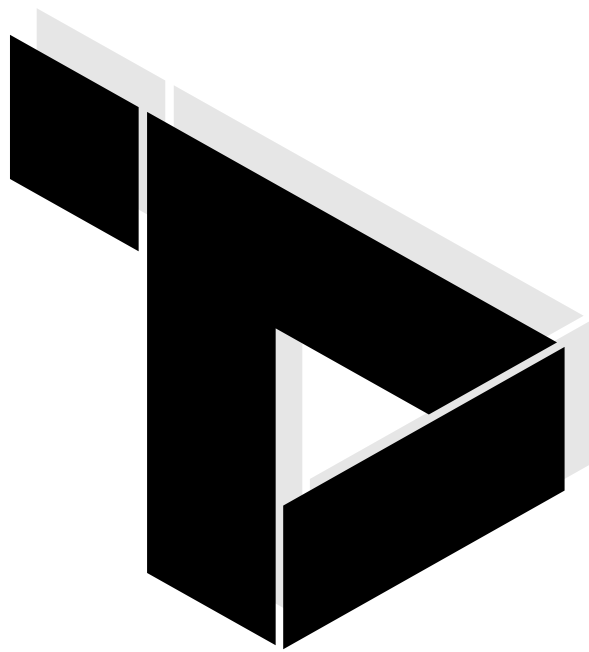


# LA MODE MAY

SKINCARE EDITION 2016



ANALYSIS BY  
ALEX RAWITZ, GRACE CHAO & 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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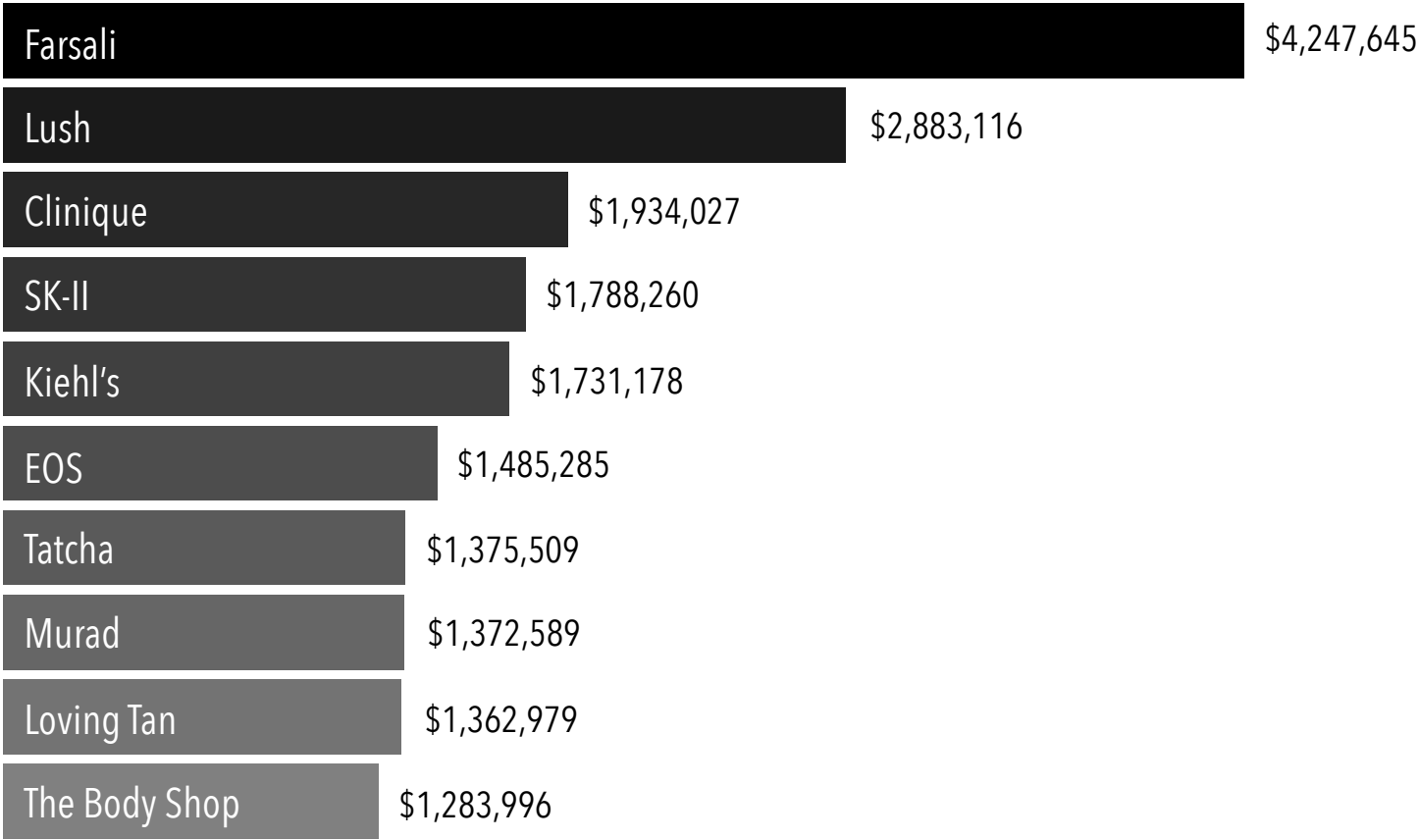
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## THE TOP 10

