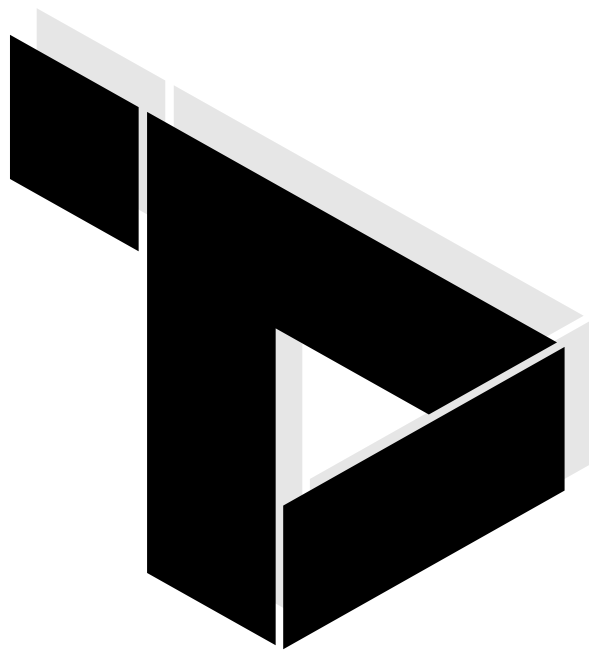


# LA MODE MAY

COSMETICS EDITION 2016



ANALYSIS BY  
ALEX RAWITZ, MERISSA REN & GRACE CHAO

# 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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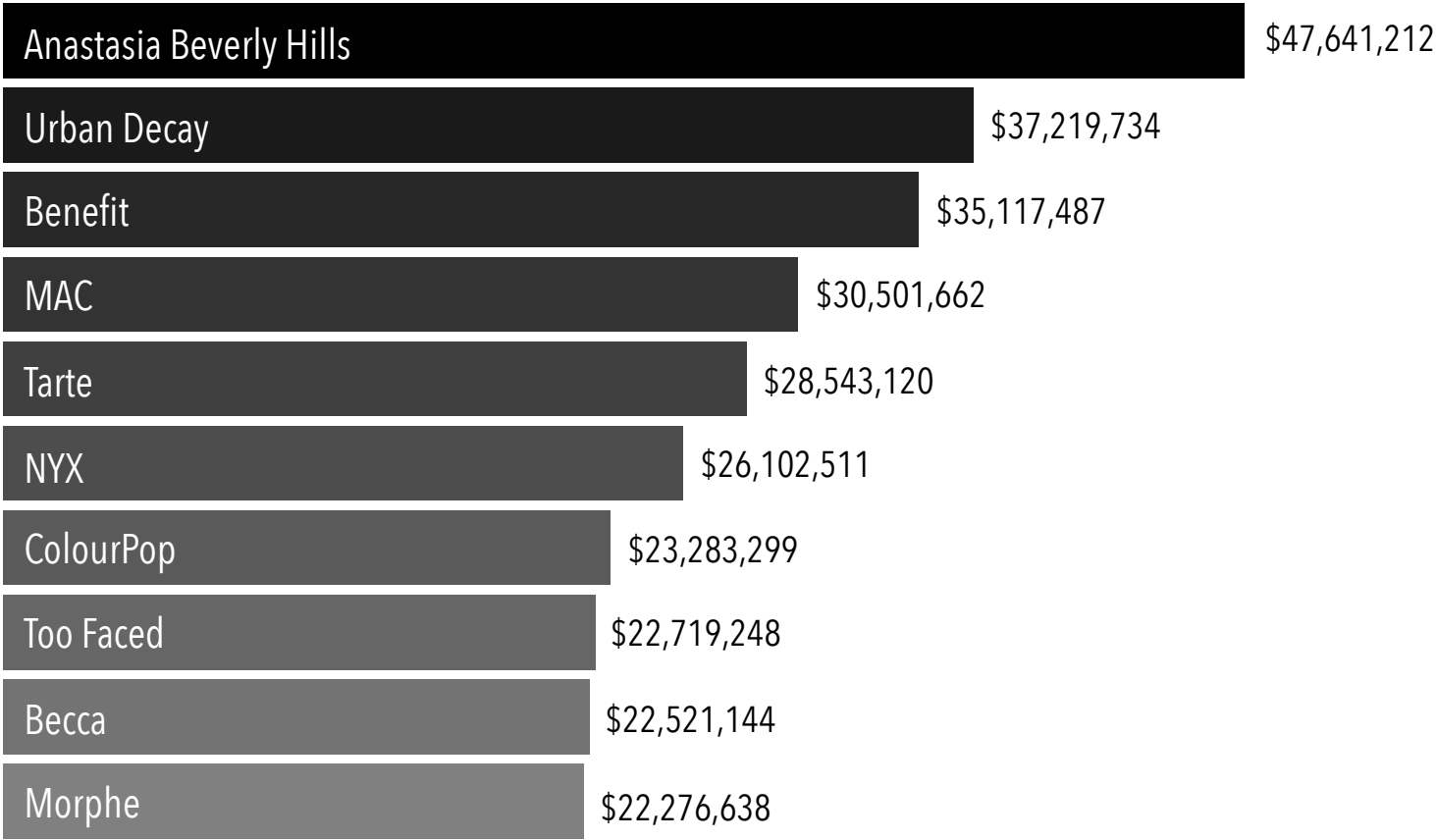
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## THE TOP 10

