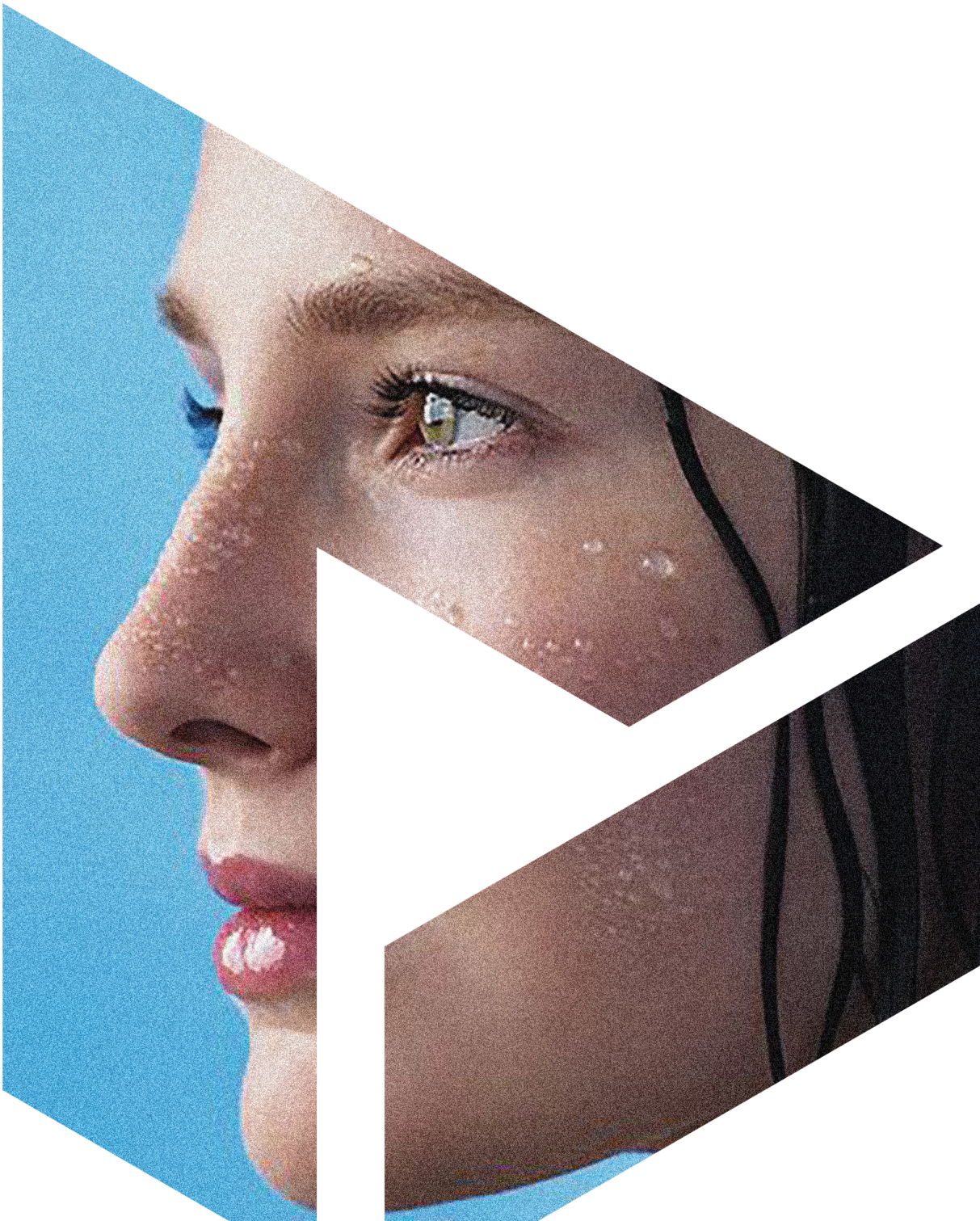
TRIBE DYNAMICS

LA ROCHE-POSAY

INFLUENCER MARKETING PERFORMANCE



INTRODUCTION TO **EARNED MEDIA VALUE**

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

Platforms including:

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

Engagement via:

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

CONTENTS

2	What Is EMV?
3	Introduction
4-5	La Roche-Posay Quick Hits
6	The Influencer Marketing Takeaway

© COPYRIGHT TRIBE DYNAMICS 2020 | LA ROCHE-POSAY INFLUENCER MARKETING PERFORMANCE

LA ROCHE-POSAY
INFLUENCER MARKETING PERFORMANCE

Thanks to a lineup of dermatologist-approved products, La Roche-Posay has established itself as a go-to brand for beauty enthusiasts who understand that skincare is a science. From anti-aging to acne, La Roche-Posay is a leader in affordable offerings that feature active ingredients like hyaluronic acid and benzoyl peroxide. Bloggers have embraced the French brand's clinical approach to self-care: propelled by a burgeoning influencer marketing program and dedicated digital strategists, La Roche-Posay collected $13.9M EMV (Earned Media Value) from March 2019 to February 2020, achieving a notable 51% year-over-year EMV growth.