# Earned Media Value Leaderboard

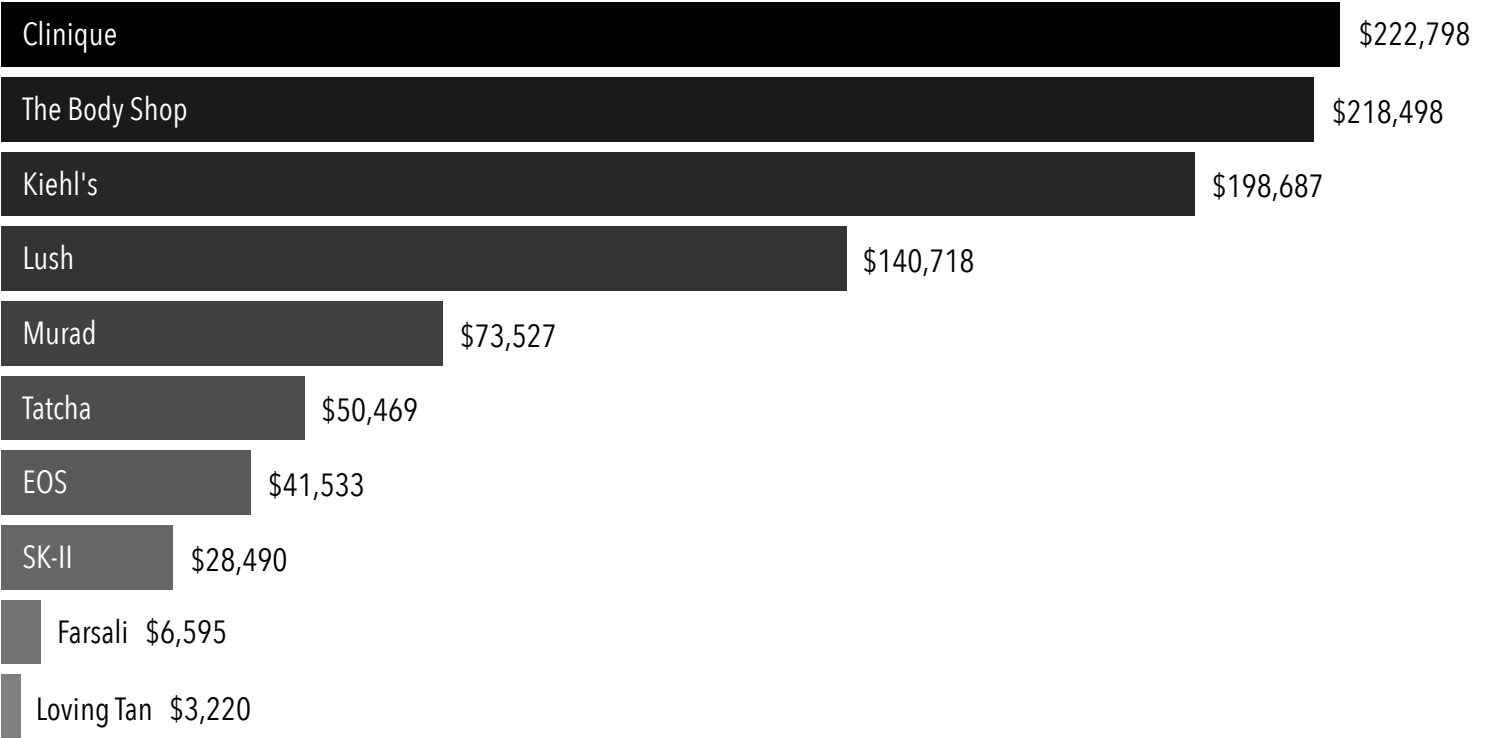
# Top 10 Brands by EMV



