COSMO TALKS

by COSMOPROF

WORLDWIDE BOLOGNA

Beauty's Digital Era:

The Power of Social Media and Influencer Marketing Today

Moderator

Alison Bringé
Chief Marketing Officer
Launchmetrics

Speakers

Marta Casadei
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Il Sole 24 Ore

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Digital Commerce, Marketing & Omnichannel Officer
Estee Lauder Companies Italy

Elena Dominique Midolo
Chief Executive Officer
Cliomakeup

Valerio Perego
Sector Lead – CPG, Retail, Pharma, Tech & Telco
Facebook

Strategic Partner

COSMOPROF WORLDWIDE BOLOGNA | COSMO TALKS | LAUNCHMETRICS

For over a decade more than 1,000 brands and agencies have used Launchmetrics' Marketing Platform & Data Analytics to build brand value.

TOPSHOP FENDI TIFFANY & CO. BOSS HUGO BOSS KCD Christian Louboutin adidas BURBERRY HERMÈS PARIS zalando sergio rossi

PATEK PHILIPPE GENEVE LANVIN PARIS MANOLO BLAHNIK COACH KARLA OTTO BVLGARI NET-A-PORTER SHISEIDO

And trusted partnerships within the industry...

BRITISH FASHION COUNCIL PITTI IMMAGINE CFDA IMG Google Camera Nazionale della Moda Italiana

LAUNCHMETRICS

Our Approach

THE METHODOLOGY

LAUNCHMETRICS

HOW BRANDS ARBITRATE BUDGETS

Traditional Media

PR & Media Relations Teams

Influencers & Celebrities

Influencer Marketing Teams

Owned Media

Social Media & Content Marketing Teams

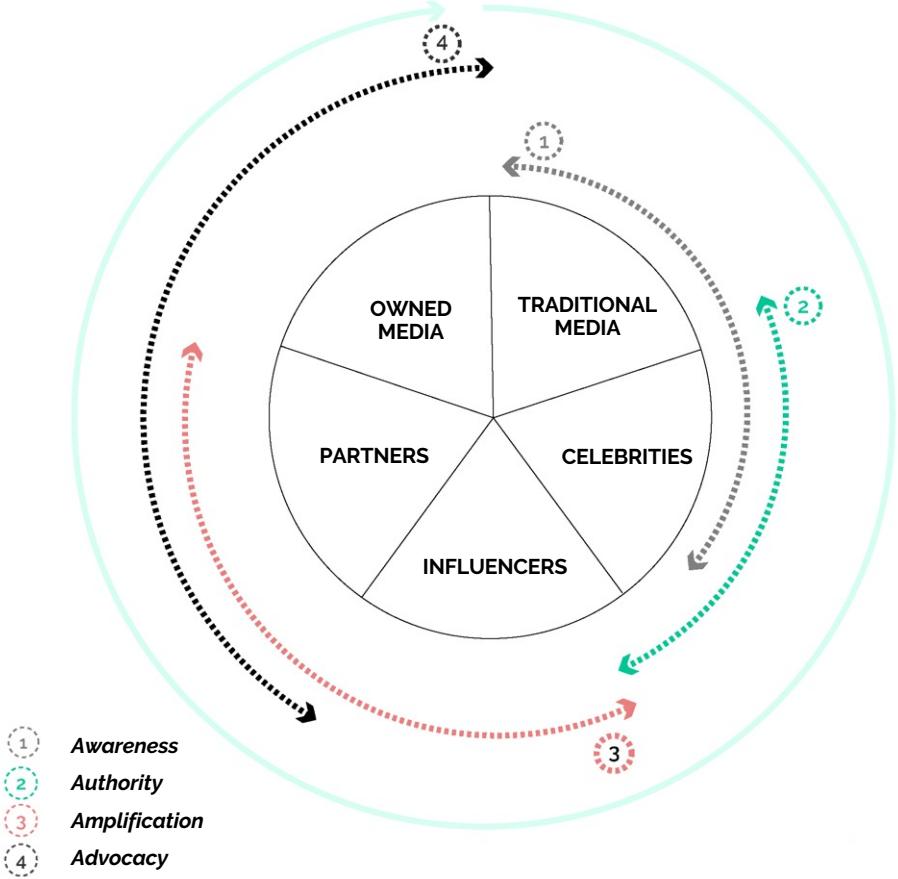
Partners

Business Development & E-Commerce Teams

LAUNCHMETRICS

A VOICE-CENTRIC APPROACH

The *Cycle of Influence* has expanded from a few concentrated sources to five main voices that move consumers through the buying journey.



