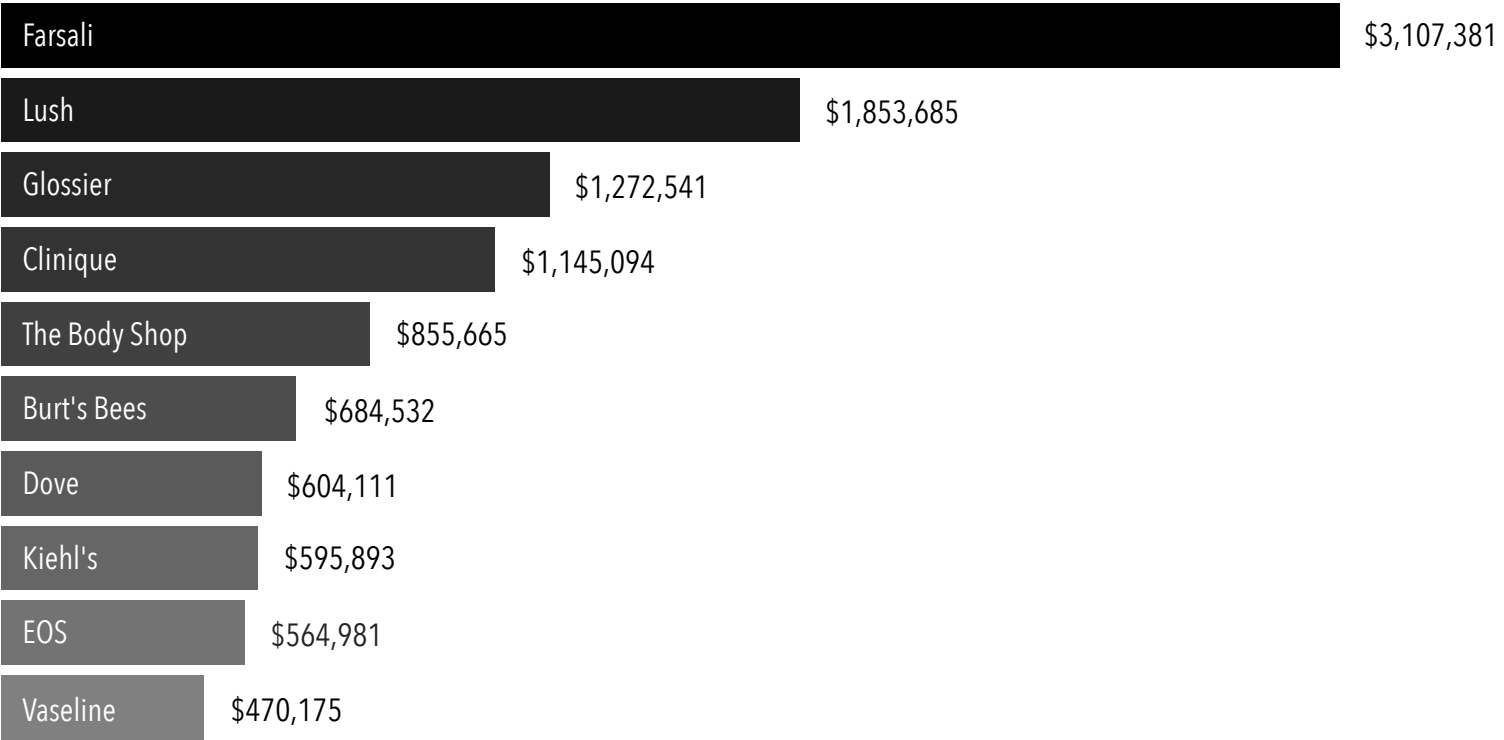




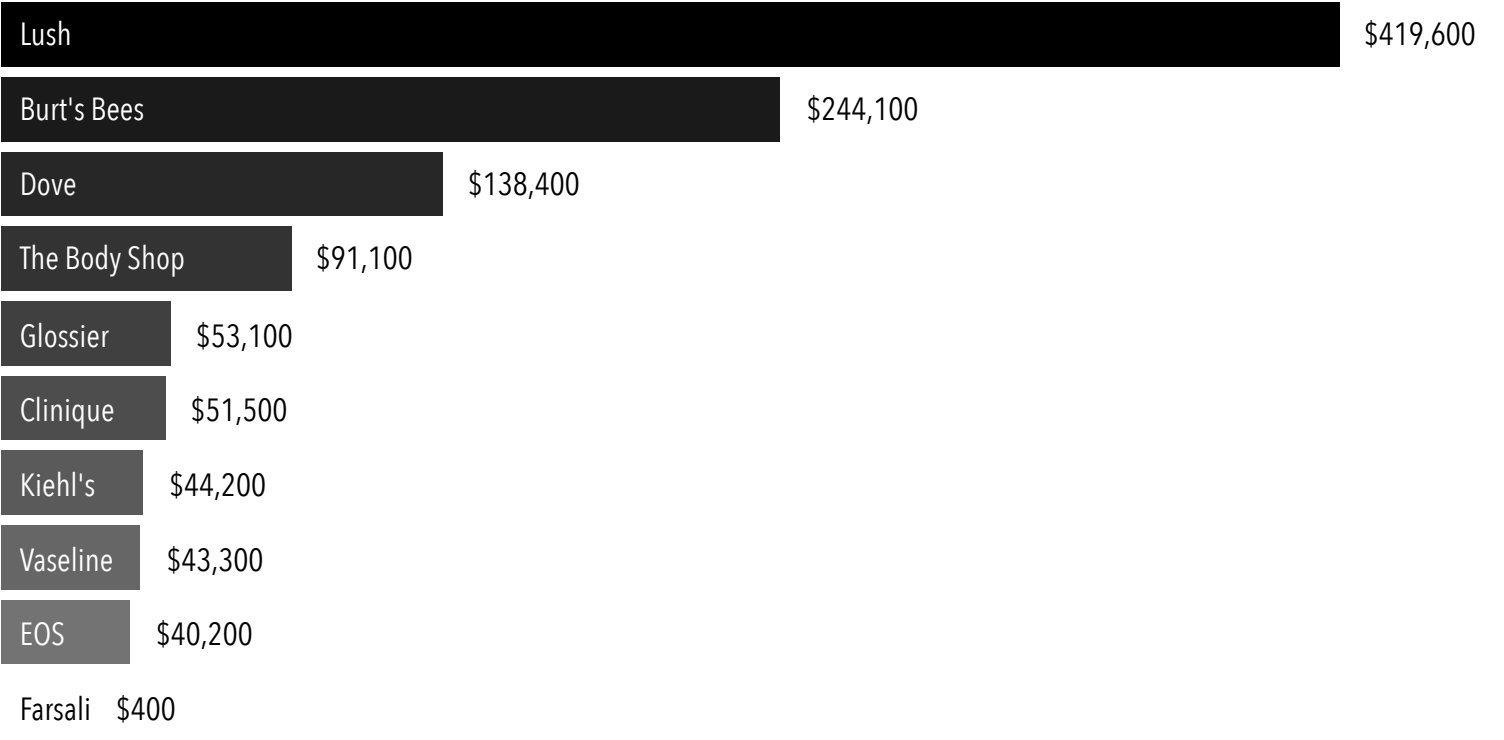