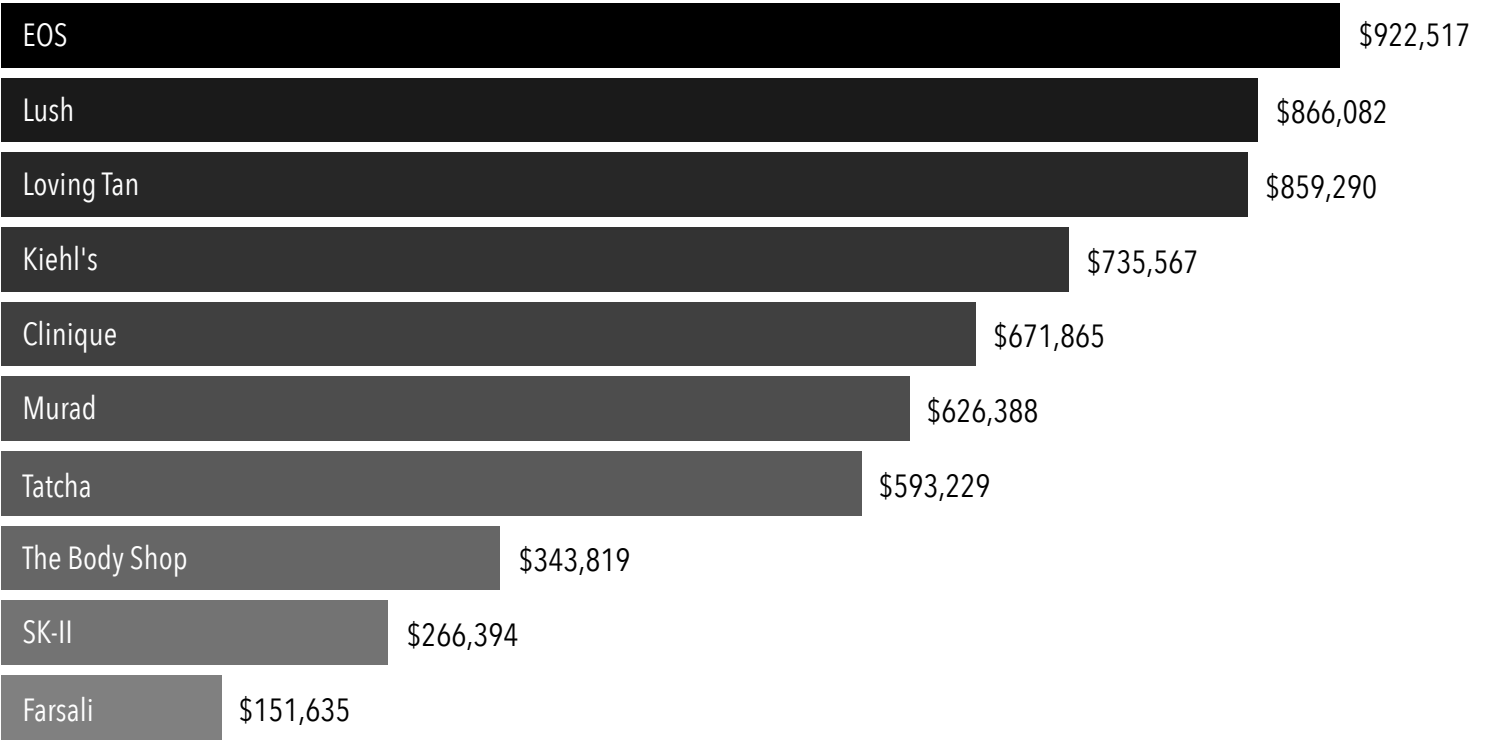
## THE TOP 10

# Earned Media Performance By Channel

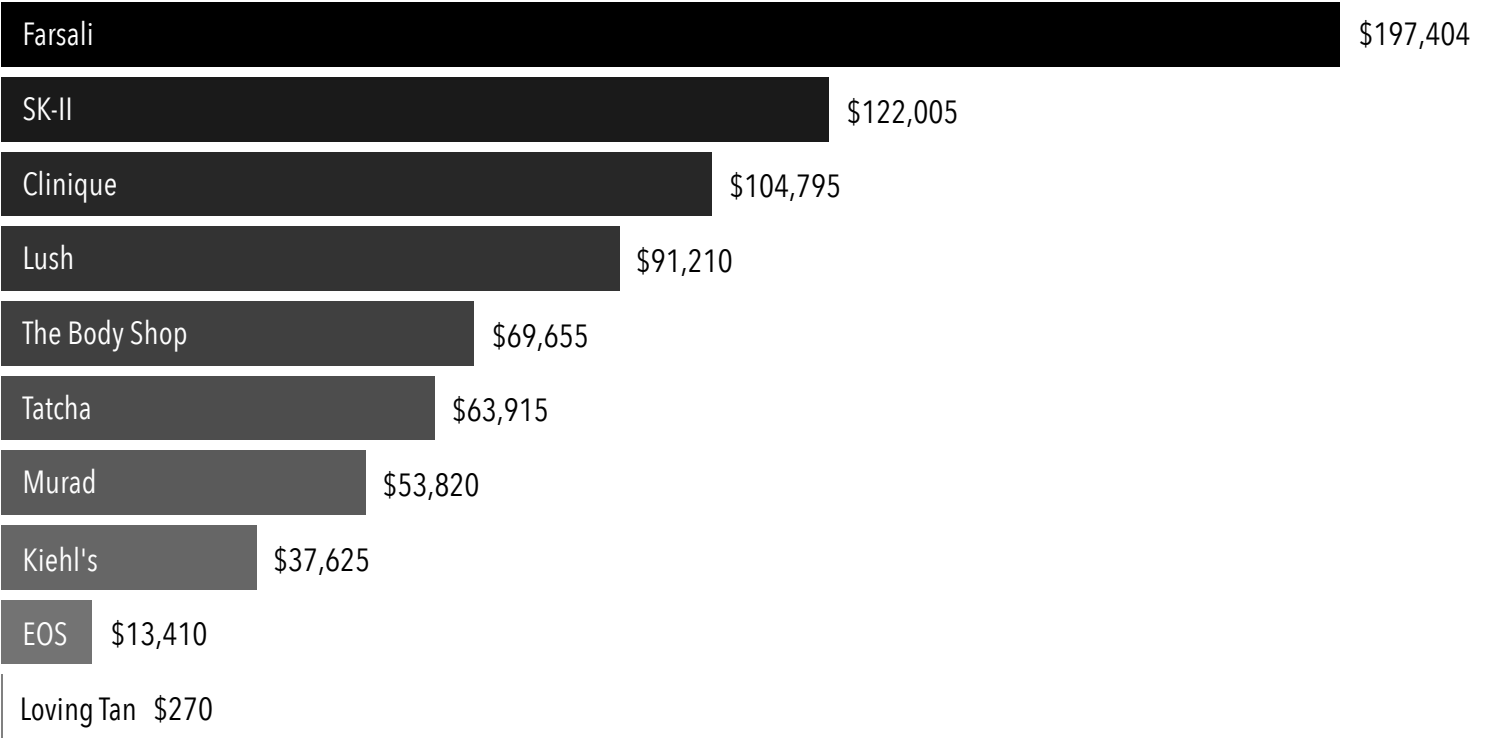