This report, the fifth installment in Tribe Dynamics' ongoing Influencer Marketing Performance series, examines how La Roche-Posay has built a passionate community of advocates on social media, and highlights the content trends and influencers behind the brand's success. We've also identified steps that La Roche-Posay—and other brands—can take to further strengthen its influencer marketing program. In order to offer actionable guidance for influencer marketing professionals, each strategic insight is paired with a relevant tool from Tribe Dynamics' influencer marketing platform.

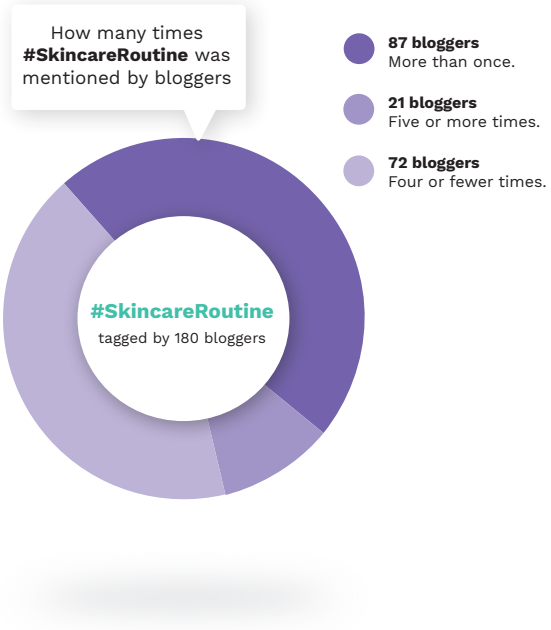


© COPYRIGHT TRIBE DYNAMICS 2020 | LA ROCHE-POSAY INFLUENCER MARKETING PERFORMANCE

LA ROCHE-POSAY
QUICK HITS

La Roche-Posay's Products Featured Widely in Influencers' Skincare Routines...

La Roche-Posay enjoyed widespread influencer mentions in unsponsored skincare content: posts tagged #SkincareRoutine powered $2.2M EMV from 180 bloggers between March 2019 and February 2020. Nearly half (87) of these content creators authored more than one #SkincareRoutine post, with 21 bloggers using the tag five or more times, a testament to the brand's mainstay status in many influencers' self-care regimens. For example, Nikki Patel (@nikkissecretx on Instagram), the hashtag's top earner, shouted out La Roche-Posay offerings like the Micellar Water Ultra ($1.1M EMV) in an impressive 18 #SkincareRoutine tutorials.



...But Few Top Bloggers Offered In-Depth Product Endorsements.

While La Roche-Posay products saw inclusion in influencers' skincare routines, these mentions consisted primarily of brief shout-outs, rather than meaningful endorsements. Of the top five EMV-drivers for #SkincareRoutine from March 2019 to February 2020, only one—YouTube channel Beauty Within—shared substantive reviews of the brand's offerings, including the popular Anthelios collection ($2.0M EMV), while the other four simply listed La Roche-Posay products in video captions.



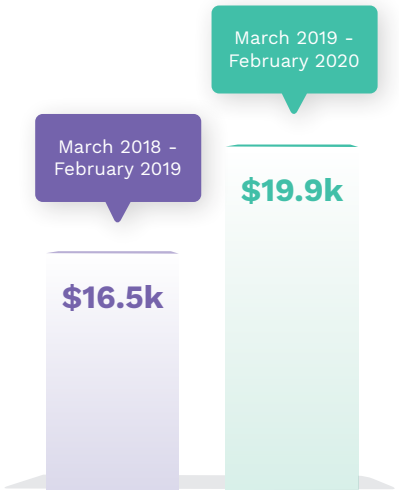
© COPYRIGHT TRIBE DYNAMICS 2020 | LA ROCHE-POSAY INFLUENCER MARKETING PERFORMANCE

Note: Unless otherwise noted, EMV figures in this report reflect Tribe Dynamics' U.S. influencer database.

LA ROCHE-POSAY
QUICK HITS

La Roche-Posay Inspired Increased Enthusiasm From Loyal Advocates...