# Earned Media Value Leaderboard

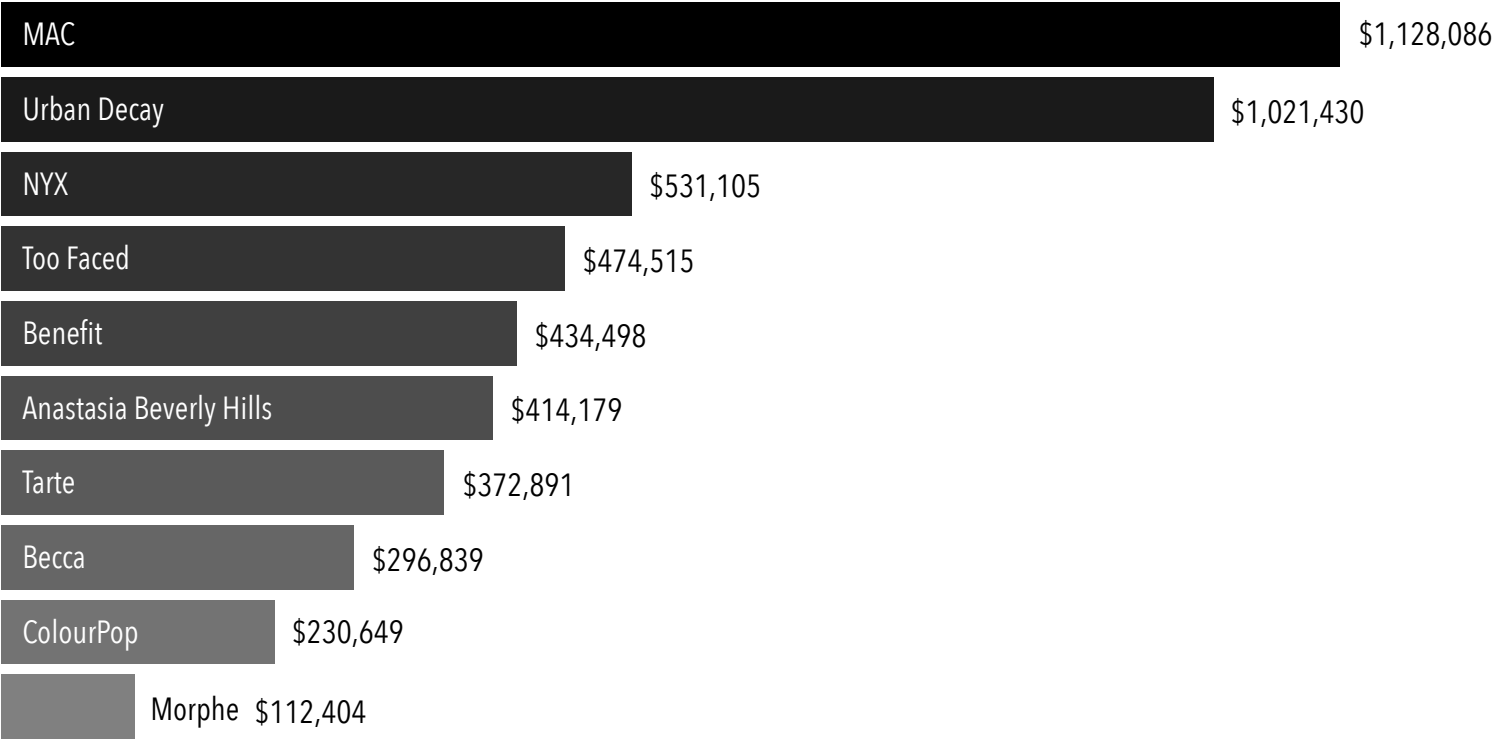
# Top 10 Brands by EMV



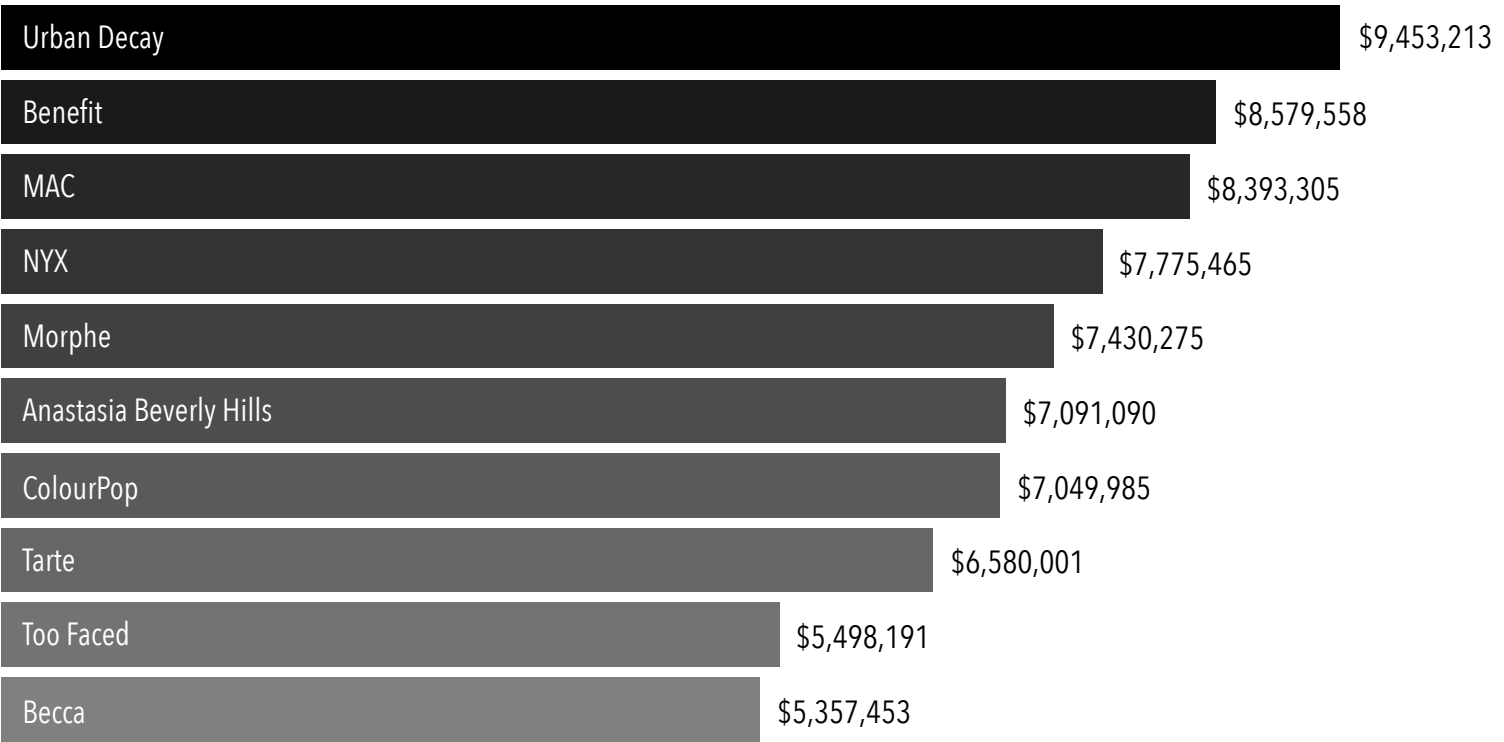
