CASE STUDY

PÜR THE COMPLEXION AUTHORITY

PÜR USES TRIBE DYNAMICS IN **DEVELOPMENT AND ASSESSMENT** OF 100-SHADE FOUNDATION LAUNCH





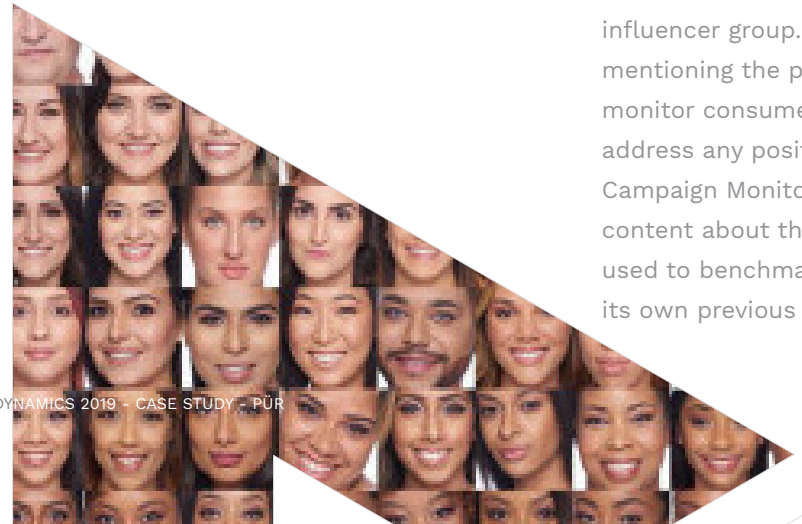
> Every complexion launch comes with a wide range of feedback, so accessing the competitive space and how consumers resonated with their campaigns [through Tribe Dynamics' software] was integral in helping us fill in the missing pieces."
>
> —Kristen D'Agostino, PÜR Marketing Manager

TRIBE DYNAMICS

CHALLENGE

When it comes to product development today, brands know that they've got to pay attention to digital conversation among the influencer community. Consumers regard influencers as authorities in the beauty space, so brands should too. After identifying the need for inclusive complexion products in the market, PÜR set out to learn from both the successes and shortcomings of its competitor brands' complexion launches, and listen to the needs of its own audience to create a product that caters to all consumers. With the April 2019 launch of its 100-shade 4-in-1 Love Your Selfie™ Longwear Foundation & Concealer range, PÜR sought to help close the gap in representation and inclusivity in the beauty industry, while also providing a high-performing product that could generate notable EMV (Earned Media Value).





SOLUTION

Access Influencer Feedback for Product Development.

PÜR used Tribe Dynamics' competitive data to evaluate complexion launches from its competitor brands, and gain detailed access to influencers' feedback and product preferences—valuable insights the brand subsequently used to inform its own product development. Tribe Dynamics' Competitors Tab software feature allowed PÜR to surface the top EMV-driving ambassadors and posts for its selected set of competitor brands within a specified time frame. After performing a deeper dive into this content, the brand was able to assess influencer feedback for competitors' complexion products, and take note of their likes and dislikes regarding complexion products in general.

PÜR then made sure to incorporate these findings into its own product development. In addition, this direct line to influencer content allowed PÜR to capture the feedback of any followers who offered their own opinions in the comments section of posts. Tribe Dynamics' software enabled PÜR to conduct market research among a highly relevant focus group, helping the brand ensure that its own complexion launch better met the needs and preferences of its consumer base.

Benchmark Campaign Success.

PÜR also utilized Tribe Dynamics' Campaign Monitoring software feature to gauge the success of its latest Love Your Selfie™ launch. A Tribe Dynamics Campaign allows users to enable customized tracking, measurement, and benchmarking of any activation, product, or influencer group. After designating relevant search terms, PÜR was able to surface all content mentioning the product launch from a selected group of influencers. The brand could then monitor consumers' reception in real time, and interact with its influencer community to address any positive or negative reviews of the Love Your Selfie™ foundation. Equipped with Campaign Monitoring, PÜR was also able to measure how many target influencers created content about the product, and how much EMV the launch generated—figures the brand used to benchmark the Campaign's performance against both its competitors' campaigns and its own previous Campaigns.

© COPYRIGHT TRIBE DYNAMICS 2019 · CASE STUDY - PÜR

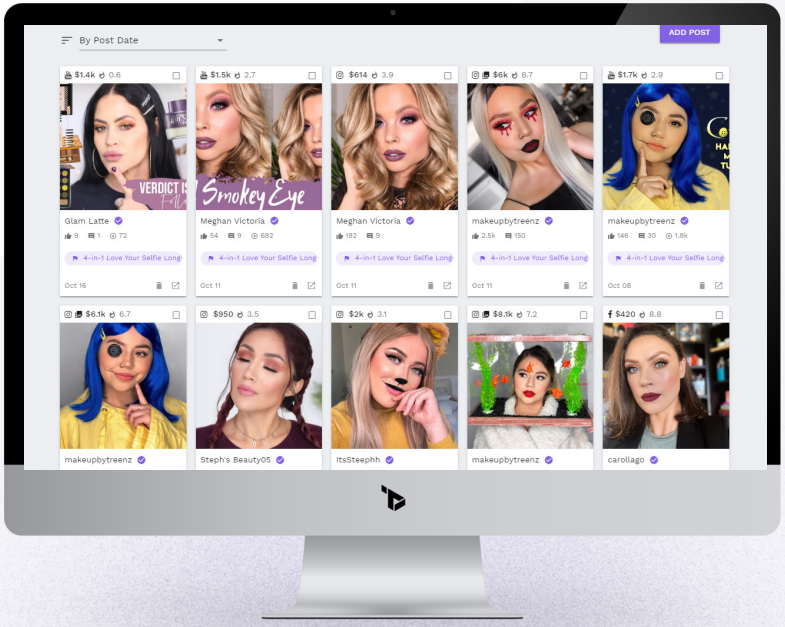
RESULTS

PÜR's 4-in-1 Love Your Selfie™ Longwear Foundation & Concealer generated $2.6M EMV as the brand's top complexion product in Q2 2019.

A total of 123 influencers mentioned the hybrid foundation and concealer across 285 posts, with sixty-five influencers mentioning the product in their content more than once.

In a dedicated review video, YouTuber Jackie Aina gave the foundation line a glowing review. The influencer commended the innovative product design, and praised the foundation for "blending out with perfection" and maintaining its "flawless finish all throughout the day." Jackie noted that although she was initially skeptical of the 100-shade range, the launch was "so well executed," and PÜR achieved "the most thorough deep category of any foundation line I've ever seen." The YouTuber added that the line offers "something for everyone," and called upon other brands to "learn something from this."

Buoyed by the launch, PÜR saw a 47% quarter-over-quarter growth in EMV, a 44% QoQ increase in post volume, and a 27% QoQ expansion in its ambassador community in Q2.



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 2019 - CASE STUDY - PÜR