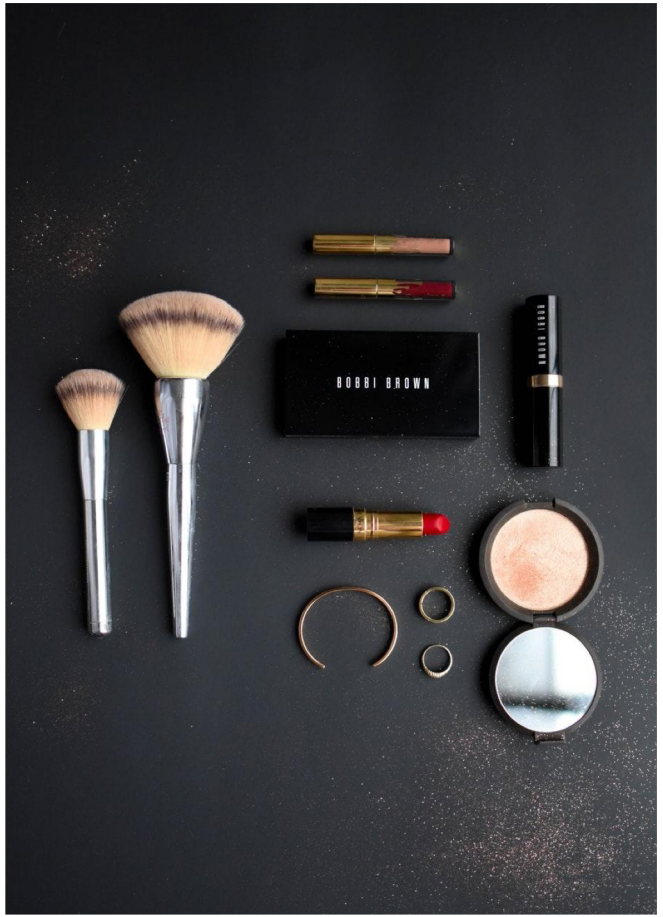
MEDIA IMPACT VALUE™

Measure the impact of all relevant media placements

	PRINT	ONLINE	SOCIAL
IMPRESSIONS	Circulation **Numbers**	**Monthly visitors**, **backlinks**, **social shares**	Number of **Followers, Engagement Data**
MEDIA RATES	Media rate cards plus a **proprietary placement percentage** process	Learning set of **5000+ FLC online media publications**	Learning set of **10k + brand / influencer transactions / year**
SOURCE AUTHORITY	Curated panel built over time with and **for FLC brands**	Media score based-on on their **type** (tabloids, blogs, portals, etc.), **quality & focus** (FLC vs non-FLC)	Media score based-on post frequency, **engagement trends & audience credibility**
CONTENT QUALITY	Placement **size, page type, number of brands present**, B/W or color images	Content score based-on metrics including **length, images, slideshows, number of brands quoted**	Content score based-on metrics **including type of #hashtags, post format, number of brands quoted**

LAUNCHMETRICS

Benchmarking the Industries



Channel Mix by Industry

Fashion, Luxury, and Beauty, each have a **unique channel mix.**

Social dominates Beauty, while **Editorial Print channels** dominate Fashion and Luxury.

YouTube, in particular, drives **nearly 20% of global Beauty MIV** compared to approximately 2% for Fashion and Luxury.

Voice Split by Industry

Influencers are the most prevalent voice for Beauty and 3x's more valuable than in Fashion.

Owned Media and Celebrity Voices are also strong contributors in Beauty.

Traditional Media is still key in Fashion & Luxury.

