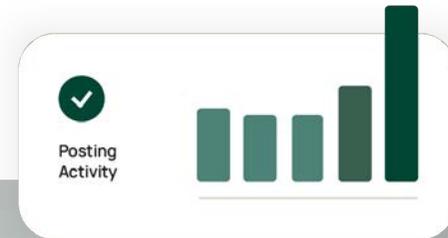


The Tribe Top 10

Beauty and Fashion Rankings: Social Media's Top Brands

August 2023

US Beauty, Fashion, EMEA Beauty, Food & Beverage, MLB, NFL, Streaming Services



@iloveglassesstoo
\$22.5k EMV
452.5k Impressions

A TikTok profile card for the user @iloveglassesstoo. It features a circular profile picture of a woman with short dark hair wearing sunglasses and a light-colored jacket over an orange top. The TikTok logo is in the bottom left corner. To the right of the profile picture is a green circular icon with a white arrow pointing up and to the right. Below the profile picture, the username, EMV, and Impressions are listed.

Tribe Dynamics
A CreatorIQ Company



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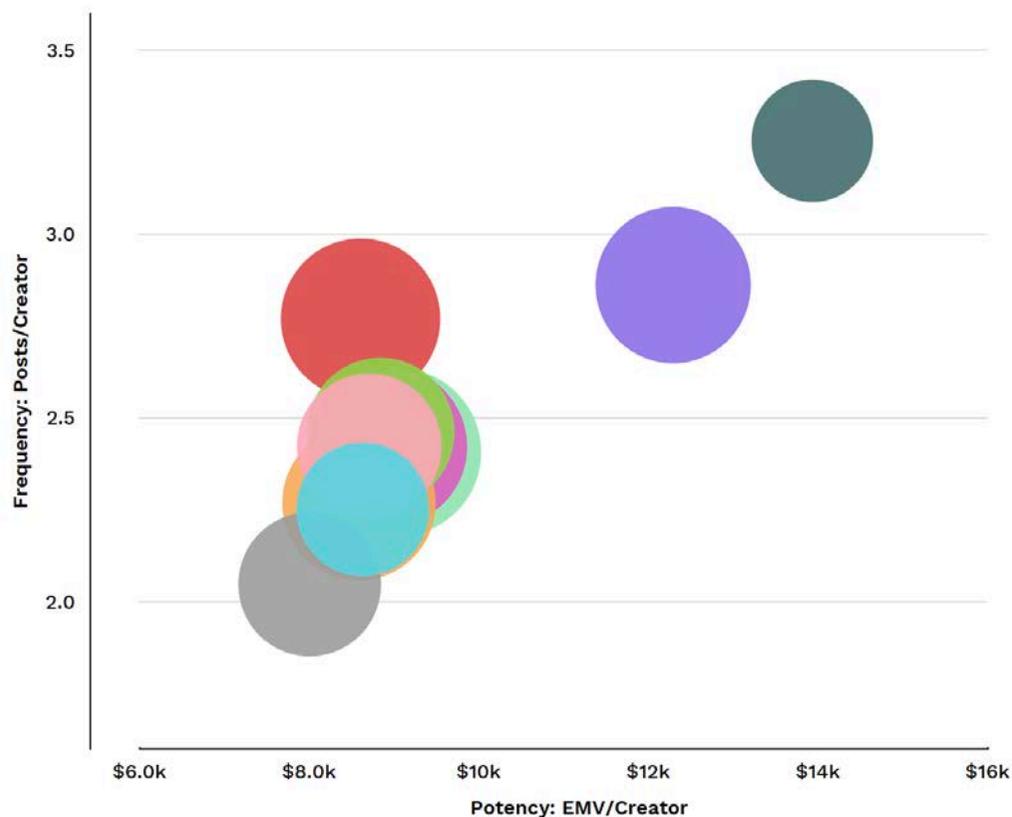


Top 10 Cosmetics Brands in the US

Competitive Set	Total EMV	MoM	YoY
Rare Beauty	\$42,036,349	▼ 12%	▲ 49%
Charlotte Tilbury	\$35,287,516	▼ 6%	▲ 7%
MAC	\$31,691,062	▼ 5%	▲ 33%
Benefit	\$31,048,634	▲ 12%	▲ 20%
ColourPop	\$29,188,721	▼ 27%	▼ 25%
Fenty Beauty	\$28,634,466	▲ 15%	▲ 7%
NYX Professional Makeup	\$27,344,597	▼ 36%	▼ 11%
E.L.F.	\$25,833,627	▼ 9%	▼ 6%
NARS	\$23,100,400	▼ 7%	▲ 9%
Dior (Cosmetics)	\$21,527,572	▼ 11%	▼ 13%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Cosmetics Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Rare Beauty	3,418	-11%	2.9	-5%	\$12.3k	-1%
Charlotte Tilbury	3,896	-3%	2.4	-6%	\$9.1k	-3%
MAC	3,546	6%	2.4	-3%	\$8.9k	-10%
Benefit	3,605	28%	2.8	-1%	\$8.6k	-12%
ColourPop	2,094	-19%	3.3	-11%	\$13.9k	-9%
Fenty Beauty	3,332	10%	2.3	4%	\$8.6k	4%
NYX Professional Makeup	3,090	-10%	2.5	-13%	\$8.8k	-29%
E.L.F.	2,964	-6%	2.4	-1%	\$8.7k	-4%
NARS	2,883	14%	2.0	-9%	\$8.0k	-19%
Dior (Cosmetics)	2,492	-4%	2.2	-5%	\$8.6k	-7%

Brand Highlights

A Closer Look at US Cosmetics

Brand:

Milk Makeup

Milk MAKEUP

Highlight:

Creator

Narrowly missing the Top 10, Milk Makeup accrued \$20.0M EMV. The brand expanded its EMV by 30% month-over-month thanks largely to its Hydro Grip Primer. The product collected \$5.3M EMV in August alone, garnering support from 397 creators. Lindsey Rowley (@linsmakeuplooks on Instagram) drove \$2.8M EMV (53% of the product's monthly total) via 38 pieces of content featuring the Hydro Grip Primer. As Milk Makeup's No. 1 earner, Lindsey contributed \$3.3M EMV for the brand overall, up 198% from July. Meanwhile, Milk Makeup's #LiveYourLook tagline resonated with creators, accumulating \$1.5M EMV via GRWM (get ready with me) posts by Milk Makeup partners such as Meredith Duxbury (@meredithduxbury on TikTok) and Giovanni Rivera (@giofilmedthis).