# BLOG



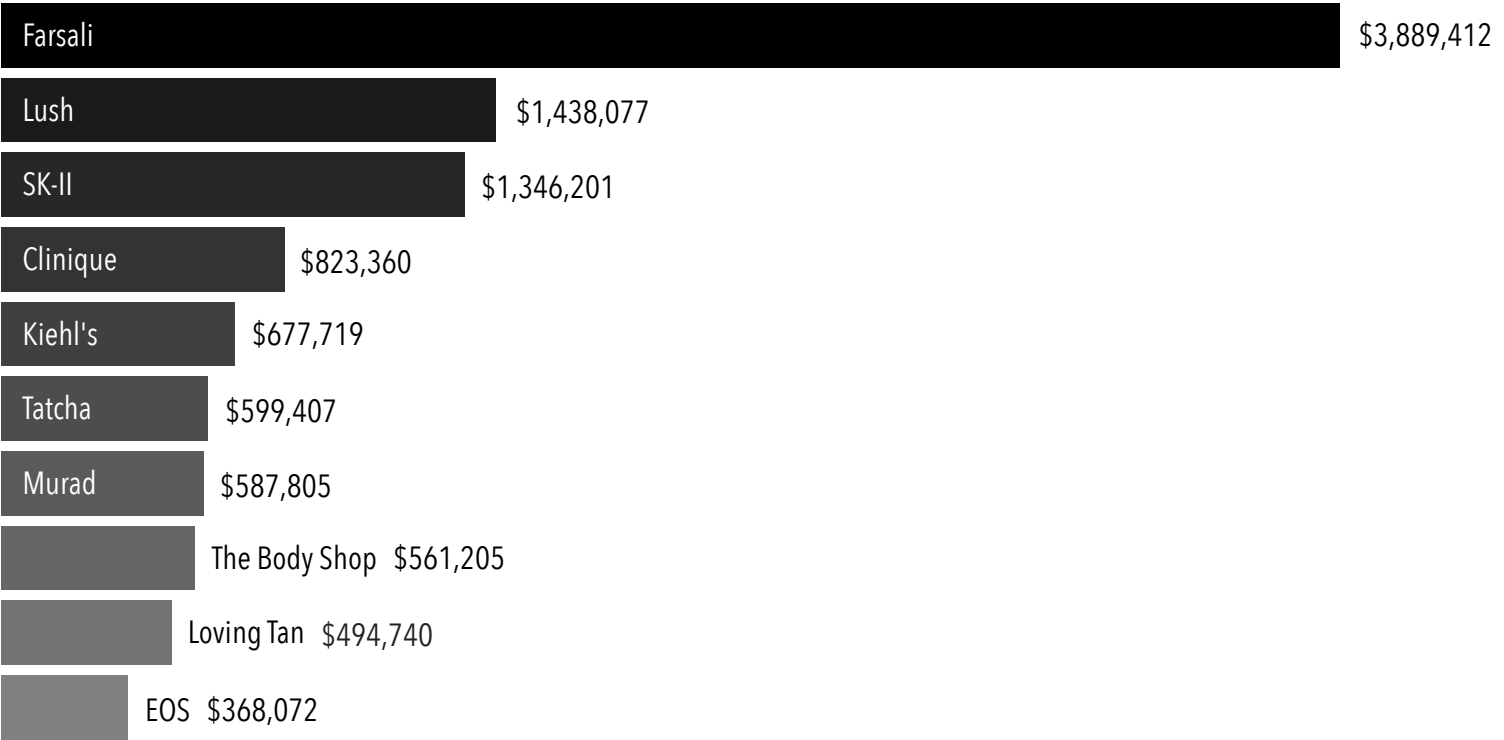
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