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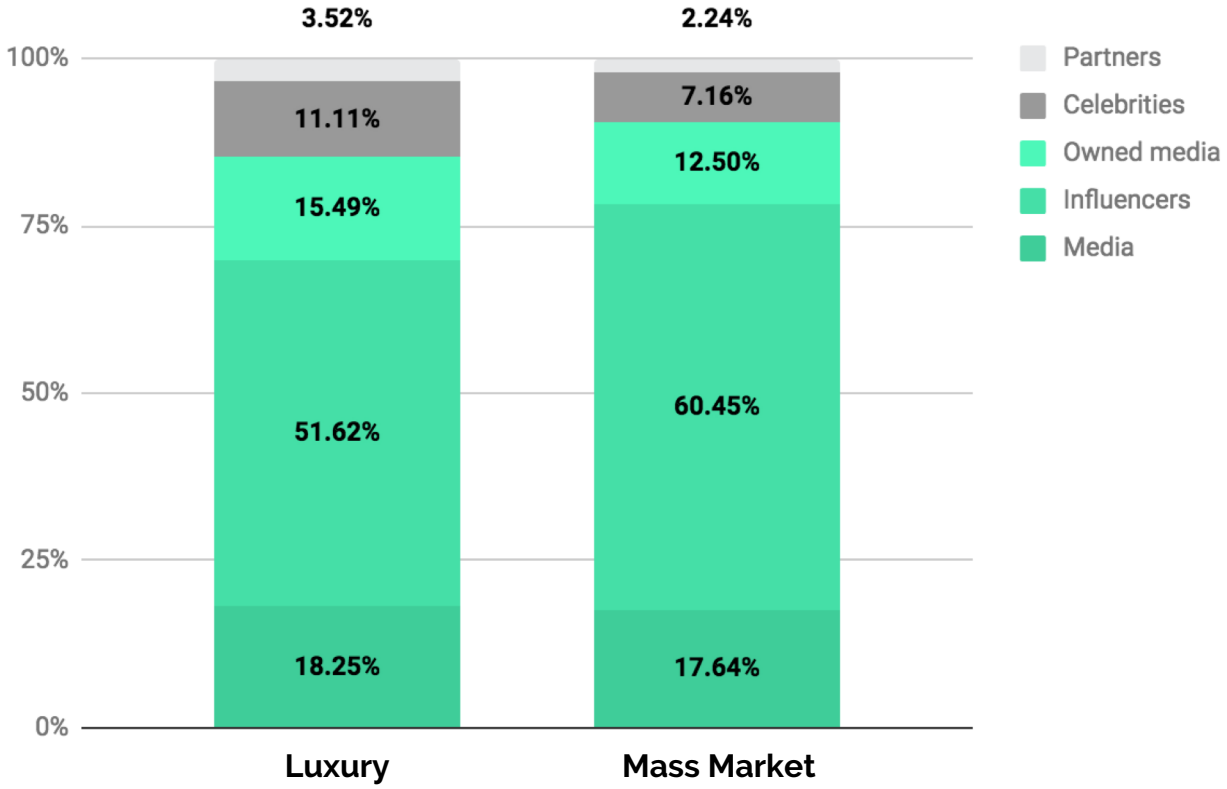
Voice Split by MIV



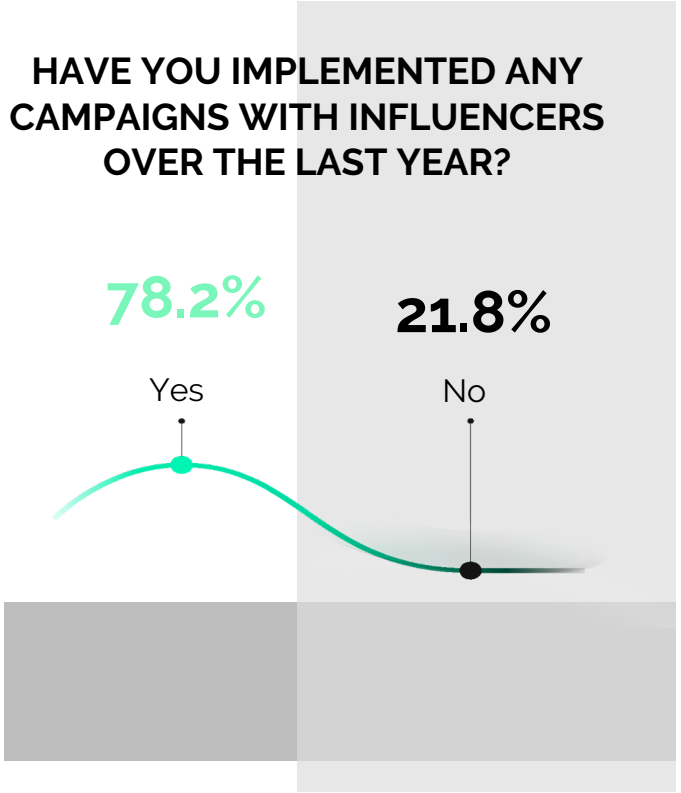
Luxury brands currently have a stronger **Owned Media presence.**