Brand:

Nudestix

NUDESTIX

Highlight:

Community

Natural beauty brand Nudestix secured \$6.0M EMV in August. The brand enjoyed a 52% MoM expansion of its creator community, with 1.7k creators in the ranks. Despite this swelling community, a majority of Nudestix's EMV came from creators who had posted in both July and August. These retained creators powered \$3.3M EMV, or 54% of Nudestix's monthly total. Among them, No. 1 EMV-driver Victoria Lyn (@victorialyn on Instagram) collected \$485.5k EMV via 55 posts, a 65% MoM EMV increase. Victoria worked with Nudestix to produce a shade of blush, and reposted content that hyped her product collab. Overall, Nudestix improved its EMV by 48% MoM.

Brand:

Iconic London

ICONIC
LONDON

Highlight:

Activation

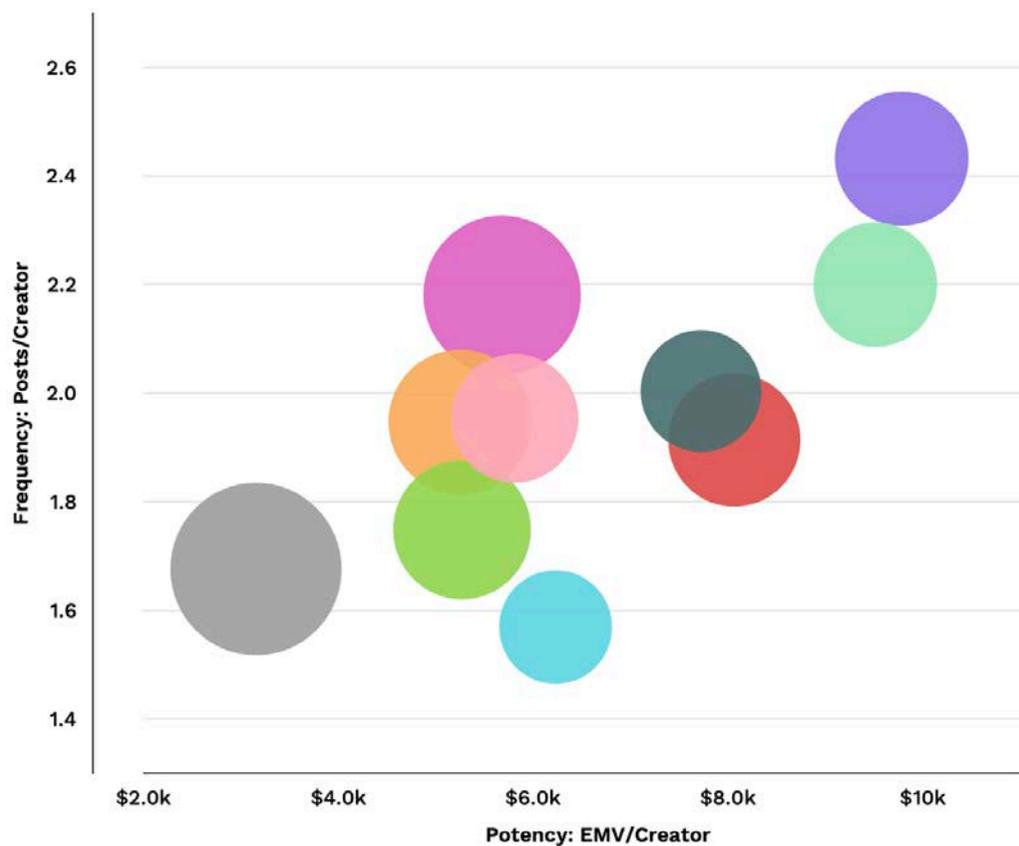
Iconic London smashed August thanks to its inclusion in IPSY's BoxyCharm subscription. The cruelty-free makeup brand's No. 1 hashtag was #GiftedByIpsy, which accrued \$601.9k EMV via 253 creators. Additionally, Iconic London enjoyed a 68% community boost, closing the month with 633 creators. The BoxyCharm buzz contributed to the impact of Iconic London's incoming creators—creators who posted in August, but not July—who fueled \$2.1M EMV, 64% of the brand's monthly total. Among them, musician Nathalie Paris (@nathalieparis on Instagram) proved Iconic London's No. 1 EMV-driver, inspiring \$289.9k EMV. Overall, Iconic London secured \$3.3M EMV, up 50% from the previous month.

Top 10 Skincare Brands in the US

Competitive Set	Total EMV	MoM	YoY
RHODE Skin	\$13,718,967	▲ 85%	▲ 297%
Drunk Elephant	\$11,417,108	▲ 51%	▲ 74%
Summer Fridays	\$11,134,171	▲ 38%	▲ 105%
Sol De Janeiro	\$11,061,306	▲ 33%	▲ 171%
Elemis	\$8,854,468	▼ 5%	▲ 29%
Glow Recipe	\$8,503,224	▼ 6%	▲ 6%
La Roche-Posay	\$7,903,457	▼ 9%	▼ 13%
Caudalie	\$7,419,656	▲ 14%	▲ 56%
Kiehl's	\$7,260,616	▲ 8%	▲ 116%
Laneige	\$6,234,606	▼ 17%	▲ 26%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Skincare Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
RHODE Skin	1,402	10%	2.4	12%	\$9.8k	68%
Drunk Elephant	1,200	11%	2.2	9%	\$9.5k	35%
Summer Fridays	1,959	23%	2.2	15%	\$5.7k	12%
Sol De Janeiro	1,371	13%	1.9	7%	\$8.1k	18%
Elemis	1,146	-15%	2.0	-1%	\$7.7k	12%
Glow Recipe	1,619	15%	1.9	-4%	\$5.3k	-18%
La Roche-Posay	1,499	5%	1.7	-6%	\$5.3k	-14%
Caudalie	1,276	2%	2.0	-4%	\$5.8k	12%
Kiehl's	2,300	25%	1.7	4%	\$3.2k	-14%
Laneige	1,000	-28%	1.6	-22%	\$6.2k	15%

Brand Highlights

A Closer Look at US Skincare

Brand:

