



Tribe Top 10

July 2019 UK Beauty



Introduction

With social networks influencing consumer behavior more than ever, brand success has become increasingly linked to digital word-of-mouth. Tribe Dynamics helps beauty, fashion, and lifestyle brands drive high-impact earned media, connecting the dots between influencer conversation and consumer interest. Our advanced marketing technology allows brands to identify and effectively manage relationships with scaled communities of passionate content creators. Earned Media Value (EMV), our proprietary metric for measuring the online engagement of influencer content, has become the industry standard for evaluating the performance of digital earned media at the brand level and across the competitive landscape.

Tribe Top 10, our monthly publication series, ranks the top beauty and fashion brands in earned media performance and reveals exclusive insights into trending content, products, and brands. We publish, and work with brands, in Cosmetics, Skincare, Haircare, Luxury, Non-Luxury Fashion, and Fashion Retailers in the U.S., as well as in 13 international markets. Visit [TribeDynamics.com](https://tribedynamics.com) for full access to our reports.

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What Is EMV?

Earned Media Value, or EMV, is Tribe Dynamics’ proprietary metric for quantifying the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.

Based on content from 120,000 of the most influential content creators across 14 country-specific markets, EMV reveals brands that are not just capturing consumer interest, but poised for significant growth.

Posts by:

- Influencers
- Brands
- Retailers
- Publications

On platforms including:

- Instagram
- YouTube
- Facebook
- Pinterest
- Twitter
- Websites
- Blogs

Engagement via:

- Comments
- Tweets/Retweets
- Favorites
- Likes
- Pins/Repins
- Shares
- Video Views

Glossary of Terms

Influencer Tiers

Powerhouse Influencer

Ambassador with over 1M followers on their primary channel.

Established Influencer

Ambassador with 300k to 1M followers on their primary channel.

Mid-Tier Influencer

Ambassador with 100k to 300k followers on their primary channel.

Micro-Influencer

Ambassador with fewer than 100k followers on their primary channel.

Community Metrics

Community Size

The total number of ambassadors who created content about a brand within a given time period.

Posting Frequency

The average number of posts created per ambassador for a brand within a given time period.

Ambassador Potency

The average amount of EMV driven per ambassador for a brand within a given time period.

Other

Posting Consistency

The percentage of influencers in a brand’s ambassador community who also mentioned the brand during the previous quarter (denoted by “one-quarter posting consistency”), previous two quarters (“two-quarter posting consistency”), or previous three quarters (“three-quarter posting consistency”).

Sponsored EMV

A post is labeled “sponsored” if it contains hashtags or language that denote a sponsorship, such as “#ad” or “#spon.”

Top 10 Beauty Brands



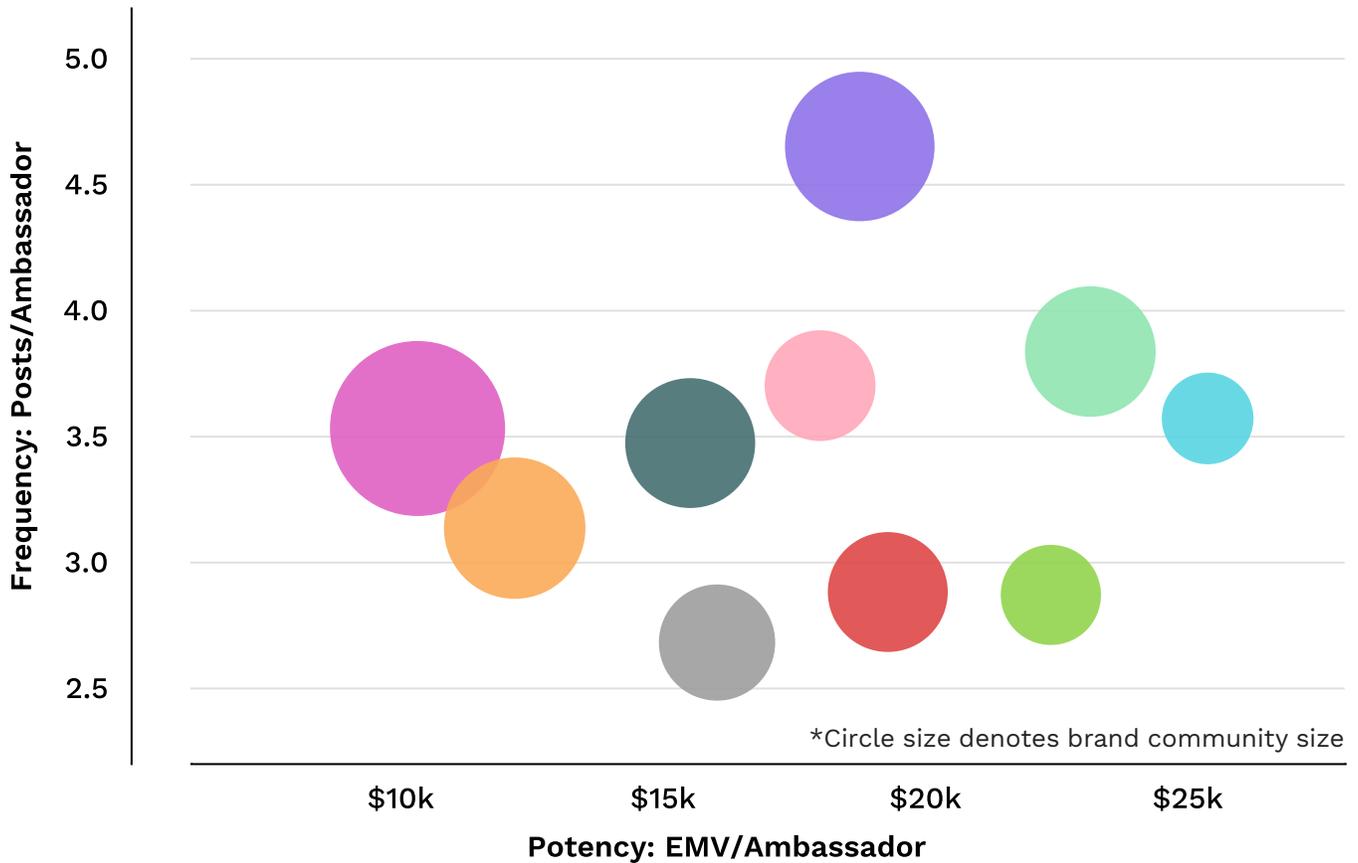
Rank	Brand	July 2019 EMV	MoM
1st ↑ 1	Anastasia Beverly Hills	\$16,414,431	↑ 10%
2nd ↓ 1	Huda Beauty	\$15,466,952	↓ -12%
3rd → 0	MAC	\$12,397,294	→ 0%
4th ↑ 1	Benefit	\$10,862,240	↑ 4%
5th ↓ 1	NYX Professional Makeup	\$10,263,637	↓ -5%
6th → 0	NARS	\$9,539,116	↑ 4%
7th ↑ 2	Too Faced	\$8,803,702	↑ 12%
8th ↓ 1	Morphe	\$8,659,310	↓ -4%
9th ↓ 1	Fenty Beauty	\$8,484,681	↓ -3%
10th ●	ColourPop	\$8,353,093	↑ 30%