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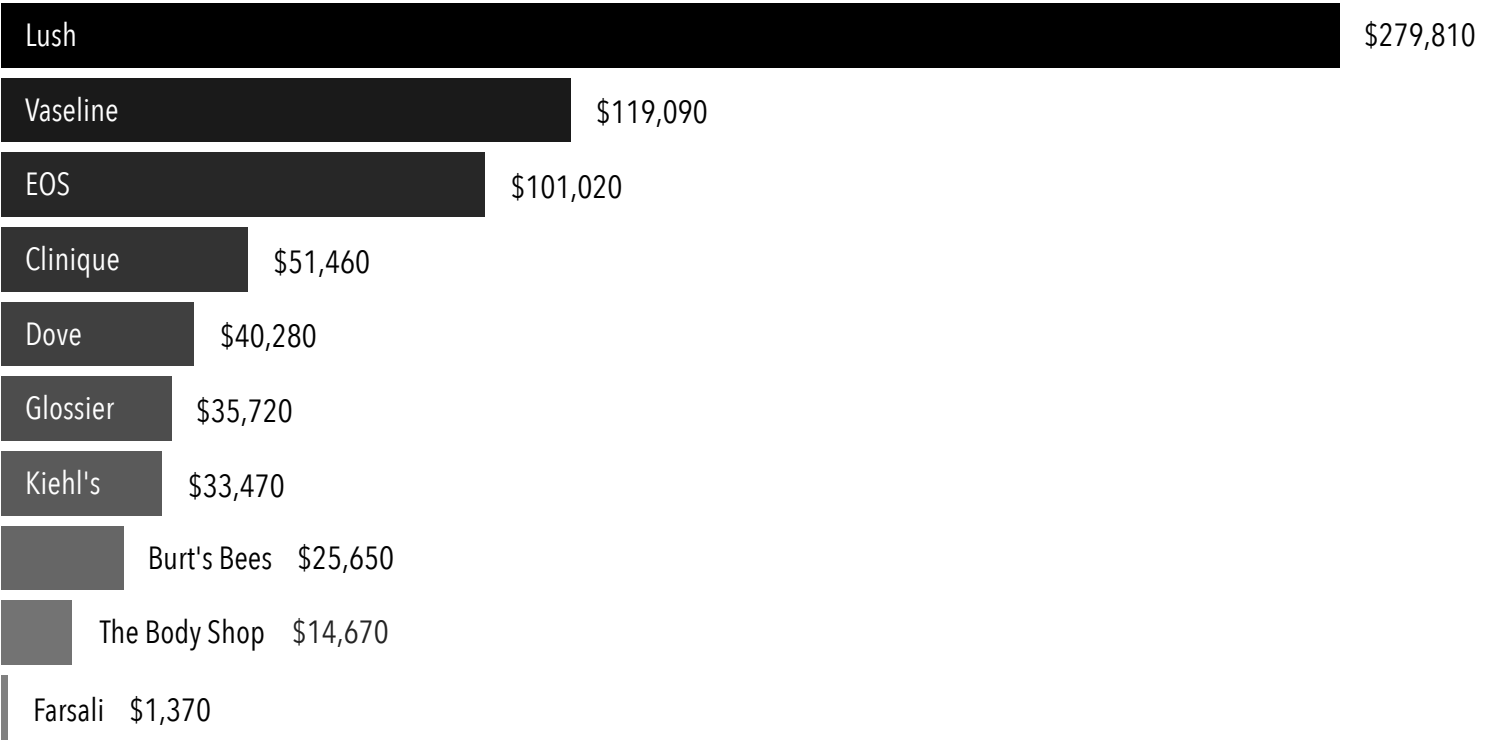
# INSTAGRAM