RHODE Skin

rhode

Highlight:

Product Launch

RHODE Skin enjoyed a berry prosperous August, scoring the No. 1 spot in this month's Top 10 thanks to an impressive \$13.7M EMV and 85% month-over-month gain. The celebrity-founded skincare brand had fans buzzing with the launch of its limited-edition Strawberry Glaze Peptide Lip Treatment. The product was inspired by Krispy Kreme's Strawberry Glazed doughnuts, which returned this summer for the first time since 2021. To celebrate the release, RHODE Skin invited creators like Hailey Sani (@haileysani on Instagram) and Christie X (@christxie) to a launch event at Krispy Kreme's Times Square location in New York City. Additionally, RHODE Skin arranged strategic PR package drops showcasing the new Peptide Lip Treatment, inspiring a series of #GRWM (get ready with me) and product review content. The Peptide Lip Treatment ultimately came in as one of RHODE Skin's top EMV-generating products for the month, powering \$2.5M and contributing to the brand's extraordinary 297% year-over-year EMV surge.

Brand:

Murad

Murad.

Highlight:

Product Launch

Science-backed skincare brand Murad secured a noteworthy \$6.1M EMV this month, experiencing an astronomical 164% MoM EMV spike. This summer, the brand expanded its Acne Control range to include a new Rapid Relief Acne Sulfur Mask. Murad's launch campaign included partnerships with content creators like Chelsea Thompson (@chelsea.t_ on TikTok) and Dr. Tony Youn (@doctoryoun), who featured the offering in educational #SkinTok content tagged #MuradPartner. Meanwhile, Murad continued to spread awareness for its popular Retinol Youth Renewal Serum via additional partnerships with content creators like Ayanna Sabrina (@ayannasabrina) and Anastazia Dupee (@stazylicious). The Serum came in as one of the brand's top EMV-generating products in August, powering \$302.8k, a 36% improvement from July. Murad wrapped the month with an impressive 1.4k brand fans and 2.4k mentions.

Brand:

Topicals

TOPICALS

Highlight:

Product Launch

Topicals had a few reasons to celebrate in August, collecting \$3.4M EMV and experiencing a massive 114% MoM gain. The #SkinTok community rejoiced when Topicals officially entered the acne-scarring market by unveiling its innovative Sealed Active Scar Primer. To celebrate the release, Topicals hosted content creators for an exclusive dinner in New York City. Additionally, the brand honored its third anniversary by hosting a tropical getaway to Bermuda with creators like Aliyah Bah (@aliyahsinterlude on Instagram), Sean Garrette (@seangarrette), and Ishini Weerasinghe (@ishiniw), who tagged their trip content with #TopicalsTakesBermuda, which has garnered 2.6M TikTok views to-date. In all, this activity fueled the expansion of Topicals' existing network by 93% MoM to 716 brand fans, and contributed to the brand's 1.6k total mentions for August, a 146% MoM surge.

Top 10 Haircare Brands in the US

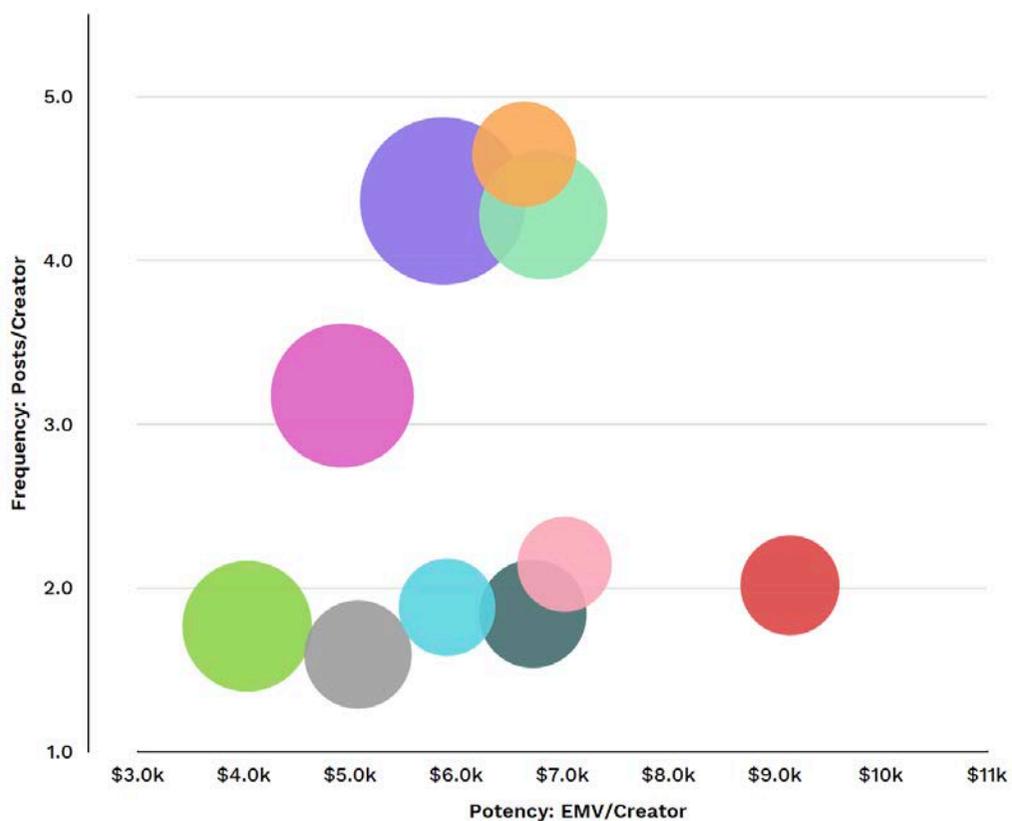
Top 5 Tools, Wigs, & Extensions

Competitive Set	Total EMV	MoM	YoY
Redken	\$10,754,476	▲ 20%	▲ 11%
K18 Hair	\$7,439,540	▲ 1%	▲ 24%
Olaplex	\$6,692,718	▼ 17%	▼ 81%
Gisou	\$5,955,932	▲ 17%	▲ 182%
Ouai	\$5,152,757	▲ 56%	▲ 45%
Schwarzkopf Professional	\$4,784,894	▲ 15%	▼ 16%
Amika	\$4,492,326	▲ 16%	▲ 32%
Briogeo	\$4,145,463	▲ 61%	▲ 94%
Living Proof	\$3,886,108	▲ 66%	▲ 9%
Color Wow	\$3,669,774	▼ 15%	▲ 122%