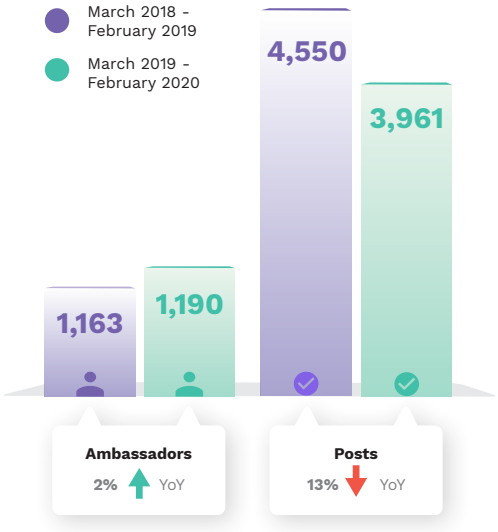
La Roche-Posay benefited from growing excitement among its consistent fans: from March 2019 to February 2020, the 407 influencers who had also mentioned the brand during the previous year generated an average of $19.9k EMV each, up from their $16.5k EMV average from March 2018 to February 2019. This loyal cohort accounted for all but one of La Roche Posay's top five earners during the time period monitored, with the brand's No. 1 EMV-driver, Ling Tang (@ling.kt on Instagram), posting a 538% year-over-year EMV growth.



Average EMV Per Consistent Ambassador.

...But the Brand Will Benefit From Engaging New Fans.

Although La Roche-Posay has excelled at building sustained relationships with loyal supporters, the brand can still focus on bringing new bloggers into its network. From March 2019 to February 2020, La Roche-Posay's influencer community expanded by just 2% year-over-year, while the volume of posts mentioning the brand declined by 13%. By actively engaging potential fans with product sends and campaigns, rather than relying primarily on the organic appeal of its offerings, La Roche-Posay can revitalize its base and combat this drop in content creation.



© COPYRIGHT TRIBE DYNAMICS 2020 | LA ROCHE-POSAY INFLUENCER MARKETING PERFORMANCE

THE **INFLUENCER MARKETING** TAKEAWAY

Given its impressive EMV gains and dedicated influencer community, La Roche-Posay is poised to become a key player in the skincare space, but deploying effective influencer marketing strategies will be essential to achieving this goal. Below, we've identified three steps the brand can take to bolster its influencer network and accelerate its EMV growth.

1 Deepen Existing Influencer Relationships

In order to garner meaningful endorsements, La Roche-Posay should focus on fostering personal connections with its consistent fans. By celebrating influencers with gestures like a birthday gift or handwritten note, the brand can build deep, impactful relationships that extend beyond an affinity for specific products.

Solution **Ambassadors**

Keeping track of influencers' personal information can be an organizational challenge. With Tribe Dynamics' **Ambassadors** feature, you can update bloggers' profiles with important details like birthdays and anniversaries, making sure that your brand will never miss an opportunity for thoughtful outreach.

2 Identify and Engage New Supporters

La Roche-Posay can expand its influencer community by reaching out to skincare enthusiasts with whom the brand has not yet established relationships. Identifying new advocates, and furnishing them with opportunities for content creation, will help expand La Roche-Posay's earned media footprint.

Solution **Discover**

Finding influencers who are genuinely passionate about your brand is no easy task. La Roche-Posay can utilize Tribe Dynamics' **Discover** feature to identify and follow bloggers who have recently mentioned the brand, in order to develop these new relationships and expand its community.

3 Unite Fans With Strategic Activations

La Roche-Posay can spark excitement across its influencer network by inviting bloggers to rally around a hashtag, challenge, or other campaign. In addition to the organic enthusiasm the brand enjoys already, activations can help foster a sense of community among La Roche-Posay's fans, while also attracting new supporters.

Solution **Campaigns**

La Roche-Posay can use Tribe Dynamics' **Campaigns** feature to track the EMV impact of hashtags and keywords associated with brand activations and measure the success of specific influencer marketing activities.

LA ROCHE-POSAY X TRIBE DYNAMICS

La Roche-Posay is well on its way to becoming an influencer favorite. With a comprehensive suite of streamlined, user-friendly influencer marketing solutions, Tribe Dynamics is well-positioned to help the brand reach this goal.

For more information, including a full overview of our services, visit **TribeDynamics.com.**



© COPYRIGHT TRIBE DYNAMICS 2020 | LA ROCHE-POSAY INFLUENCER MARKETING PERFORMANCE

HOW OUR INFLUENCER MARKETING SOFTWARE **CAN GROW YOUR BRAND...**

- Identify and reach out to the right influencers for your brand.
- Manage relationships and track influencer campaigns.
- Surface mentions of your brand by influencers across all major social networks.
- Benchmark your brand performance against competitors and the industry.

TRIBE DYNAMICS

Tribe Dynamics is a San Francisco-based software company that helps beauty, fashion, and lifestyle brands drive and measure high-impact digital earned media at scale.

Earned Media Value (EMV) is Tribe Dynamics' proprietary metric for measuring the online engagement of influencer content.

For more information, visit:

TribeDynamics.com

© COPYRIGHT TRIBE DYNAMICS 2020 | LA ROCHE-POSAY INFLUENCER MARKETING PERFORMANCE