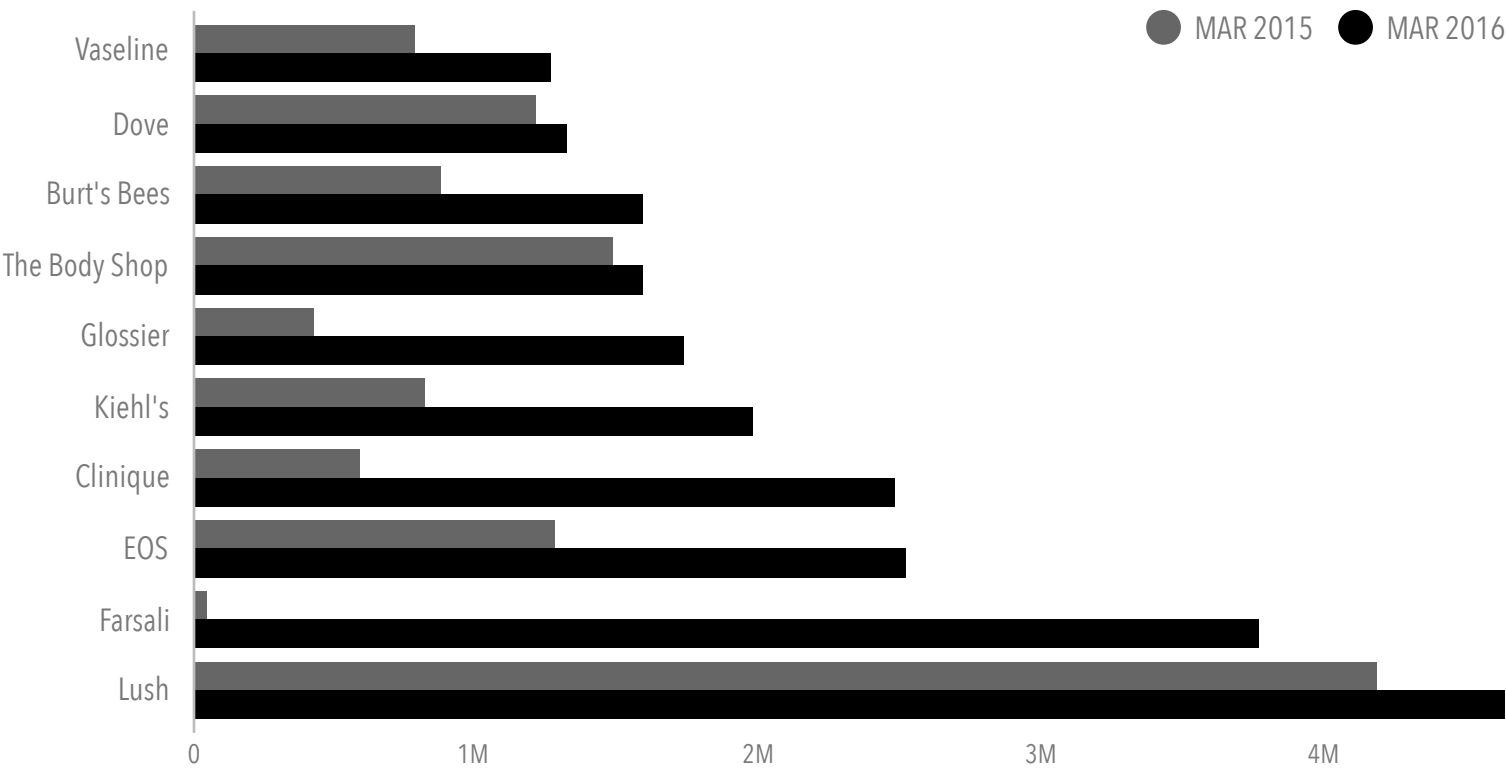
# TWITTER



# PINTEREST



# OVERALL TRENDING EMV



# Y/Y GROWTH

BRAND	MAR 2015	MAR 2016	Y/Y GROWTH
Lush	\$4,185,180	\$4,641,682	10.91%
Farsali	\$40,242	\$3,768,894	9,265.57%
EOS	\$1,274,159	\$2,516,189	97.48%
Clinique	\$583,775	\$2,479,543	324.74%
Kiehl's	\$813,340	\$1,975,309	142.86%
Glossier	\$420,759	\$1,730,409	311.26%
The Body Shop	\$1,477,905	\$1,585,642	7.29%
Burt's Bees	\$869,642	\$1,585,268	82.29%
Dove	\$1,205,388	\$1,317,713	9.32%
Vaseline	\$777,953	\$1,260,708	62.05%

# Brand Spotlights

## KIEHL'S ASKS INFLUENCERS AND USERS FOR #MASKMOMENTS



Kiehl's finished the month in fifth place, earning \$2.0M EMV in March. The brand brought in a substantial portion of its EMV with the popular and inclusive hashtag campaign, #maskmoments. It also co-hosted the kickoff party for Beautycon Dallas, gifting attendees with swag bags of both new and familiar products.

In March, Kiehl's promoted the launch of two new "nature-powered" face masks, the Turmeric & Cranberry Seed Energizing

Radiance Masque and the Cilantro & Orange Extract Pollutant Defending Masque, through its #maskmoments campaign. The brand sent diverse, established lifestyle and fashion influencers, including eggcanvas, trueland, and menstailoredfit, its collection of "nature-powered" masks. These influencers then posted Instagrams of their "mask moments": how they incorporate their masks into their daily (or weekly) routine. Societygrl posted a picture of herself in a robe, holding

Societygrl shows off her new Kiehl's masks as travel beauty essentials, netting 1.5K likes.