Competitive Set	Total EMV
Dyson (Haircare)	\$8,143,560
The Beachwaver Co.	\$4,536,313
ghd	\$4,311,737
Framar	\$4,105,921
BaByliss	\$2,956,182

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Haircare Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Redken	1,829	21%	4.4	0%	\$5.9k	0%
K18 Hair	1,090	3%	4.3	6%	\$6.8k	-1%
Olaplex	1,357	-6%	3.2	6%	\$4.9k	-12%
Gisou	651	9%	2.0	1%	\$9.1k	8%
Ouai	766	9%	1.8	17%	\$6.7k	42%
Schwarzkopf Professional	720	17%	4.6	11%	\$6.6k	-2%
Amika	1,113	35%	1.8	-22%	\$4.0k	-14%
Briogeo	590	53%	2.1	17%	\$7.0k	5%
Living Proof	765	8%	1.6	3%	\$5.1k	53%
Color Wow	620	-10%	1.9	4%	\$5.9k	-6%

Brand Highlights

A Closer Look at US Haircare

Brand:
Ouai

Ouai

Highlight:

Event

Ouai cruised to the No. 5 spot on the U.S. Haircare leaderboard, securing \$5.2M EMV, up 56% from the previous month. The brand capitalized on the self-care trend, with #SelfCare generating \$415.3k EMV as Ouai's top hashtag. Keeping the theme rolling, Ouai brought select influencers to St. Barts for a self-care extravaganza. Beauty creator Ahnesti Monet McMichael (@monetmcmichael on Instagram) thanked the brand for a week-long "trip of a lifetime," which featured coconuts, turtles, and underwater adventures. McMichael was Ouai's No. 2 overall EMV-driver, fueling \$307.8k via six mentions.

Brand:
Briogeo

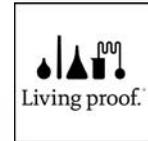
Briogeo

Highlight:

Event

Briogeo celebrated ten years with a bang! To commemorate this milestone, 100+ creators attended a VIP event. Guests like Malia and Makenzie Fowler (@makenzieandmalia on TikTok) and Abby Baffoe (@abbybaffoe) captured the moment when they saw their branded billboards hoisted above The Grove in LA. Meanwhile, Briogeo products resonated with fans throughout the month, thanks to the brand's BoxyCharm inclusion. Briogeo partner Mariale Marrero (@mariale on Instagram) was an ardent supporter, boasting about having the healthiest hair of her life. As the brand's top overall EMV-driver, Mariale contributed \$807.2k EMV, more than 2x Briogeo's No. 2 earner. In all, Briogeo collected \$4.1M EMV, up 61% from the previous month.

Brand:
Living Proof



Highlight:

Activation

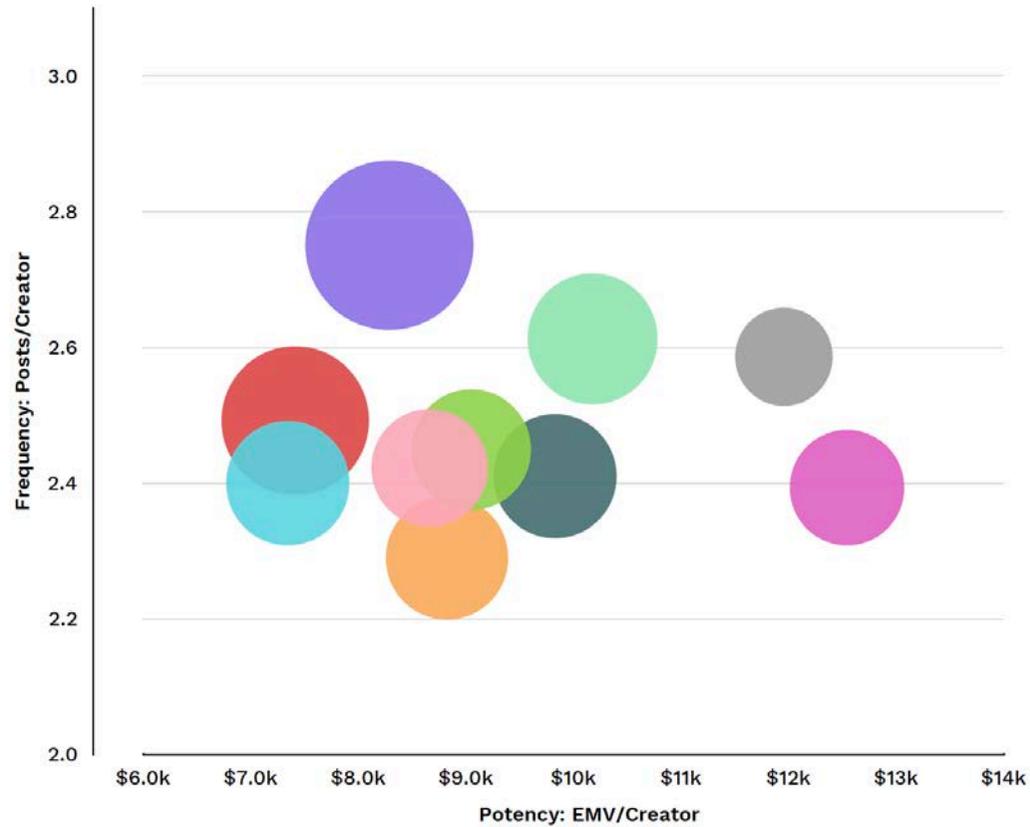
It's Living Proof's world, and we're all living in it. The Perfect Hair Day Dry Shampoo garnered \$654.5k EMV in August via 41 creators. Among them, lifestyle creator Daryl-Ann Denner (@darylanndenner on Instagram) promoted a Barbie giveaway that proved impactful, generating \$250.3k EMV. Additionally, creators such as Danielle Eilers (@danielle.eilers) and Tia Booth (@tiarachel91) revved up traction with similar giveaways featuring Beis carry-ons that included Living Proof products. Meanwhile, beauty TikToker Ahnesti Monet McMichael (@monetmcmichael) stole the show with a GRWM for a night-in, sparking \$125.3k EMV via two brand mentions. Overall, Living Proof accrued \$3.9M EMV, representing a 66% MoM improvement.

