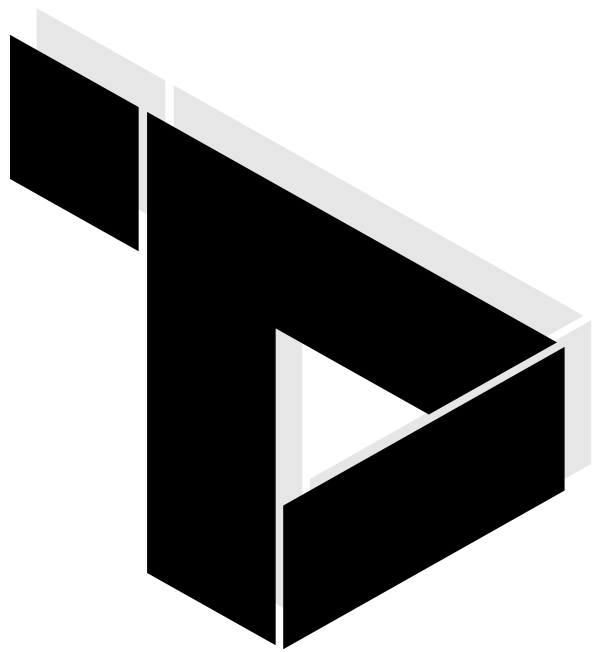


# LA MODE OCTOBER

SKINCARE 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

|               |             |
|---------------|-------------|
| Lush          | \$3,774,682 |
| Farsali       | \$3,761,472 |
| Glamglow      | \$3,058,033 |
| Neutrogena    | \$2,547,311 |
| Tatcha        | \$1,959,647 |
| Manuka Doctor | \$1,890,290 |
| Caudalie      | \$1,852,918 |
| Loving Tan    | \$1,485,718 |
| Kiehl's       | \$1,484,524 |
| La Mer        | \$1,466,451 |