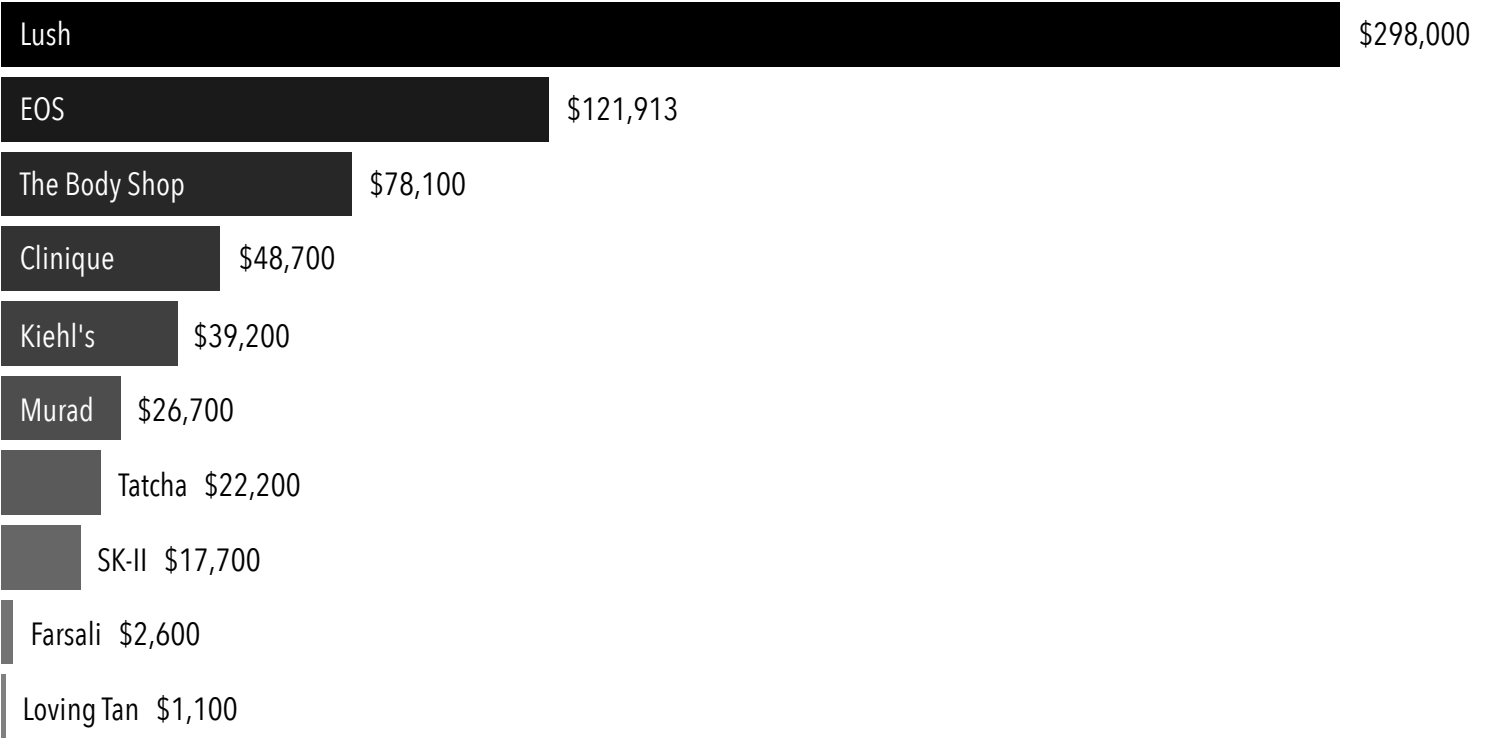
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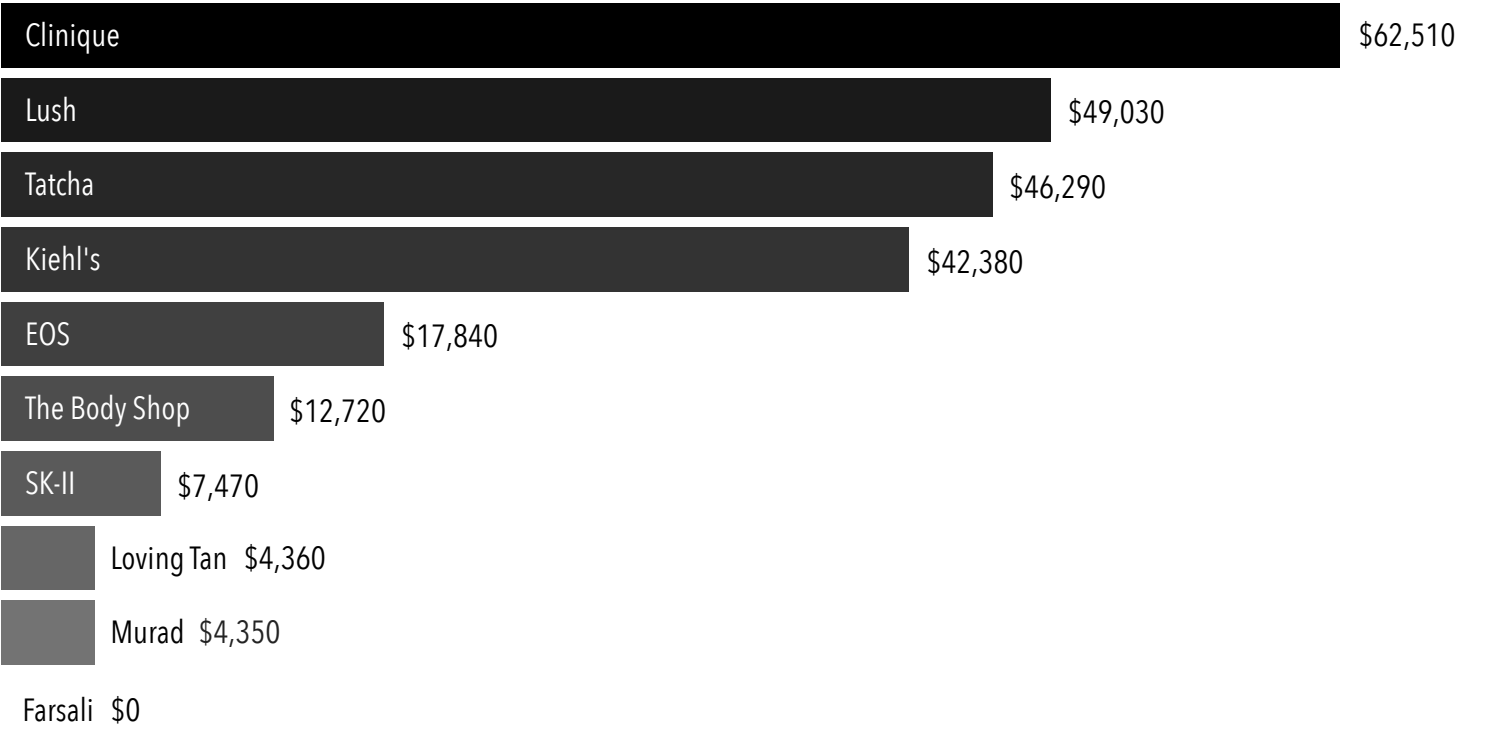