## THE TOP 10

# Earned Media Performance By Channel

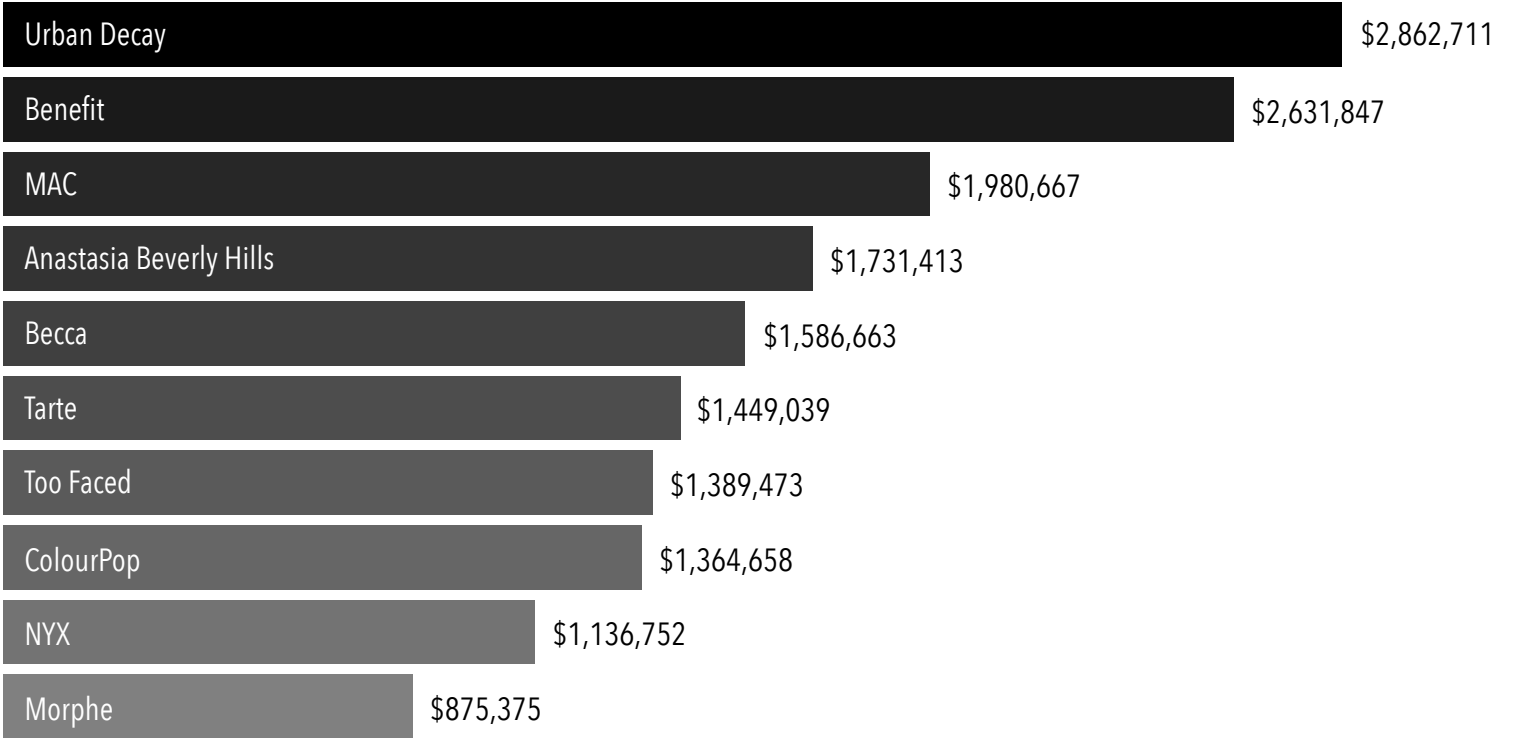