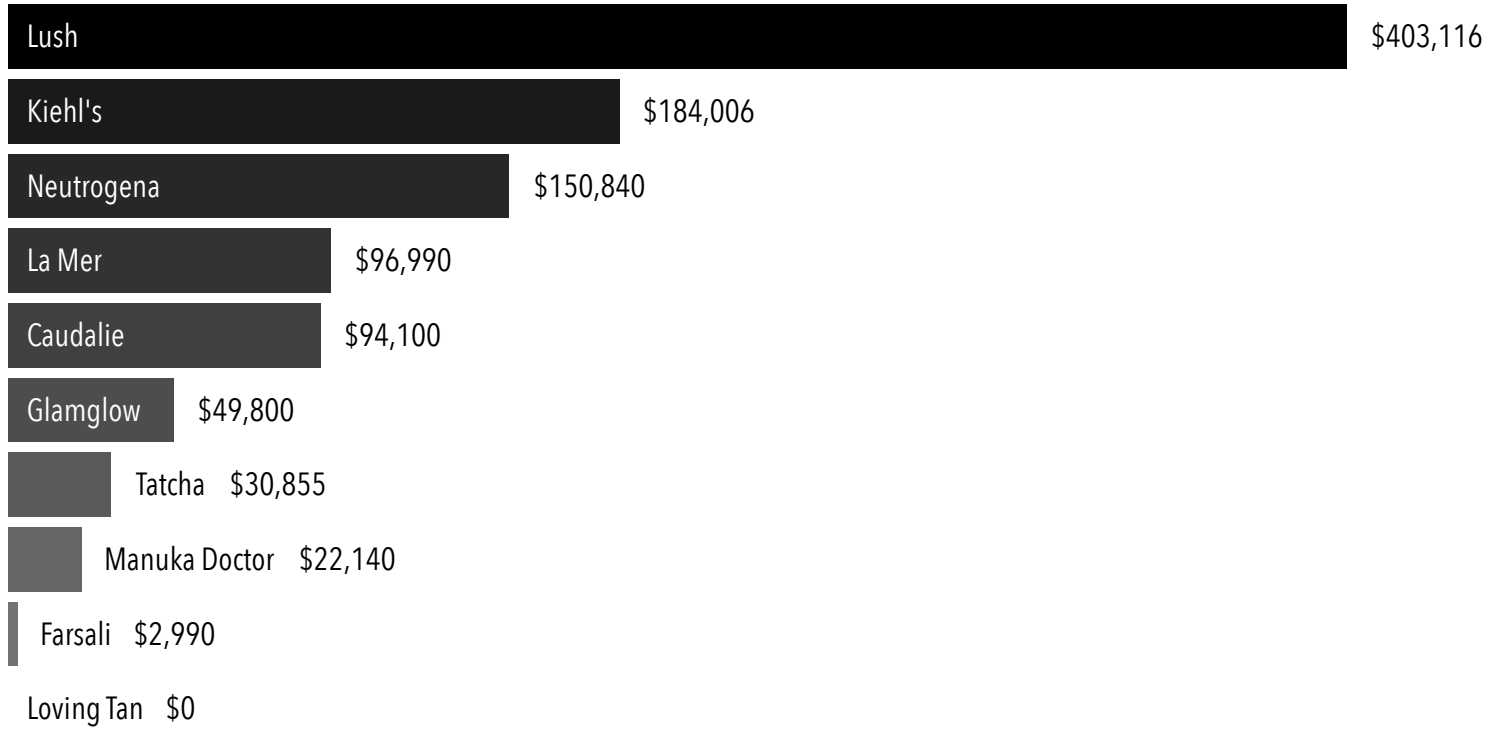
## EMV Leaderboard Highlights

1. Manuka Doctor burst into the top 10 by hosting a promotional event with Kourtney Kardashian, its superstar global brand ambassador. The influencer posted multiple Instagrams of the event, garnering a total of \$1.4M EMV.
2. Caudalie worked with tashoakley and devinbrugman, co-creators of the A Bikini A Day blog, to film a “Day in the Life” video featuring the brand’s new Vine[Activ] collection. The two influencers, who collectively drove \$368.7K EMV for the brand, posted multiple “behind the scenes” Instagrams of the shoot, tagging #vineactiv in their content.
3. Neutrogena maintained its position in the top 10, co-hosting a “#MaskYoSelf” event with Teen Vogue in celebration of the brand’s new Light Therapy Acne Mask. Actress, singer, and Neutrogena brand ambassador Olivia Holt headlined the event, performing for attendees and creating much of the campaign’s highest EMV-earning content. In total, #MaskYoSelf added \$708.9K EMV to Neutrogena’s \$2.5M October haul.