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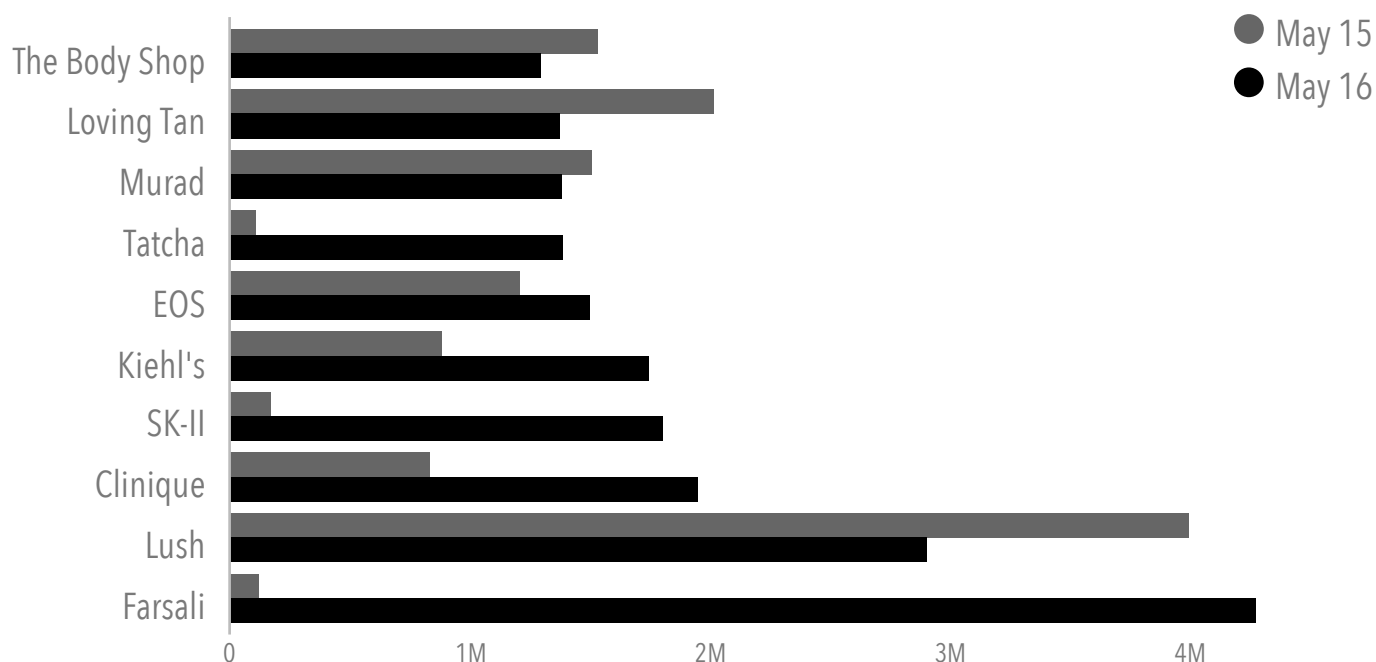
# TWITTER