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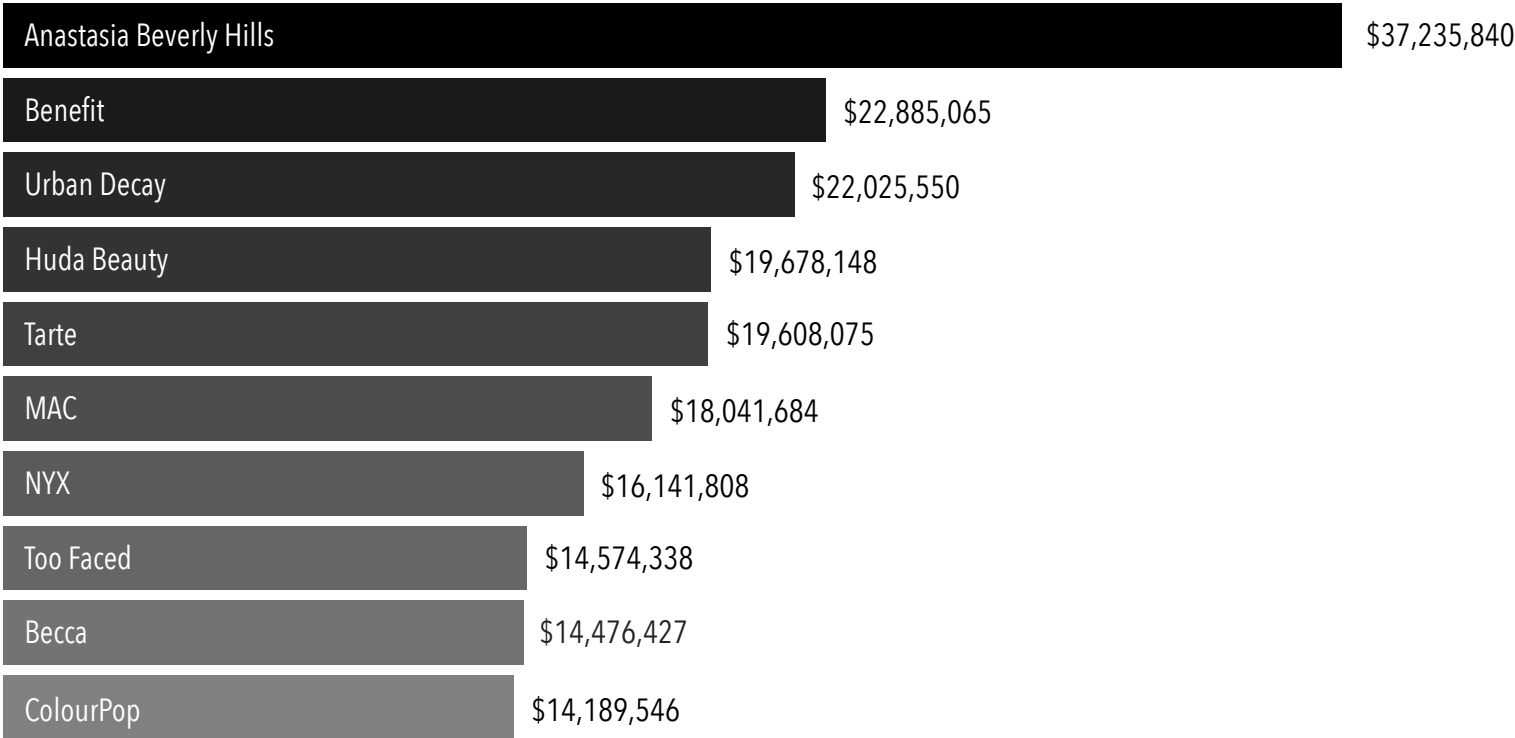
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