Influencer eggcanvas  
Instagrams one of her relaxing  
#maskmoments, inspiring 4.5K  
likes.

the Cilantro mask, and wrote in the caption that Kiehl's products were part of her travel essentials. Meganzietz shared that masking was part of her Sunday "spa day" routine (along with "lots of coffee [and] bacon"), while menstailoredfit Instagrammed a snapshot of his jar of the Turmeric mask in sandy South Beach, Miami.

The variety of posts inspired by #maskmoments not only demonstrated how easily Kiehl's masks could be integrated into a range of routines and lifestyles, but maintained the associations of self-indulgence and lighthearted relaxation with the Kiehl's brand.

Despite some of the influencers tagging their posts "#ad," the majority of the posts did not explicitly name the featured products in their captions, giving them a more authentic nature. Kiehl's also opened its #maskmoments campaign to users, and then posted these customers' Instagrams, tagged "#maskmoments," to the brand's owned website. For Instagrams that included a shot of the mask jar (and not just the user's face), Kiehl's provided quick links for users to easily shop the featured mask. The campaign's low barrier-to-entry and potential for high visibility benefited Kiehl's on two levels: the potential for their content to gain airtime likely compelled more users to post, and a higher volume of #maskmoments posts gave Kiehl's increased opportunities to provide users with shoppable links. #Maskmoments earned a total of \$117.1K EMV over the month.