While **Mass Market brands** have a greater **Influencer presence.**

Print Media shows a stronger presence for **Luxury brands**.

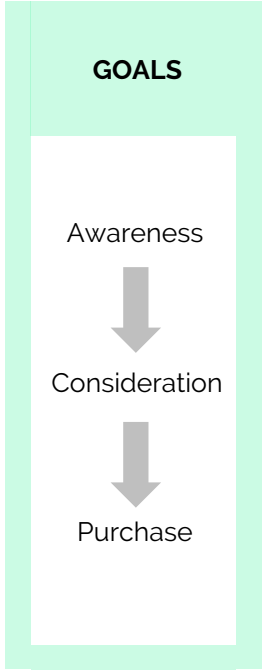
" Nearly 80% of FLC professionals implemented Influencer Marketing Campaigns in 2017."

- The State of Influencer Marketing Report, Launchmetrics, 2018



*Source: The State of Influencer Marketing Report, Launchmetrics, 2018

Understanding the Influencer Breakdown



AVERAGE ENGAGEMENT RATES*

	Instagram Beauty	YouTube Beauty
All-Star Influencer *+2M followers*	**3.03%**	**17.04%**
Mega Influencer *500K-2M followers*	**0.89%**	**14.07%**
Mid-Tier Influencer *100K-500K followers*	**1.78%**	**16.31%**
Micro Influencer *10K-100K followers*	**2.21%**	**17.67%**