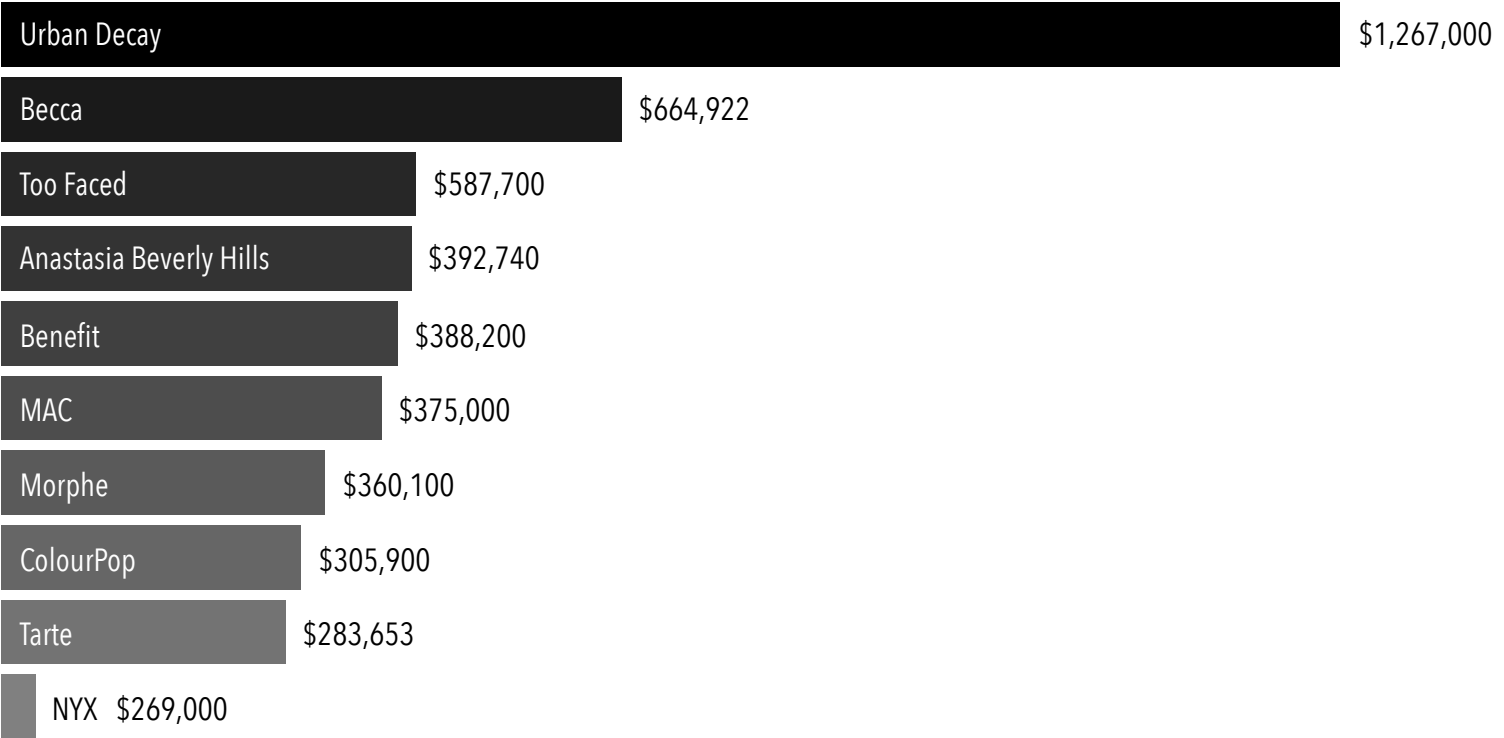
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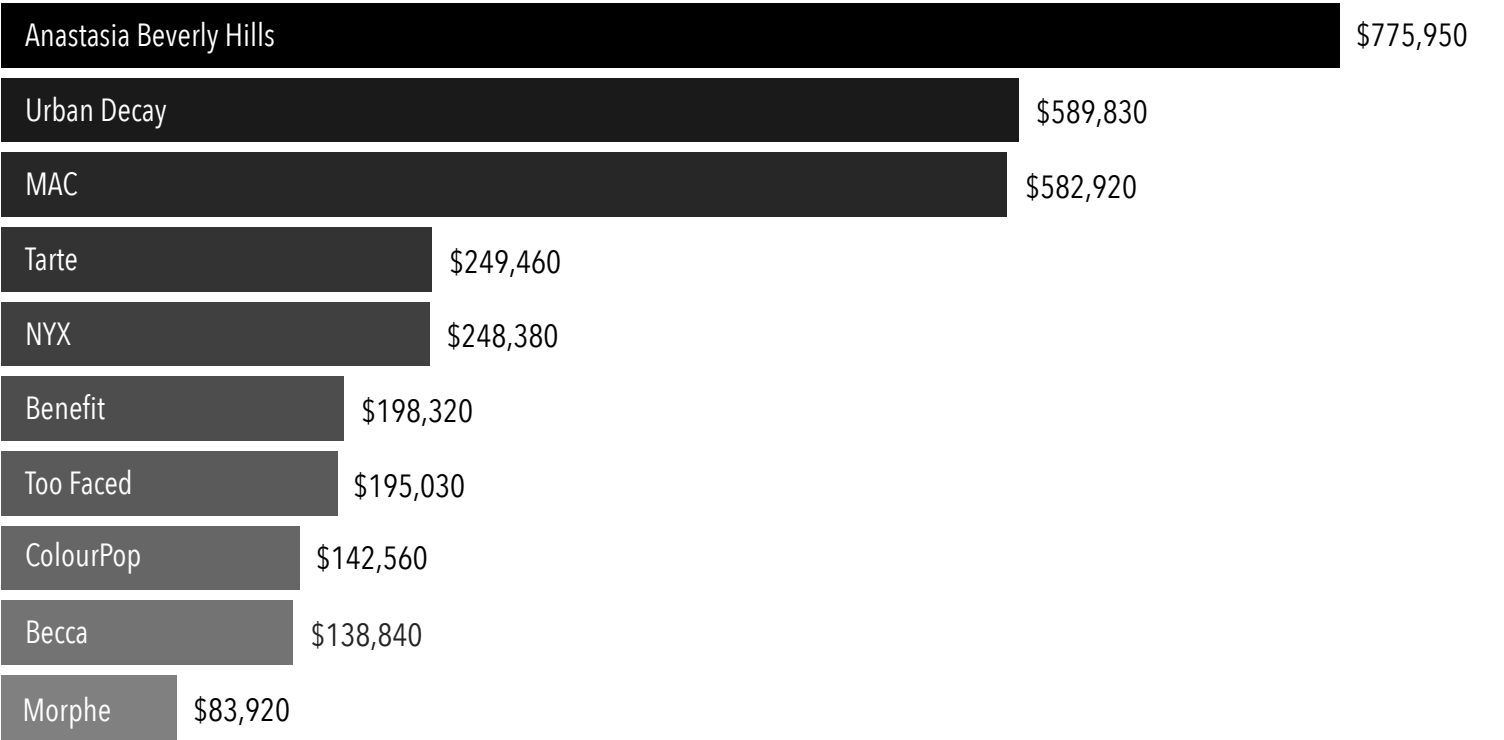