Top 10 Beauty Brands in Europe

Competitive Set	Total EMV	MoM	YoY
Charlotte Tilbury	\$22,585,306	▼ 19%	▲ 25%
L'Oréal Paris	\$16,557,618	▼ 43%	▲ 40%
Maybelline	\$15,823,888	▼ 3%	▲ 106%
MAC	\$15,549,844	▼ 11%	▲ 20%
NYX Professional Makeup	\$14,338,506	▼ 52%	▲ 35%
Dior (Beauty)	\$12,714,432	▼ 24%	▲ 3%
Benefit	\$12,432,732	▲ 16%	▼ 4%
YSL (Beauty)	\$11,302,760	▼ 5%	▲ 169%
Rare Beauty	\$10,909,066	▼ 26%	▲ 58%
NARS	\$10,751,786	▼ 28%	▼ 4%

Top 10: Community Metrics

Community Size, Frequency, and Potency for Europe Beauty



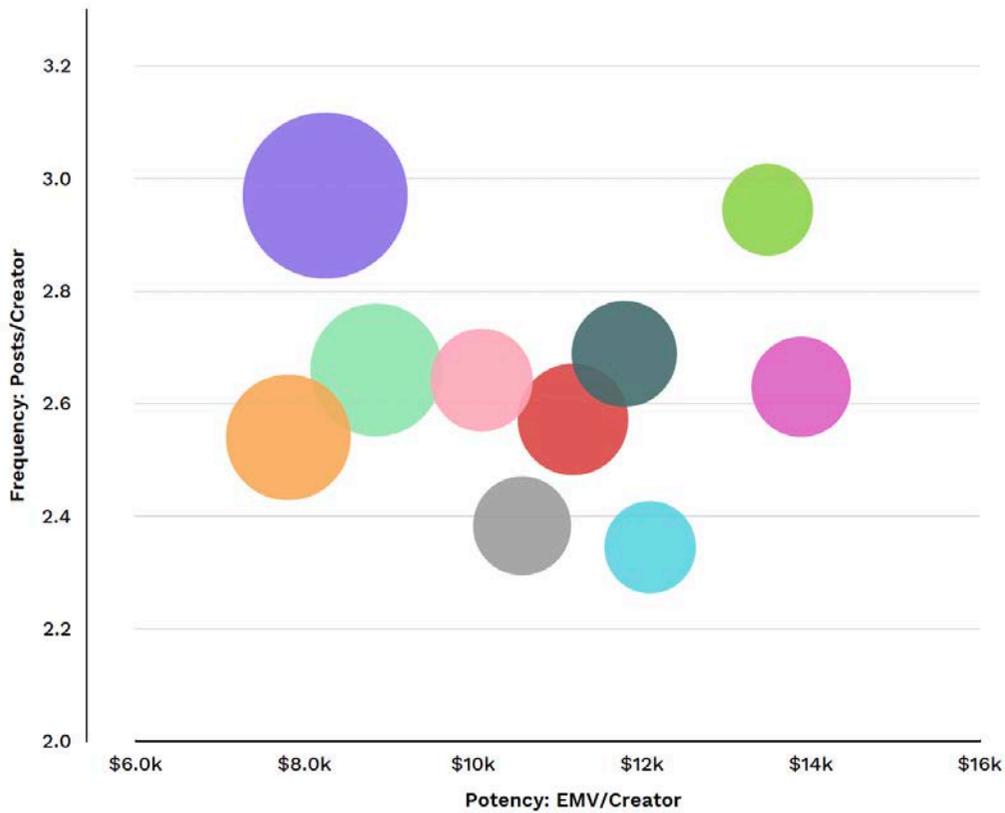
Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Charlotte Tilbury	2,723	-8%	2.7	-11%	\$8.3k	-12%
L'Oréal Paris	1,626	-8%	2.6	-12%	\$10.2k	-38%
Maybelline	1,261	-13%	2.4	2%	\$12.5k	12%
MAC	2,096	-3%	2.5	-6%	\$7.4k	-8%
NYX Professional Makeup	1,458	-19%	2.4	-30%	\$9.8k	-41%
Dior (Beauty)	1,440	-20%	2.3	-13%	\$8.8k	-5%
Benefit	1,373	4%	2.4	6%	\$9.1k	11%
YSL (Beauty)	1,304	-2%	2.4	-3%	\$8.7k	-3%
Rare Beauty	912	-10%	2.6	-5%	\$12.0k	-17%
NARS	1,463	-5%	2.4	-13%	\$7.3k	-24%

Top 10 Beauty Brands in the UK

Competitive Set	Total EMV	MoM	YoY
Charlotte Tilbury	\$16,305,452	▼ 22%	▲ 33%
MAC	\$11,213,385	▼ 4%	▲ 26%
Maybelline	\$9,986,516	▲ 28%	▲ 156%
L'Oréal Paris	\$9,956,445	▼ 22%	▲ 130%
NYX Professional Makeup	\$9,506,445	▼ 33%	▲ 54%
NARS	\$8,846,416	▼ 21%	▼ 6%
Rare Beauty	\$8,109,141	▼ 21%	▲ 64%
Benefit	\$7,649,652	▲ 11%	▲ 23%
Dior (Beauty)	\$7,377,224	▼ 1%	▲ 11%
YSL (Beauty)	\$7,357,242	▲ 9%	▲ 216%