In mid-March, Kiehl's also co-hosted BeautyCon Dallas' kickoff party, where it passed out goody bags containing the Turmeric and Cilantro masks, as well as brand favorites like the Ultra Facial Cream. Influencer attendees like thecourtneykerr and christiancraven posed on a red carpet in front of a Kiehl's-branded backdrop and posted grateful Instagrams that featured the contents of their Kiehl's swag bags. Mentions of BeautyCon in conjunction with the Kiehl's brand netted \$34.5K EMV in March, and reinforced the skincare brand's prominent position in the beauty community.



# BURT'S BEES LAUNCHES CAMPAIGN TO BRING BACK BEES

Burt's Bees' March EMV was bolstered by two initiatives: a clever hashtag campaign that strove to raise awareness about the falling bee population, and continued promotion of the brand's new lipstick collection. Although both initiatives appeared explicitly sponsored, their respective messages remained sincere and well-intentioned, inspiring high levels of engagement from customers and followers.

Throughout the month, Burt's Bees partnered with actress Lea Michele in a series of sponsored posts that promoted its #bringbackthebees campaign. Michele encouraged her followers on Instagram, Facebook, and Twitter to create posts omitting the letter "B" to raise awareness for the plight of the disappearing honeybees. She also informed her followers that Burt's Bees planned to plant 1,000 wildflower seeds for every user who published a post whose words dropped the letter "B" (save for the tags #bringbackthebees and @burtsbeesus). The campaign inspired users to post wholehearted tweets such as "Without ees there is no us" and "I can get ehind this" (@darkbunnykins, @ohjanabelle). In total, the hashtag #bringbackthebees netted \$471.2K EMV for the brand. Michele's Instagram promoting the clever, simple, and altruistic campaign garnered nearly 70K likes.

In March, Burt's Bees also continued to collect EMV from mentions of its 14-shade lipstick line, which launched earlier in the year. Influencers created videos that swatched all 14 shades and provided



in-depth reviews, and included certain shades in their monthly "favorites" roundups. In mid-March, Burt's Bees partnered with influencer NikkiPhillippi to create an explicitly sponsored but high-impact video promoting the new lipstick as part of her morning routine. NikkiPhillippi wove the brand as organically as possible into an upbeat celebration of her own milestone of moving into a new house, diluting the sponsored nature of the video. The influencer also reassured her followers that despite their formal partnership, she is sincerely "in love with" the brand and has been using its products for 15 years. Over the month, the influencer's posts garnered a total of \$99.7K EMV for Burt's Bees, while mentions of Burt's Bees' new lipstick line earned \$151.0K.

Lea Michele encourages her followers to help save honeybees, earning 68.6K likes.

# FARSALI BREAKS INTO TOP 10 WITH BEAUTY OIL

This month, Farsali broke into the Top 10 EMV-earning brands, finishing second with \$3.8M EMV. The indie brand, started by established beauty blogger Farah Dhukai and her husband Sal Ali in 2014, began with a mission to create beauty oils that would work for all skin types, not just dry or normal skin. The brand currently offers two “elixirs”: the Rose Gold Elixir, a daytime moisturizer, and the Volcanic Elixir, a nighttime moisturizer. Posts mentioning the newer of the two moisturizers, the Rose Gold Elixir, totaled \$2.7M in EMV.

The Rose Gold Elixir’s impressive EMV was the result of heavy and consistent promotion, primarily on Instagram, by top bloggers like iluvsarahii, makeupshayla, and irenesarah. Iluvsarahii generated the most EMV for Farsali, with seven posts that totaled \$718.2K EMV. Irenesarah posted 17 times throughout the month, creating content worth a cumulative \$286.7K EMV. Although the bloggers’ loyal promotion of the Rose Gold Elixir may reflect the deeply supportive nature of the beauty influencer community --



considering Farah’s blogger beginnings -- many of these posts included discount codes that rendered their endorsement less authentic. A significant portion of these posts also lacked a personal touch in their descriptions of the elixir. Farsali has made waves with its initial engagement of influencers, but still has a wealth of influencer marketing opportunities to embrace as the brand’s product line expands.

Iluvsarahii completes her daytime look with Huda Beauty’s Rose Gold Elixir, garnering 36.8K likes.