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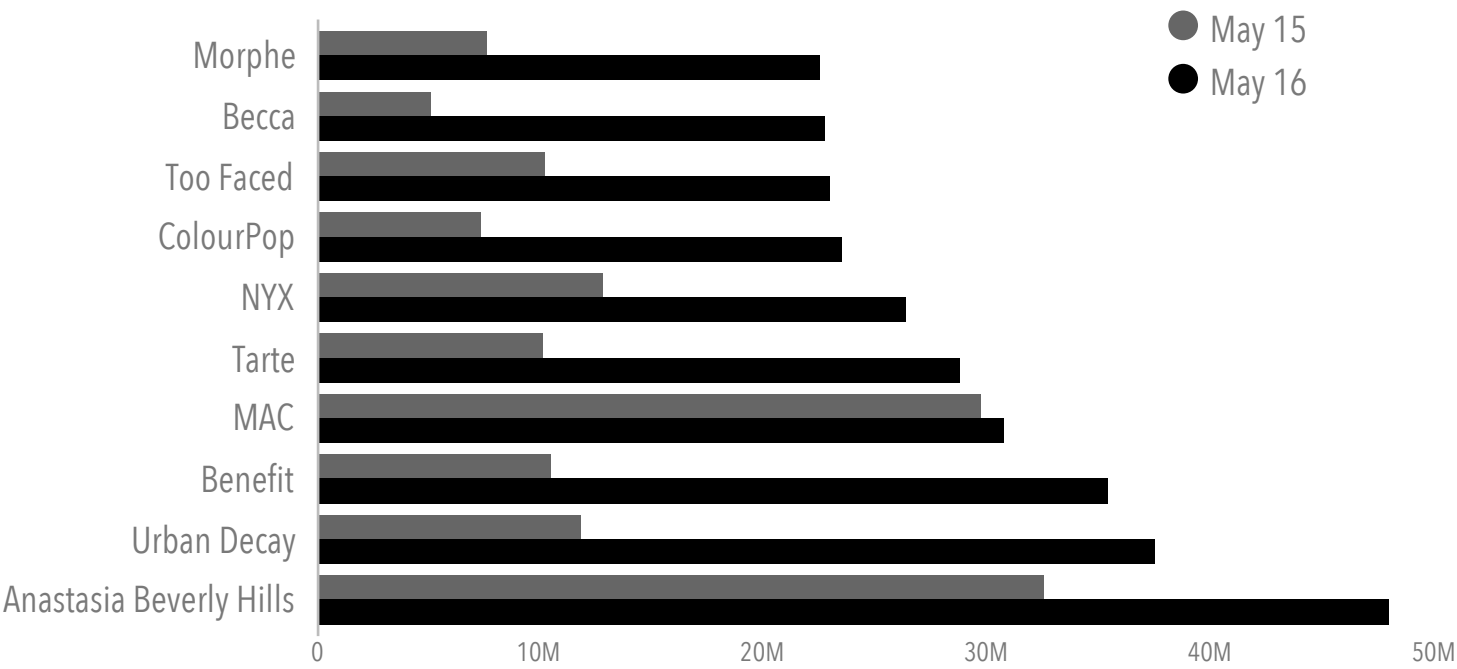
# TWITTER