Top 10: Community Metrics

Community Size, Frequency, and Potency for UK Beauty Brands



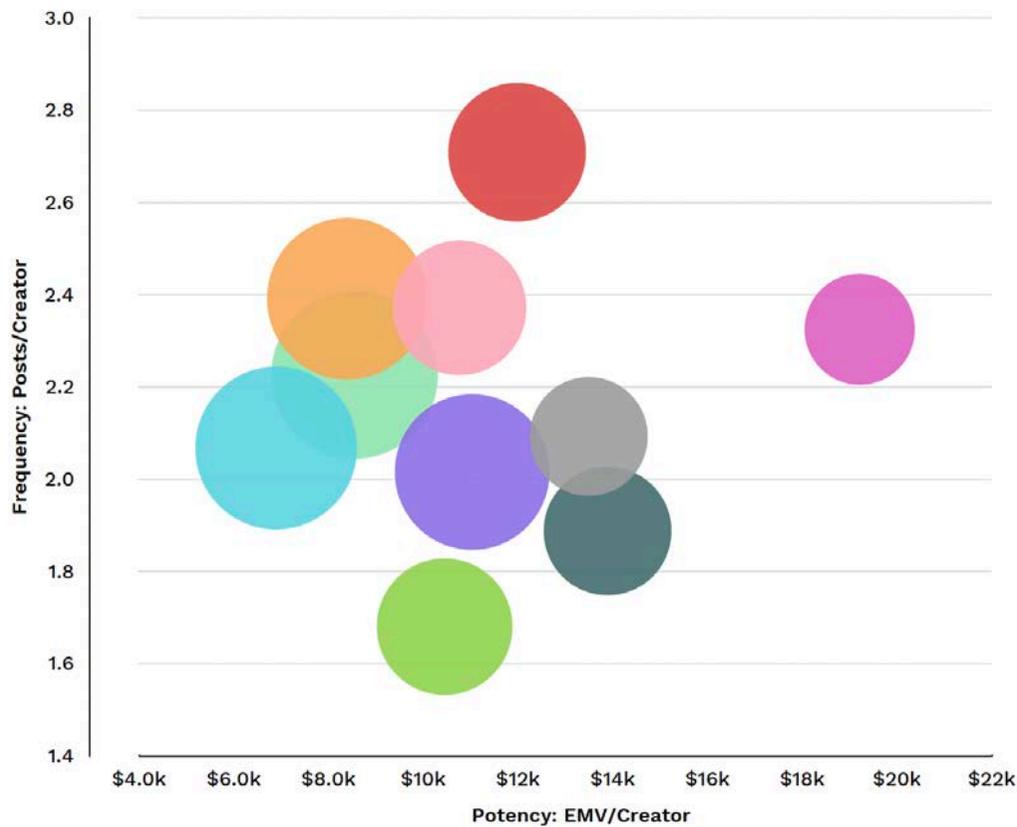
Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Charlotte Tilbury	1,976	-7%	3.0	-13%	\$8.3k	-16%
MAC	1,266	1%	2.7	-7%	\$8.9k	-4%
Maybelline	719	4%	2.6	19%	\$13.9k	24%
L'Oréal Paris	890	9%	2.6	-13%	\$11.2k	-28%
NYX Professional Makeup	806	-13%	2.7	-21%	\$11.8k	-23%
NARS	1,132	1%	2.5	-9%	\$7.8k	-22%
Rare Beauty	601	-6%	2.9	-3%	\$13.5k	-16%
Benefit	757	18%	2.6	14%	\$10.1k	-6%
Dior (Beauty)	697	-13%	2.4	-3%	\$10.6k	14%
YSL (Beauty)	608	16%	2.3	-6%	\$12.1k	-6%

Top 10 Beauty Brands in France

Competitive Set	Total EMV	MoM	YoY
Charlotte Tilbury	\$2,285,816	▲ 3%	▼ 2%
NYX Professional Makeup	\$2,054,600	▼ 69%	▼ 12%
Maybelline	\$2,018,449	▼ 52%	▲ 102%
Armani (Beauty)	\$1,966,434	▼ 24%	▲ 317%
Rare Beauty	\$1,960,058	▼ 20%	▲ 87%
L'Oréal Paris	\$1,874,899	▼ 49%	▼ 26%
Fenty Beauty	\$1,663,264	▼ 12%	▲ 29%
Lancôme	\$1,659,685	▲ 7%	▲ 127%
Huda Beauty	\$1,620,557	▼ 45%	▲ 52%
YSL (Beauty)	\$1,560,256	▼ 1%	▲ 63%

Top 10: Community Metrics

Community Size, Frequency, and Potency for France Beauty Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Charlotte Tilbury	207	-13%	2.0	0%	\$11.0k	19%
NYX Professional Makeup	240	-18%	2.2	-48%	\$8.6k	-63%
Maybelline	105	-50%	2.3	-39%	\$19.2k	-4%
Armani (Beauty)	164	-15%	2.7	4%	\$12.0k	-10%
Rare Beauty	141	-15%	1.9	-18%	\$13.9k	-6%
L'Oréal Paris	223	0%	2.4	0%	\$8.4k	-49%
Fenty Beauty	159	-6%	1.7	-19%	\$10.5k	-6%
Lancôme	154	-31%	2.4	-1%	\$10.8k	56%
Huda Beauty	120	-29%	2.1	-5%	\$13.5k	-22%
YSL (Beauty)	226	-20%	2.1	-4%	\$6.9k	23%

Brand Highlights

A Closer Look at Beauty in Europe, the UK, and France

Europe

Brand:

Glossier**Glossier.**

Highlight:

Community

Glossier racked up EMV in Europe thanks to the #SoftGirlAesthetic. The brand's top-performing hashtag, #SoftGirlAesthetic collected \$546.4k EMV via seven creators. Glossier also benefitted from recent beauty trends like #PinkPinkPink and #GirlyAesthetic, which generated \$500.3k EMV and \$439.4k, respectively. Meanwhile, Glossier enjoyed a 59% month-over-month increase in post volume. This content stemmed largely from retained creators, who posted in both June and July, powering \$2.3M EMV in the latter month. Overall, Glossier collected \$3.6M EMV, up 53% from July. The brand also enjoyed a notable 105% YoY EMV expansion.

UK

Brand:

RimmelRIMMEL
LONDON

Highlight:

Activation

U.K.-founded beauty brand Rimmel secured \$6.1M EMV, an 84% MoM expansion. The brand benefited from various activities, including its #RimmelSummerFest event and the popular Thrill Pitch Black mascara. The Rimmel Summer Fest was a splashy event, complete with a Rimmel London Bar featuring slushies in its signature red color, a tarot card reading room, photoshoot zones, and tunes. The corresponding tag, #RimmelSummerFest, accounted for \$205.2k EMV. Meanwhile, #ThrillPitchBlack, the name of the brand's mascara, accrued an impressive \$2.2M EMV via 164 creators. Rimmel experienced a sizable 72% community growth, enjoying the efforts of 593 creators. It's no surprise that Rimmel relished in a 346% YoY EMV growth in the region.