# PINTEREST



# OVERALL TRENDING EMV



# Y/Y GROWTH

BRAND	MAY 2015	MAY 2016	Y/Y GROWTH
Farsali	\$114,323	\$4,247,646	3,615.48%
Lush	\$3,968,088	\$2,883,117	-27.34%
Clinique	\$823,640	\$1,934,028	134.81%
SK-II	\$163,859	\$1,788,261	991.34%
Kiehl's	\$873,452	\$1,731,179	98.20%
EOS	\$1,196,952	\$1,485,286	24.09%
Tatcha	\$103,068	\$1,375,509	1,234.56%
Murad	\$1,496,033	\$1,372,590	-8.25%
Loving Tan	\$1,999,638	\$1,362,980	-31.84%
The Body Shop	\$1,520,121	\$1,283,997	-15.53%

# Brand Spotlights

## Kiehl's Celebrates Anniversary in Style



Kiehl's stayed busy in May, continuing its successful influencer outreach strategies while mobilizing its larger community around the brand's 165th anniversary. This concerted campaign took several flashy forms over the course of the month, united by its signature #Kiehls165 banner. The first cause for celebration was the announcement of Kiehl's'

collaboration with fashion industry icon Nick Wooster (nickwooster on Instagram), who teased an upcoming project at the brand's launch party for the new Age Defender product. From there, festivities intensified with the three-day "World of Kiehl's" event in NYC, which brought influencers from all around the world to celebrate 165 years of Kiehl's products.

Instagram star Vashtie poses in front of a vintage neon sign at the "World of Kiehl's" anniversary celebration, netting 2.5K likes.



Nick Wooster poses with the Age Defender product line for the #Kiehls165 campaign, garnering 9.7K likes.

Kiehl's treated its global cohort to a panoply of brand-themed parties, kicking off the proceedings with a lavish brunch. Australian fashion photographer and brand ambassador zanitazanita gushed about the "fabulous" brunch as a chance to meet influencers from "25 countries," stating that she was "excited to share new products and beauty experiences over the next three days." New York-based fashion designer vashtie joined the fun, posing with a vintage neon sign and encouraging her followers to help wish Kiehl's "a happy bornday." Globetrotting beauty guru dearlinette posed for photos in Kiehl's' beautifully maintained gardens, while German fashionista catsanddogsblog sang the brand's praises on Instagram, thanking Kiehl's for showing her a wonderful time in New York.