# PINTEREST



# OVERALL TRENDING EMV



# Y/Y GROWTH

BRAND	MAY 2015	MAY 2016	Y/Y GROWTH
Anastasia Beverly Hills	\$32,259,914	\$47,641,211	47.68%
Urban Decay	\$11,636,374	\$37,219,733	219.86%
Benefit	\$10,331,326	\$35,117,487	239.91%
MAC	\$29,474,639	\$30,501,661	3.48%
Tarte	\$9,973,402	\$28,543,119	186.19%
NYX	\$12,629,441	\$26,102,511	106.68%
ColourPop	\$7,185,082	\$23,283,298	224.05%
Too Faced	\$10,036,487	\$22,719,247	126.37%
Becca	\$4,976,192	\$22,521,144	352.58%
Morphe	\$7,444,476	\$22,276,638	199.24%

# Brand Spotlights

## ColourPop Runs Campaign with a Certain "Jenn Ne Sais Quoi"

One of May's standout influencer campaigns came from ColourPop's collaboration with Jenn Im (Instagram's [imjennim](#) and YouTube's [clothesencounters](#)). After a long period of working together, the brand and influencer unveiled the #jennnesaisquoi campaign to promote their partnership on the Jenn Ne Sais Quad eyeshadow quad and two lipstick shades, "Dohee" and "Jenneration X." Following an initial announcement of the collaboration on May 5th, Jenn made sure to promote her product early and often. Her enthusiasm largely took the form of Instagram posts, where she continually sported the "Dohee" lip color from the collection, her personal favorite. Whether getting a new haircut in New York or showing off a headband she had picked up in Seoul, Jenn seamlessly integrated the lip shade into her glamorous, jet-setting lifestyle. After a full month of hype, the #jennnesaisquoi campaign earned \$2.2M EMV in May, with \$1.3M of this total coming from Jenn's own posts.

The campaign's single highest EMV-driving post was, appropriately enough, Jenn's "Jenn Ne Sais Quoi" Makeup Tutorial on YouTube. In addition to the Jenn Ne Sais Quad, the influencer used ColourPop's Brow Pencil, the "Jenneration X" matte lipstick, "Dohee" lip pencil, and "Dohee" liquid lipstick to help build one of her characteristically soft, glowy looks. Acknowledging her



preference for the latter product, Jenn noted that "Dohee" has been "my favorite coral shade, I've been rocking it everywhere...I love this formula because it seriously does not smudge, and I think it's beautiful on any skin tone." The influencer also made it clear that the collaboration was a deeply personal endeavor, and not merely transactional. Explaining the origins of "Dohee," Jenn shared that, "Dohee is my Korean name. I just thought it'd make sense to name my signature color with the name I was brought up with." She concluded the video with heartfelt thanks to ColourPop for collaborating with her, and to her loyal fans for making the project possible.