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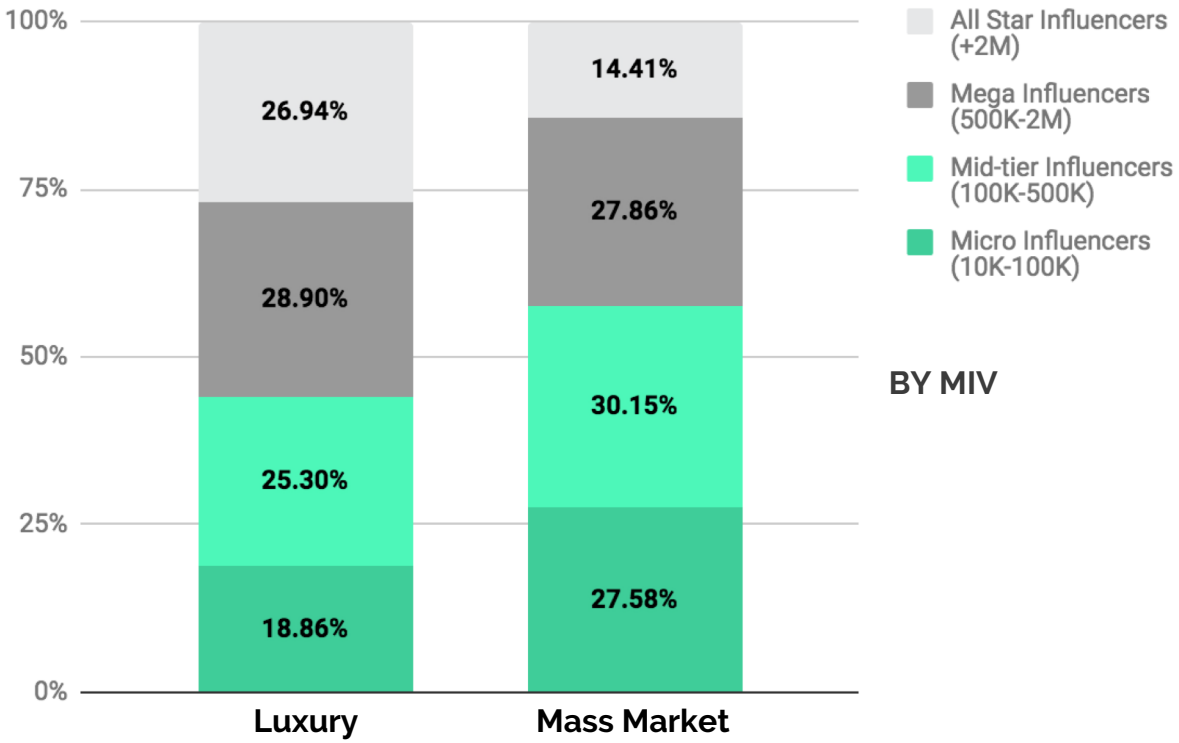
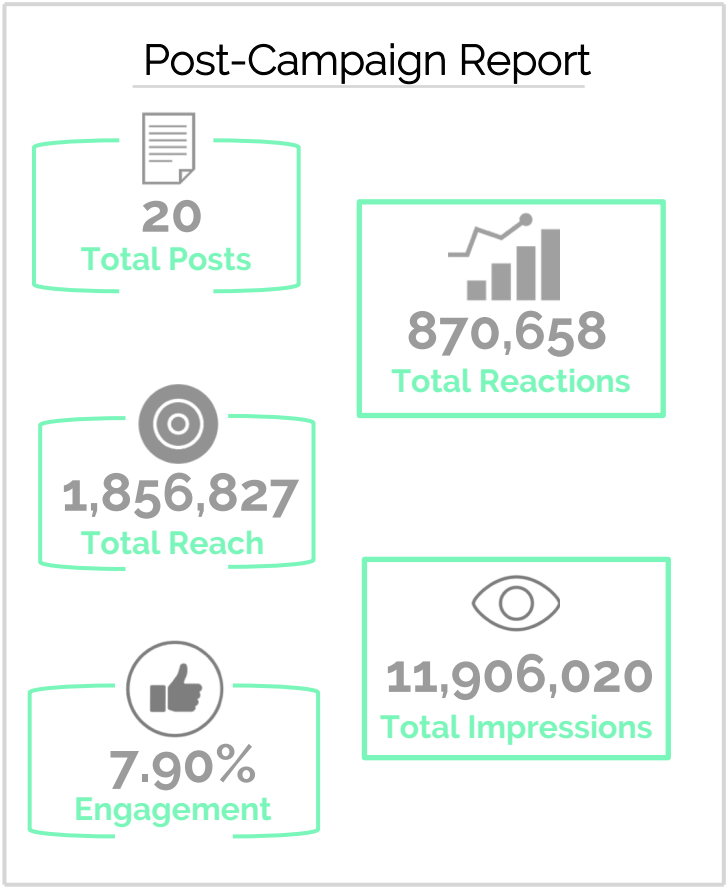
*Source: Influencers by Launchmetrics Data