By handpicking an effortlessly cool crop of international influencers to show off its characteristically appealing branding, Kiehl's generated excitement around its anniversary and celebrated in style. Moreover, the brand's Instagram-worthy events and attention to influencer preferences helped to build not only a successful campaign, but a close-knit and productive influencer family. In total, the #Kiehls165 campaign drove \$107.6K EMV in May.

# SK-II Builds Brand Family with Mother's Day Campaign

By consistently engaging ambassadors with exciting product sends and emotionally compelling events, SK-II generated bunches of love in May -- not just for the brand's products, but in the lives of its influencers. One standout initiative came from SK-II Asia, which tugged at heartstrings with a thoughtful and emotional campaign. In honor of Mother's Day, the brand organized a host of lovely brunches and events across Southeast Asia for influencers and their mothers. These events were promoted around the theme #changedestiny, a hashtag that the brand had previously utilized for a number of different campaigns, and this time highlighted how mothers play an integral role in the futures of their children.

The visually stunning series of brunches, which featured sparkling chandeliers, fleets of white tablecloths, and exquisite flower arrangements, not only furthered SK-II's presence among the audiences of popular influencers, but engendered genuine loyalty between these influencers and the brand. In their posts, influencers displayed a greater degree of emotion than they would for less personally driven campaigns. Instagrammer karenkho shared a colorful snapshot of an SK-II-organized Mother's Day Afternoon Tea at the Kuala Lumpur Ritz Carlton, while stylish social media star nellielim posed with her mother over a lavish banquet at Singapore's South Beach Hotel. The brand also collaborated directly with certain influencers on motherhood-themed campaigns, including developing a #changedestiny necklace with designer yoyokulala and a parenting blog with food artist



leesamantha. Through engaging these influencers around the topics they care about the most, SK-II laid the foundation for an active, affectionate brand family. The #changedestiny campaign resulted in \$112.6K EMV, along with dozens of happy moms.

Karenkh0's Instagram of a vibrant SK-II #changedestiny brunch received 1.2K likes.

# Tatcha Rewards Consistent Love from Influencers

Tatcha's \$1.4M EMV in May is a testament to the brand's effusive endorsements from top-tier influencers, as well as Tatcha's attentive treatment of these influencers. With popular ambassadors often endorsing multiple Tatcha products within the same post or video, Tatcha has built a respected presence in the skincare space. Not only do these endorsements come from upper-echelon influencers, they stand out for their authenticity and passion. Bunny Meyer (YouTube sensation *grav3yardgirl*) touted two Tatcha goodies in her May "What's in my Disneyland Bag" video (\$149.5K EMV), offering unreserved compliments for both. The Pore Perfecting Broad Spectrum SPF 35 garnered praise ("I LOVE this stuff, and it smells absolutely delightful"), while the Indigo Soothing Silk Hand Cream earned ooh's and aah's, with Bunny exclaiming, "I love the Tatcha Indigo range -- just look at how magical [it] is!" Meanwhile, AndreasChoice included three Tatcha products in her "Everyday Skincare Routine" video, driving \$127.6K EMV. While the influencer featured both the Radiant Deep Brightening Serum and the Deep Hydration Firming Eye Serum, she saved most of her affection for the Pure One Step Camellia Cleansing Oil: "I just love it. It removes everything so well."

After receiving so much love from the influencer community in May, Tatcha simply had to return the sentiment. The brand sent beauty personality and longtime Tatcha fan PatrickStarr on a whirlwind tour of Japan with his brother and fellow influencer *heyitspeter*. The brand guided



PatrickStarr and *heyitspeter* around the Japanese countryside before treating them to several jam-packed days in Tokyo. With an itinerary that featured a makeup tutorial from a traditional geisha, Harajuku Girl tryouts, and plate after plate of delicious sushi, PatrickStarr was left overwhelmed and grateful to the brand for the experience of a lifetime.

Posting on his Facebook after leaving Tokyo, PatrickStarr thanked Tatcha "for showing me this amazing city...I always prayed I would get the chance to see the world...Never give up, and listen to the beat of your own drum!" His Japanese excursion drove \$59.7K EMV. Between inspiring influencers' authentic love for the brand's myriad products and furnishing an Asian adventure for a loyal champion, Tatcha took great strides in May to solidify an influencer family.

PatrickStarr's Tatcha-sponsored trip to Tokyo drew 4.1K likes on Facebook.