Imjennim shows off her namesake "Dohee" lip shade, drawing 70.9K likes.





Imjennim's "Dohee"-sporting selfie with "big sis" chrisellelim garnered 50.5K likes.

In addition to the obvious emotional investment that influencers have in product collaborations, ColourPop's influencer strategy stood out for its thorough utilization of the brand's influencer family in publicizing the launch. Itsmyrayeraye, a previous ColourPop collaborator, attended the official #jennnesaisquoi brunch launch party and posted content of herself with Jenn, modeling selections from the collection. Heyclaire guest-starred in the official campaign video, doing Jenn's makeup with products from the collaboration. Chrisellelim, whom Jenn referred to as her "big sis" on Instagram, also assisted in hyping #jennnesaisquoi by appearing in a post in which the pair touted matching "Dohee" lips. By consistently inviting influencers like itsmyrayeraye and Jenn Im to develop new projects, while continuing to collaborate with longstanding partners like KathleenLights, ColourPop has made its influencer family the beating heart of its brand. With this network in place, ColourPop can continue to rely on influencers to champion each other, and by extension, the brand itself. ColourPop's community is built on genuine connections between brand and influencer, and the result of thoughtful brand experiences that bring influencers together.

# Tarte Listens to Followers with Grav3yardgirl Collaboration



Tarte partnered with one-of-a-kind YouTube sensation Bunny Meyer (grav3yardgirl) to release the ultimate product collaboration: Swamp Queen, a palette containing blush, bronzer, highlighter, and nine shades of eyeshadow, and two aptly named, limited-edition Lip Paint shades, “Swamp Family” and “Texas Toast.” The Swamp Queen Palette was launched with great fanfare from Bunny, her followers, and fellow influencers, with the Swamp Queen herself driving \$735.1K EMV.

The collaboration represented not only the culmination of Tarte and Bunny’s long-term friendship -- in 2015, the brand had touted Bunny as the inspiration for its peachy-

cream “Free Spirit” eyeshadow shade -- but the ultimate validation of the deeply genuine relationship between Bunny and her millions of followers. In May, the influencer released an emotional 49-minute video introducing the palette to her 7.1M subscribers (who have gleefully adopted the moniker “swamp family”). Bunny spent the video’s first eight minutes effusively thanking her followers, emphasizing how pivotal her followers were to each step of the collection’s journey, and shouting out individual followers who had catalyzed the collaboration.

In the video, Bunny explained how, over a year ago, two dedicated

Grav3yardgirl announces her Swamp Queen collaboration with Tarte, drawing 1.9M views.



fans had posted Tarte's corporate addresses and phone numbers in an Instagram post, urging the rest of the community to contact the brand and ask for a Bunny x Tarte collaboration. Swamp family members then wrote letters to the Tarte headquarters, jammed the phone line, and proliferated the hashtag #bunnypalette online, clamoring for a Bunny collaboration. A visibly emotional Bunny pointed to her fans as evidence that a community working together "can make anything happen." She called their passion "overwhelmingly amazing" and repeatedly referred to Swamp Queen as "our palette," a three-way collaboration.

True to Bunny's words, "our palette" closely channels the aesthetic preferences of both the swamp family and its Queen. The palette's faux-wood exterior and antique font appeals to Bunny's fascination with the "Wild, Wild West," and the alligator printed on the palette lid represents the "swamp family crest." In selecting shade names, such as "Mancat" (the name of Bunny's cat), "#sfs" ("Swamp Family Strong"), and "Does this thing really work?" (an homage to her TV product review videos), Bunny drew explicitly from the suggestions of her followers. In her video, she repeatedly stressed that the color selection, heavy in neutral and warm shades, was based on her followers' endless requests for "wearable" makeup looks.



Indeed, follower responses to Bunny's video and the Swamp Queen collaboration underscored the authentic, supportive nature of the relationships between the influencer, brand, and everyday users. Subscriber ConcreteRoseK commented that the video had made her "teary-eyed" because she was "so happy for Bunny," while Lacey Noel said that the Swamp Queen collaboration made her "fall in love with makeup again." Above all, Tarte's most notable partnership yet gave Bunny and her millions of fans a deeply meaningful way to interact and connect over the years to come, keeping their "Swamp Family Strong."

Leighannsays' celebration of the Swamp Queen release garnered 7.6K likes.