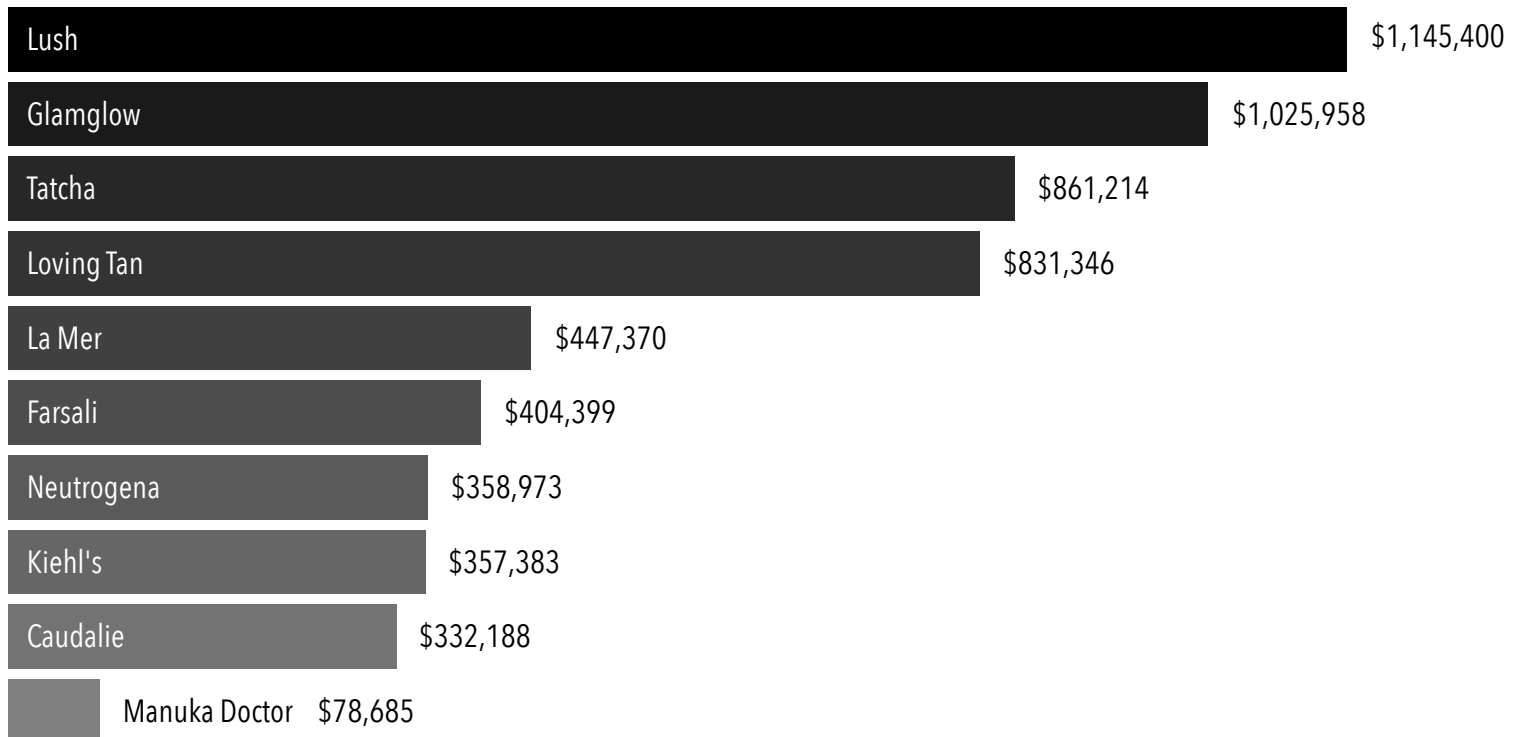
THE TOP 10

Earned  
Media  
Performance  
By Channel

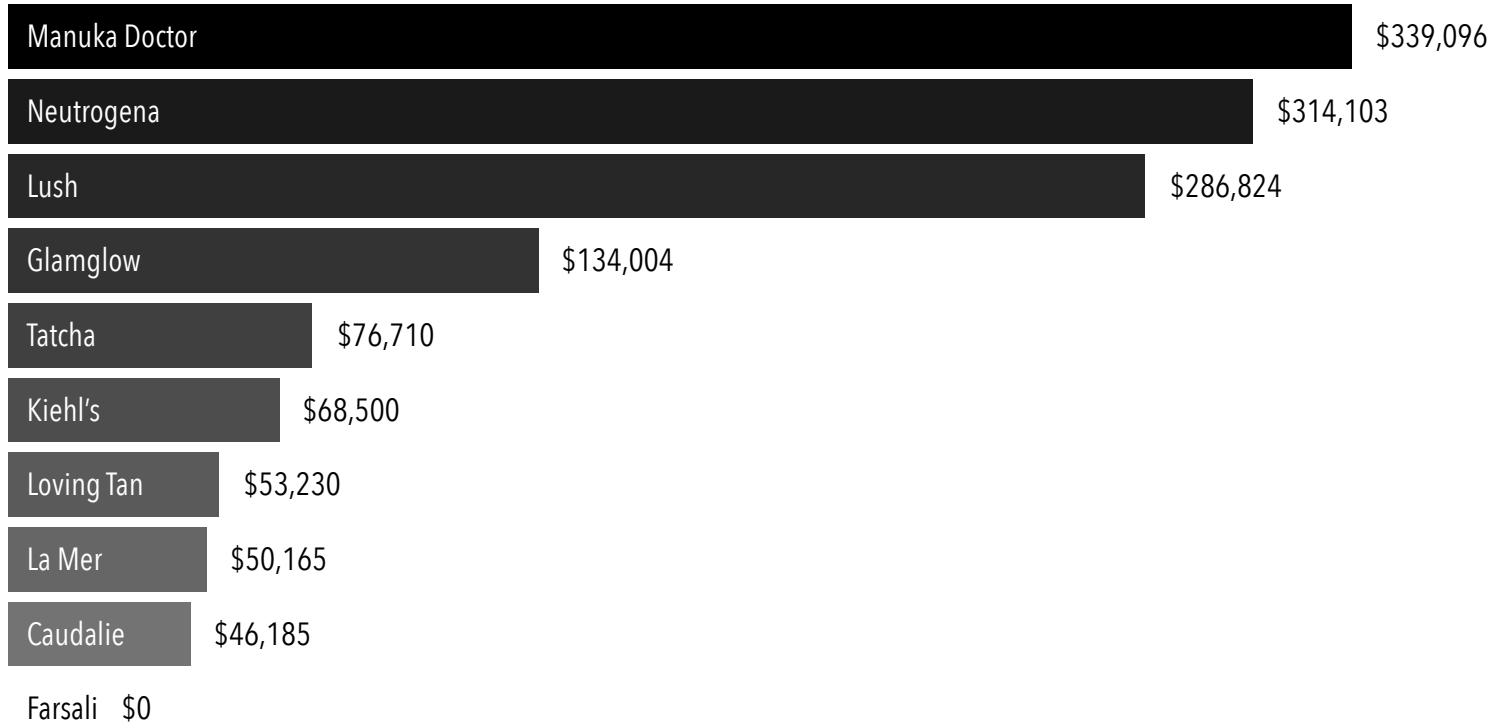
# BLOG



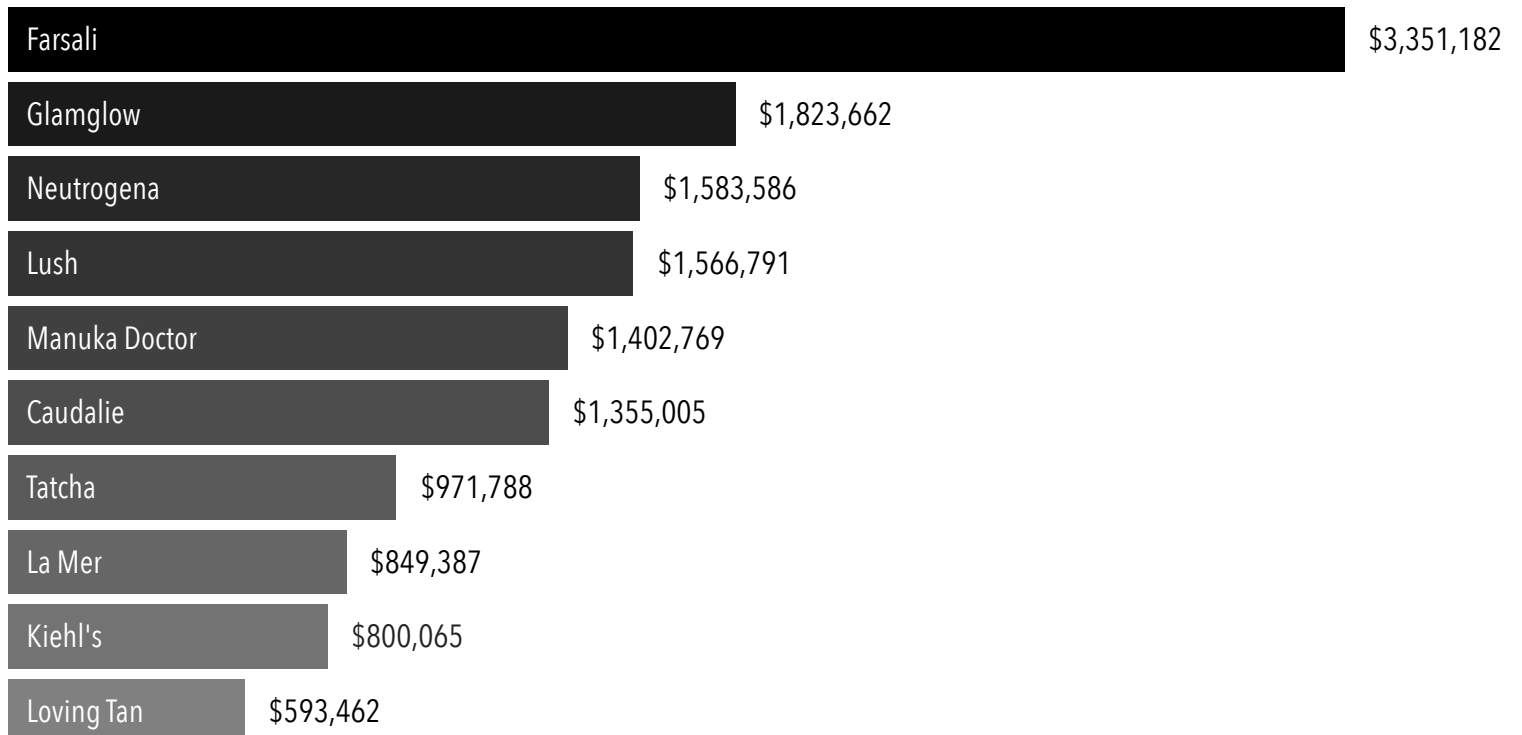
# YOUTUBE



# FACEBOOK

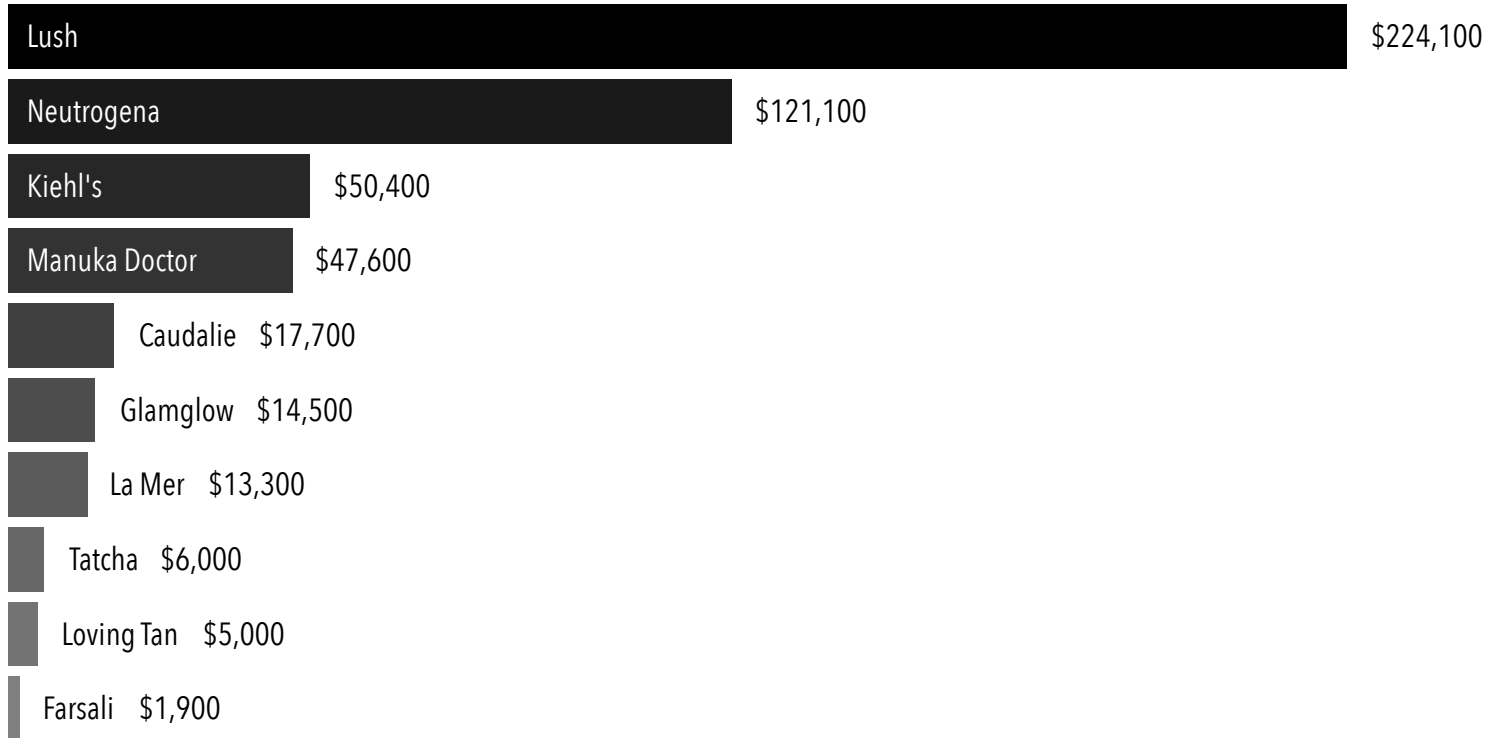