● This brand was not in the previous month's Top 10.

Top 10: Community Metrics



Community Size, Frequency, and Potency



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
Anastasia Beverly Hills	875	4.6	\$18,759
Huda Beauty	668	3.8	\$23,154
MAC	1,200	3.5	\$10,331
Benefit	563	2.9	\$19,293
NYX Professional Makeup	661	3.5	\$15,527
NARS	783	3.1	\$12,183
Too Faced	393	2.9	\$22,401
Morphe	481	3.7	\$18,003
Fenty Beauty	529	2.7	\$16,039
ColourPop	329	3.6	\$25,389



Leaderboard Highlights

A Closer Look at Beauty



Too Faced

Too Faced sustained excitement around the June-launched Damn Girl Mascara with a send to influencers like Anastasia Kingsnorth (@anastasiakingsnorth on Instagram), inspiring praise for the new offering. Boosted by the gesture, the mascara grew from \$1.0M EMV last month to \$1.5M EMV this month as one of the brand's top three products. Altogether, Too Faced collected \$8.8M EMV in July, climbing two spots from June to land at No. 7 in the Top 10.



ColourPop

ColourPop broke into the Top 10 in July with \$8.4M EMV, a leading 30% month-over-month growth. This change stemmed partly from increased enthusiasm around the May-launched Main Squeeze Shadow Palette, as influencers like Diana Maria (@dianamaria_mua on Instagram) favored the eyeshadows in summer-themed makeup looks. A total of 16 content creators mentioned the palette, which powered \$590.3k EMV as the brand's No. 1 product—a significant improvement upon its \$258.4k EMV June total.



Notable Brand: E.L.F.

Although it did not make July's Top 10, E.L.F.'s \$3.1M EMV total marked a significant 34% month-over-month growth. Influencer conversation about the brand revolved around the newly launched Jelly Pop Collection, which the brand fêted with a fruit-themed pop-up in London. In all, the range of skincare and complexion products accrued \$588.3k EMV from 20 ambassadors as E.L.F.'s top-earning collection.



Spotlight

What stood out in Beauty this month?

Make Up For Ever Skyrockets Thanks to “Storm Area 51” Makeup Trend

Make Up For Ever surged ahead 71% from June, closing July with \$3.9M EMV. The brand, which fell outside the Top 10, nevertheless enjoyed a boost in enthusiasm around the longstanding 12 Flash Color Case: the paint palette powered \$927.9k EMV as Make Up For Ever’s No. 1 product this month, up from \$190.4k EMV last month. This growth stemmed partly from the “Storm Area 51” internet craze, as special-effects makeup bloggers such as Abby Rose (@abbyroseartistry on Instagram) used the set’s vibrant hues

to transform themselves into aliens. Five of the Color Case’s 15 July ambassadors featured it in Area 51-themed looks, with mentions of #Area51 accounting for \$217.5k EMV of the product’s monthly haul. Notably, Abby ranked as the highest-earning ambassador for both the Color Case and #Area51, contributing a respective \$751.1k EMV and \$153.6k EMV to the palette’s and hashtag’s totals. In all, mentions of “Area 51” generated \$290.1k EMV for Make Up For Ever.



@abbyrobertsartistry via Instagram