Influencer Value By Tier



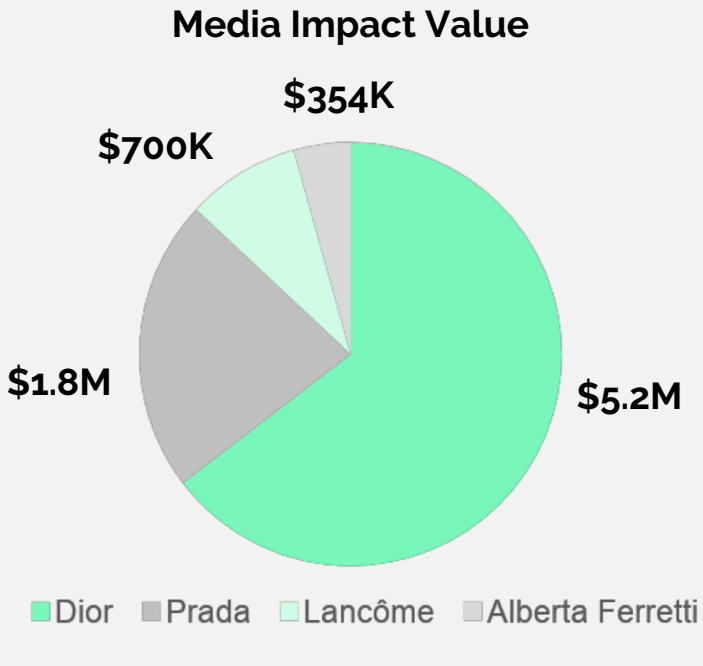
Metrics That Matter

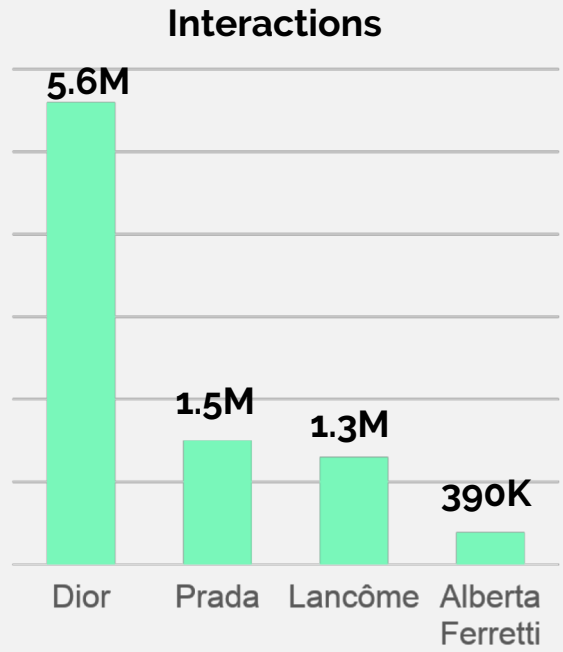
- **Reach & engagement** metrics still provide value.
- Measure **sales lift** through unique promotional codes.
- Track history and assess the **long term impact** of a collaboration.



theFerragnez

generated over $8M in MIV for brands





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.Moda on Friday in the newspaper

.moda

Moda e lusso, Brexit non fa paura

Il caos è finito, la moda torna scultorea

FASHION, BEAUTY AND LUXURY
IL SOLE 24 ORE

NAVIGA HOME RICERCA 24 ORE ABBONATI ACCEDI

MODA24

MILANO, 07 MARZO 2019 | IL GIORNALE DI OGGI | LIFESTYLE

ECONOMIA & FINANZA STORIE D'IMPRESA INNOVAZIONE BEAUTY & BENESSERE LUXURY SFILATE

I PIÙ LETTI DI MODA24

1. LUSSI DI CARTA | 06 marzo 2019 Piccole librerie italiane, officine di umanità per ritrovare se stessi
2. FIERE IN TRANSIZIONE | 06 marzo 2019 Baselworld punta su nuovi spazi e servizi per espositori in ulteriore calo
3. PARIGI, GIORNO FINALE | 06 marzo 2019 Un addio senza fanfare, quello di Chanel a Lagerfeld. Per Vuitton sprint energetico anni 80
4. PERSONAL CARE | 15 marzo 2018 Marvis conquista l'estero con il dentifricio di lusso
5. PROGETTI RETAIL | 06 marzo 2019 A Sydney c'è Parlour X, prima boutique in una chiesa sconsacrata

FIERE IN TRANSIZIONE | 06 marzo 2019

Baselworld punta su nuovi spazi e servizi per espositori in ulteriore calo

I marchi presenti si fermano a 468, erano 1.500 nel 2014, e a loro la fiera ha dedicato molte novità. Anche se le aspettative di vera ripresa sono rimandate dal 2020