France

Brand:

Tarte

tarte

Highlight:

Campaign

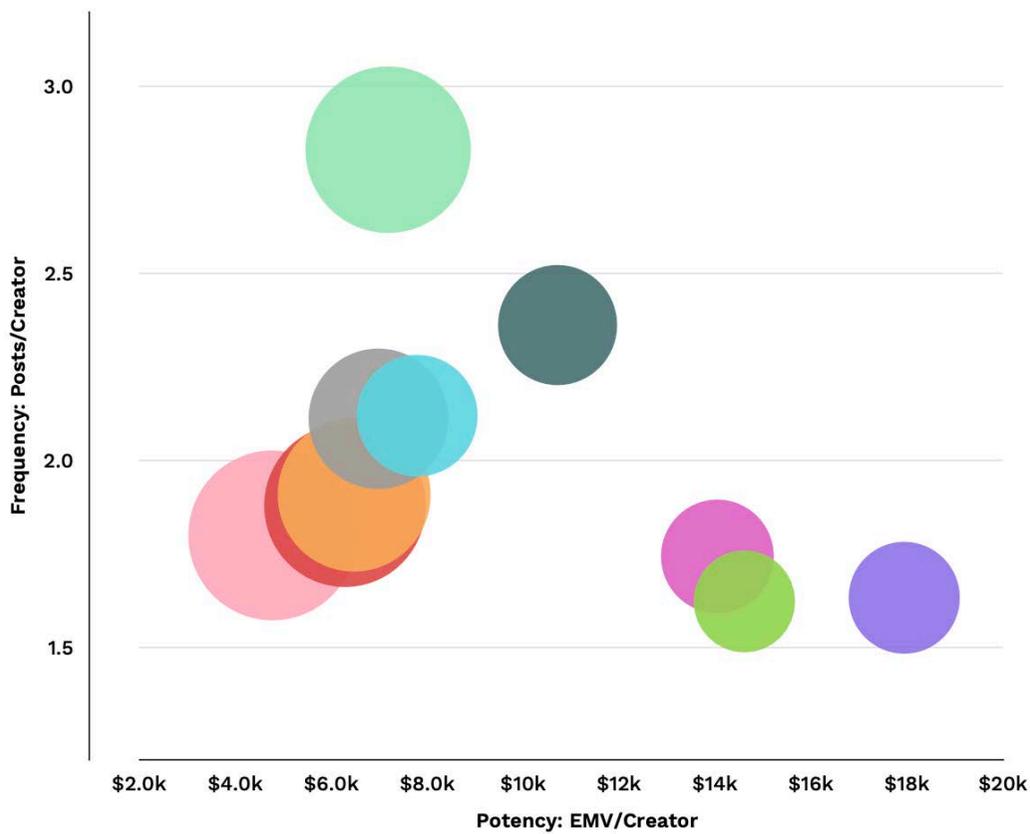
Tarte's #ChallengeMaquillage fueled the brand's \$1.1M EMV total in France. The challenge corresponded with the #10PumpsOfFoundation initiative, wherein beauty creators placed one pump of makeup on one side of their faces, and ten on the other. Both #ChallengeMaquillage and #10PumpsOfFoundation accrued \$357.7k EMV—32% of Tarte's monthly total. Creator Esra (@lilylilah on TikTok) promoted Tarte's products via a fun multi-part challenge comprised of four posts, and encouraged fans to share their favorite side (one pump or 10 pumps?). Meanwhile, Poopi Blh (@poopiblh) inspired \$72.2k EMV via a Sephora makeup haul that incorporated Tarte products. In all, Tarte enjoyed a 100% MoM EMV improvement.

Top 10 Skincare Brands in Europe

Competitive Set	Total EMV	MoM	YoY
L'Oréal Paris (Skincare)	\$5,402,402 	▼ 13%	▲ 145%
Elemis	\$4,797,495 	▼ 20%	▲ 136%
Nivea	\$4,357,399 	▼ 48%	▲ 259%
La Roche-Posay	\$4,008,363 	▼ 45%	▲ 7%
RHODE Skin	\$3,721,289 	▲ 36%	▲ 2k%
Caudalie	\$3,695,215 	▼ 8%	▲ 68%
Garnier (Skincare)	\$3,669,028 	▼ 23%	▲ 143%
Sol De Janeiro	\$3,316,161 	▲ 2%	▲ 229%
Kiehl's	\$3,311,601 	▼ 13%	▲ 147%
Drunk Elephant	\$2,775,740 	▼ 16%	▲ 128%

