



Tribe Top 10

June 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 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

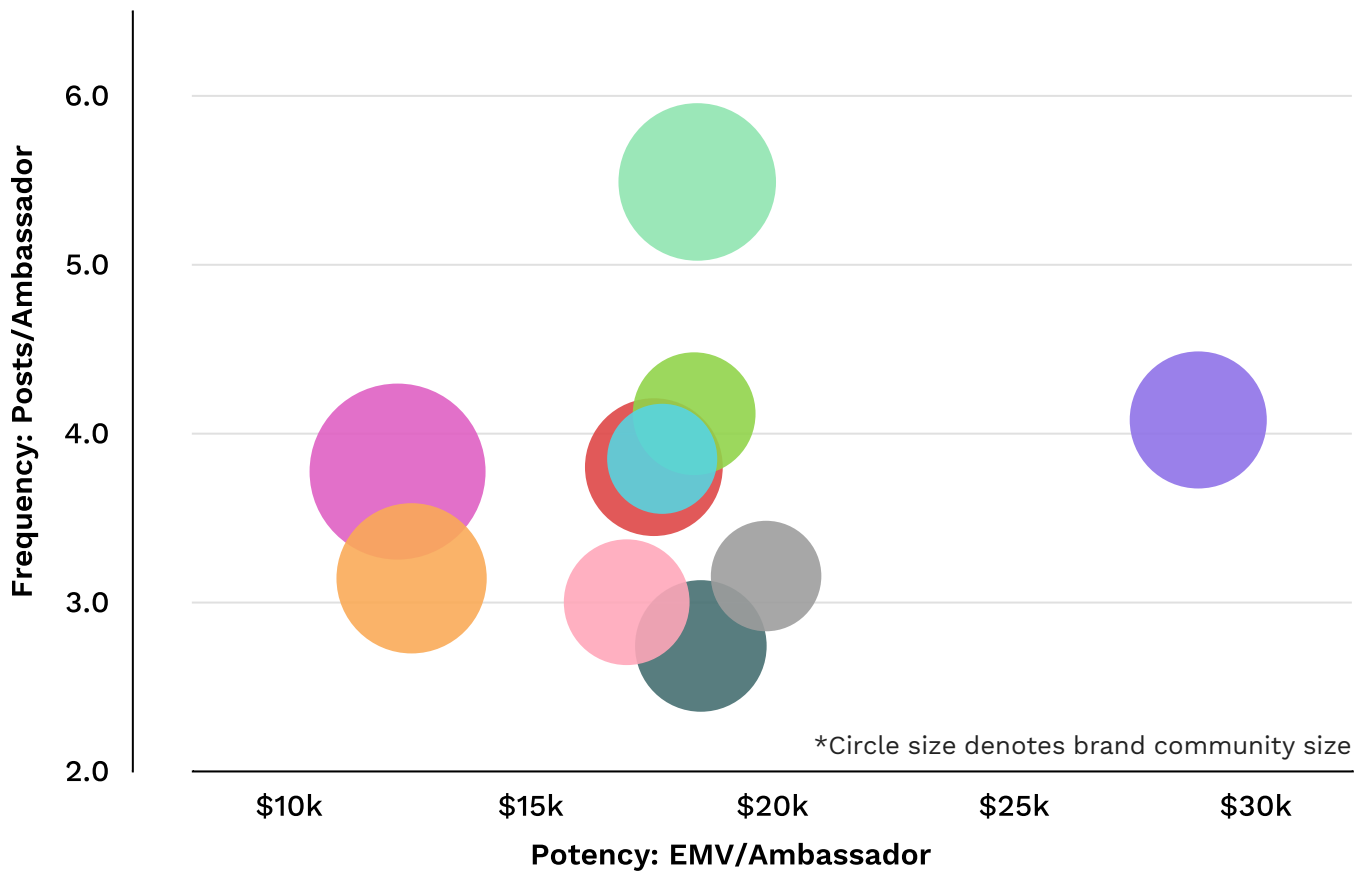


Rank	Brand	June 2019 EMV	MoM
1st → 0	Huda Beauty	\$17,610,563	↘ -10%
2nd → 0	Anastasia Beverly Hills	\$14,894,423	↘ -18%
3rd → 0	MAC	\$12,342,266	↘ -3%
4th ↗ 3	NYX Professional Makeup	\$10,833,872	↘ -2%
5th → 0	Benefit	\$10,433,089	↘ -13%
6th ↘ 2	NARS	\$9,209,329	↘ -26%
7th ↗ 1	Morphe	\$9,012,489	↘ -5%
8th ↘ 2	Fenty Beauty	\$8,736,436	↘ -26%
9th → 0	Too Faced	\$7,892,821	↘ -3%
10th → 0	Revolution Beauty	\$6,986,161	↘ -14%

Top 10: Community Metrics



Community Size, Frequency, and Potency



Brands	No. of Ambassadors	Posts per Ambassador	EMV per Ambassador
● Huda Beauty	611	4.1	\$28,823
● Anastasia Beverly Hills	807	5.5	\$18,457
● MAC	1,007	3.8	\$12,256
● NYX Professional Makeup	617	3.8	\$17,559
● Benefit	563	2.7	\$18,531
● NARS	734	3.1	\$12,547
● Morphe	490	4.1	\$18,393
● Fenty Beauty	514	3.0	\$16,997
● Too Faced	397	3.2	\$19,881
● Revolution Beauty	394	3.8	\$17,731



Leaderboard Highlights

A Closer Look at Beauty



NYX Professional Makeup

NYX Professional Makeup climbed three spots in the June Top 10, landing at No. 4 with \$10.8M EMV. The brand featured widely in Pride looks from influencers like Yaw (@way_of_yaw on Instagram), who shouted out the Liquid Suede Cream Lipstick in five pieces of content. In all, mentions of #Pride accrued \$1.0M EMV from 39 content creators, with Yaw contributing \$249.0k EMV as the tag's top earner.



Notable Brand: Milk Makeup