# INSTAGRAM





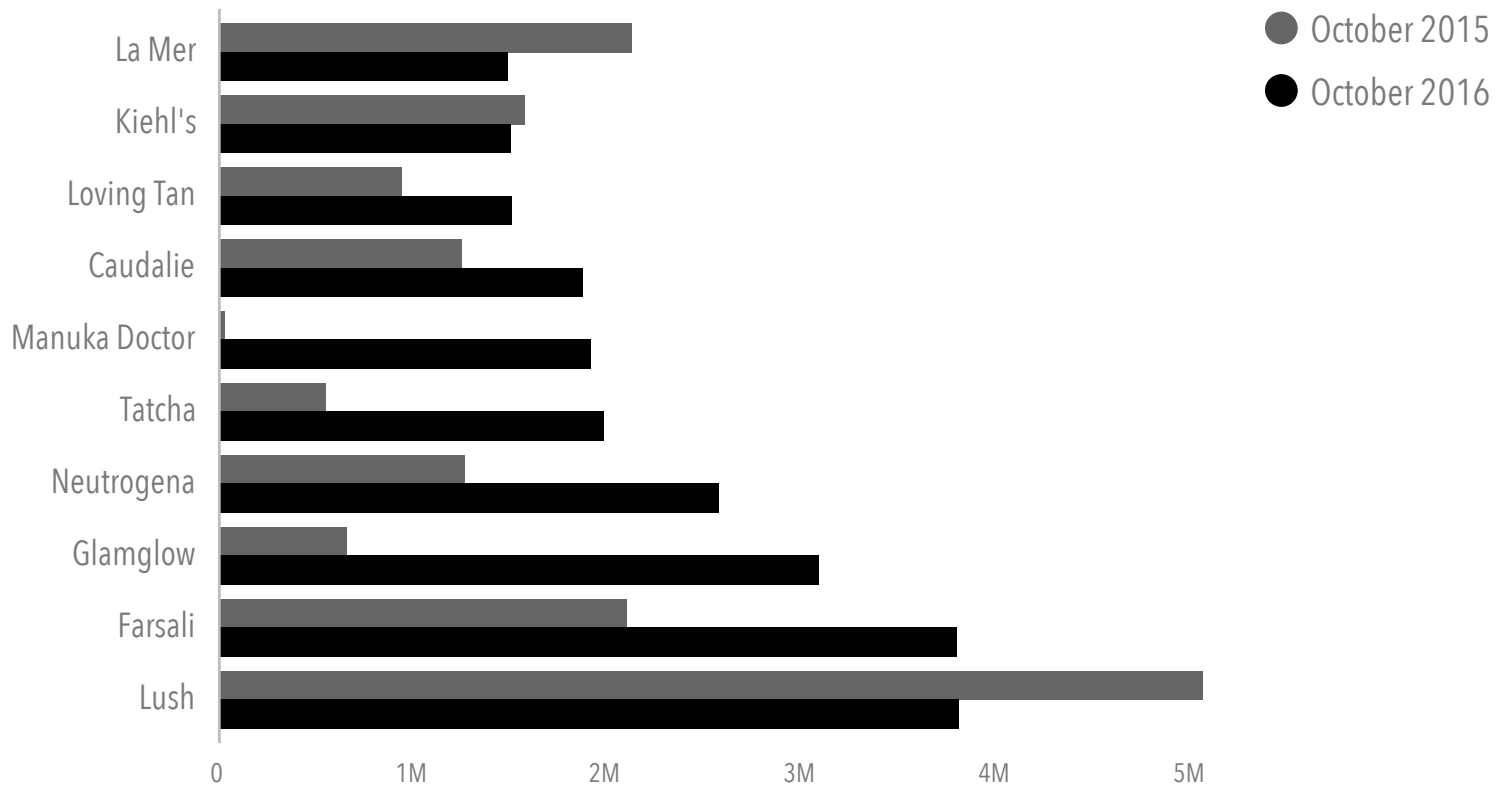
# TWITTER



# PINTEREST



# OVERALL TRENDING EMV



# Y/Y GROWTH

| BRAND         | OCTOBER 2015 | OCTOBER 2016 | Y/Y GROWTH |
|---------------|--------------|--------------|------------|
| Lush          | \$5,022,555  | \$3,774,682  | -24.85%    |
| Farsali       | \$2,073,735  | \$3,761,472  | 81.39%     |
| Glamglow      | \$643,640    | \$3,058,033  | 375.12%    |
| Neutrogena    | \$1,244,727  | \$2,547,311  | 104.65%    |
| Tatcha        | \$537,717    | \$1,959,647  | 264.44%    |
| Manuka Doctor | \$21,736     | \$1,890,290  | 8,596.73%  |
| Caudalie      | \$1,230,036  | \$1,852,918  | 50.64%     |
| Loving Tan    | \$925,889    | \$1,485,718  | 60.46%     |
| Kiehl's       | \$1,553,848  | \$1,484,524  | -4.46%     |
| La Mer        | \$2,102,223  | \$1,466,451  | -30.24%    |