– di Chiara Beghelli

10 ANNI 10 YEARS CLICCA QUI per sfogliare il numero 100 di IL 24 ORE

Moda24 website. Daily updates with news, gallery, video, longforms

Social media: Facebook, Twitter and Instagram

1.860 post 3.709 follower 707 seguiti

Messaggio

Lifestyle24

Sito Web

Moda, viaggi, benessere, gusto, sfizi e idee secondo @ilsole_24ore - Fashion, travel, wellness, food&wine, pleasures by @ilsole_24ore

www.ilsole24ore.com/lifestyle.shtml

Seguito/a da mantero1902, elenarognoni, danielapalermo + altre 29 persone

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CLIOMAKEUP

OUR STORY

2008 CLIO OPENS HER FIRST YOUTUBE CHANNEL ”CLIOMAKEUP” WHERE SHE TEACHES THE BEST KEPT SECRETS OF THE MAKE-UP INDUSTRY.

2009 THANKS TO HER ONLINE SUCCESS SHE PUBLISHES FOUR BOOKS WITH RIZZOLI: "CLIO MAKE UP LA SCUOLA DI TRUCCO DELLA REGINA DEL WEB”, “CLIO MAKE UP BEAUTY CARE” FOLLOWED BY THE ANTHOLOGY
“IL MEGLIO DI CLIO MAKE UP”.

2010 WITH HER GROWING POPULARITY SHE ALSO STARS IN VIDEO TUTORIALS FOR THE ITALIAN WEBSITE OF VOGUE MAGAZINE, RECREATING THE GLAMOROUS LOOKS OF THE PAST USING HISTORICAL PHOTOS FROM VOGUE’S ARCHIVE.

2012 SHE STARS IN HER OWN TV SHOW ON THE DISCOVERY NETWORK AND, IN JUST OVER A YEAR, ACHIEVES THE 100TH EPISODE MILESTONE.

OUR STORY

2013 LAUNCH OF THE MOST ANTICIPATED BLOG ON THE WEB, THE LARGEST ONLINE COMMUNITY FOR BEAUTY ENTHUSIAST IN ITALY: CLIOMAKEUP BLOG WWW.CLIOMAKEUP.COM

2015 HER FIRST NOVEL “SEI BELLA COME SEI” IS PUBLISHED BY RIZZOLI.

2016 THE TEAMCLIO IS OFFICIALLY BORN, TWENTY WOMEN STRONG, TO SUPPORT CLIO AND THE BRAND ACTIVITIES.

2017 OPENING OF CLIOMAKEUP HQ BASED IN MILAN. CLIOMAKEUP CREATES THE FIRST COSMETIC LINE AND DISTRIBUTES IT ON CLIOMAKEUPSHOP, A PROPRIETARY ECOMMERCE, WITH OVER 100.000 ORDERS IN ONE YEAR.

2018 THREE TEMPORARY STORES CALLED “CLIOPOPUP” ARE OPENED IN MILAN, ROME AND NAPLES, ATTRACTING TENS OF THOUSANDS VISITORS AND SALES OVER ONE MONTH.

WWW.CLIOPOPUP.COM

CLIOMAKEUP TODAY

TODAY CLIOMAKEUP IS A DIGITAL-FIRST PUBLISHER AND COSMETICS MANUFACTURER.

WE DEVELOP TAILOR-MADE COMMUNICATION STRATEGIES ACCORDING TO THE SPECIFIC PLATFORM/TARGET AUDIENCE.

OUR MISSION IS TO MAKE THE WORLD OF BEAUTY SIMPLE, FUN AND ACCESSIBLE, FOR EVERYONE.

OUR STATS

YOUTUBE

FOLLOWERS: 1.4 MILLION*
VIEWS/MONTH: 2.5 MILLION*

FACEBOOK

FOLLOWERS: 2.4 MILLION*
WEEKLY REACH: 5 MILLION*

INSTAGRAM

FOLLOWERS: 2.4 MILLION

TV

BLOG

UU/MONTH: 2.4 MILLION*
PAGEVIEWS/MONTH: 10 MILLION*

NOT JUST AN INFLUENCER
BUT AN INTEGRATED MEDIA COMPANY

SOURCES: GOOGLE AND FACEBOOK ANALYTICS

MADE BY WOMEN FOR WOMEN SINCE DAY ONE

A PUBLISHER APPROACH

NOT “A” LIPSTICK, BUT “THE” LIPSTICK

TOP & CONSISTENT QUALITY

TOP PERFORMANCE

NO ATL MARKETING

100% IN-HOUSE MANAGEMENT
FINANCIAL-CREATIVE-LOGISTICS

100% WOMEN

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