While Milk Makeup did not rank among June's Top 10 brands, its \$4.1M EMV represented a significant 40% month-over-month growth. The brand benefited from heightened enthusiasm around the Kush Collection, which increased its total from \$1.1M EMV in May to \$1.3M EMV this month. The range scored mentions from 52 ambassadors, with model and beauty guru Elise (@elpltt on Instagram) contributing \$324.5k EMV as its No. 1 advocate.



Notable Brand: Jeffree Star Cosmetics

Jeffree Star Cosmetics closed June with \$3.5M EMV, placing outside of the Top 10 but achieving a 27% month-over-month growth. The brand enjoyed excitement surrounding the debut of its Jawbreaker Eyeshadow Palette, which collected \$326.1k EMV from 46 content creators. A substantial \$132.2k EMV of this total came from makeup artist Jack Emory (@makeupbyjaack), who featured the offering in three Instagrams.



Spotlight

What stood out in Beauty this month?

Urban Decay Rings in Summer With Solstice Soirée

Urban Decay toasted the longest day of the year with an influencer party in Oxfordshire, bringing together prominent bloggers such as CC Clarke (@ccclarkebeauty on Instagram) and Sophie Richardson (@sophiehannah) for an evening celebrating the brand's new All Nighter Summer Solstice Setting Spray. Attendees sipped wine and snapped photos in the pastoral venue, tagging their posts #UDSetForSummer. The event inspired notable increases in content creation from several attendees: CC and Sophie, for example,

authored a respective 12 and nine posts about Urban Decay this month, relative to six and one mentions each last month. In all, #UDSetForSummer generated \$646.0k EMV from 23 ambassadors, with special effects makeup guru Vanessa Davis (@the_wigs_and_makeup_manager) contributing \$108.2k EMV as the tag's top earner. The brand closed June with \$6.9M EMV, narrowly missing the Top 10 but achieving a 25% month-over-month growth that outperformed the Top 10's average 12% decline.



@kaushal via Instagram