Top 10: Community Metrics

Community Size, Frequency, and Potency for Europe Skincare Brands



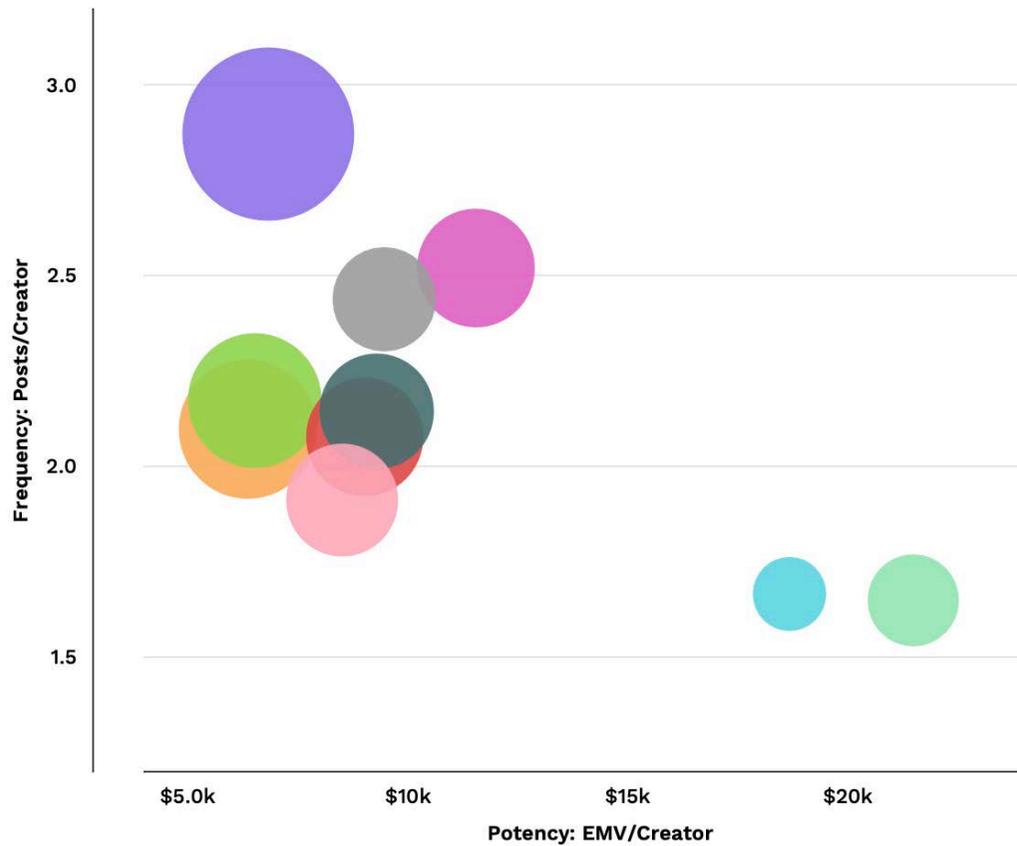
Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
L'Oréal Paris (Skincare)	301	0%	1.6	5%	\$17.9k	-13%
Elemis	667	-18%	2.8	1%	\$7.2k	-3%
Nivea	310	-10%	1.7	-36%	\$14.1k	-42%
La Roche-Posay	637	-24%	1.9	-1%	\$6.3k	-29%
RHODE Skin	347	20%	2.4	16%	\$10.7k	14%
Caudalie	570	-16%	1.9	-3%	\$6.5k	10%
Garnier (Skincare)	251	-1%	1.6	9%	\$14.6k	-22%
Sol De Janeiro	693	8%	1.8	4%	\$4.8k	-6%
Kiehl's	474	-30%	2.1	-1%	\$7.0k	24%
Drunk Elephant	356	-14%	2.1	5%	\$7.8k	-2%

Top 10 Skincare Brands in the UK

Competitive Set	Total EMV	MoM	YoY
Elemis	\$4,106,297	▼ 19%	▲ 136%
L'Oréal Paris (Skincare)	\$3,653,439	▲ 21%	▲ 178%
RHODE Skin	\$3,257,022	▲ 28%	▲ 2k%
Caudalie	\$2,526,133	▲ 9%	▲ 235%
Glow Recipe	\$2,481,560	▲ 27%	▲ 91%
La Roche-Posay	\$2,470,806	▲ 2%	▲ 25%
Tatcha	\$2,375,527	▼ 28%	▲ 48%
Kiehl's	\$2,170,368	▲ 32%	▲ 228%
Drunk Elephant	\$2,063,775	▼ 1%	▲ 170%
Dior (Skincare)	\$2,054,730	▲ 121%	▲ 109%

Top 10: Community Metrics

Community Size, Frequency, and Potency for UK Skincare Brands



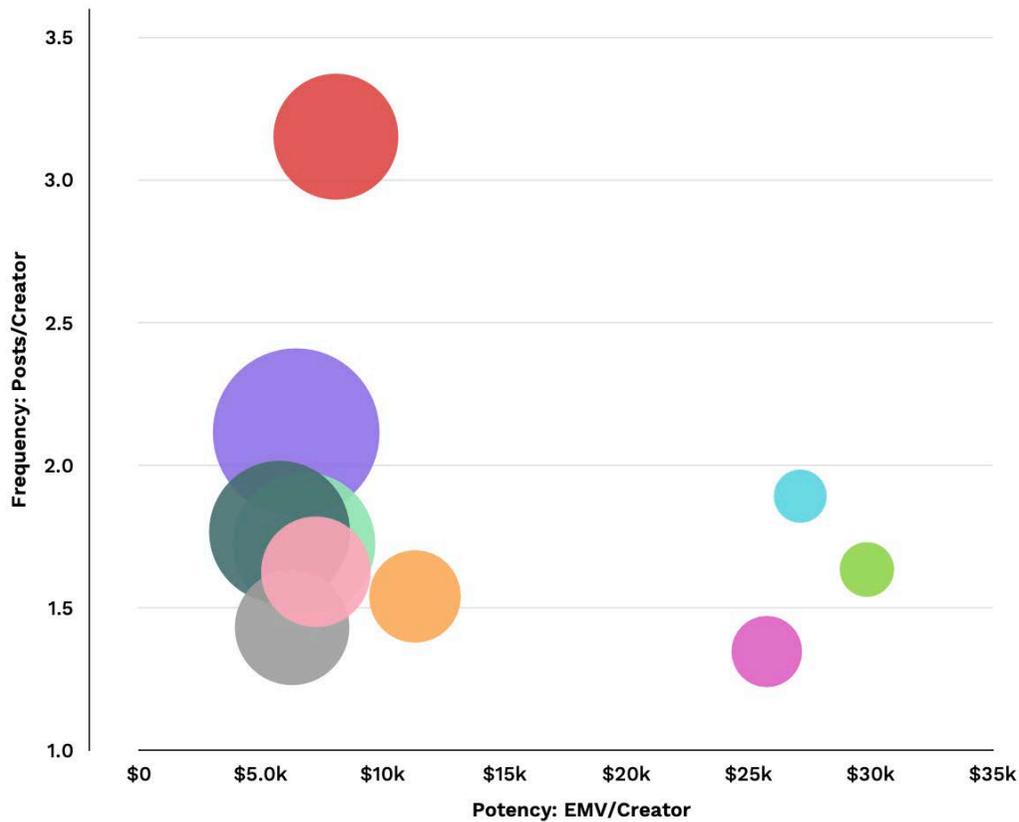
Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Elemis	601	-18%	2.9	2%	\$6.8k	-1%
L'Oréal Paris (Skincare)	170	17%	1.6	-3%	\$21.5k	3%
RHODE Skin	282	11%	2.5	22%	\$11.5k	15%
Caudalie	280	-3%	2.1	11%	\$9.0k	12%
Glow Recipe	267	14%	2.1	0%	\$9.3k	11%
La Roche-Posay	388	-3%	2.1	10%	\$6.4k	6%
Tatcha	364	-10%	2.2	-24%	\$6.5k	-20%
Kiehl's	255	-16%	1.9	8%	\$8.5k	57%
Drunk Elephant	218	-6%	2.4	5%	\$9.5k	4%
Dior (Skincare)	110	-8%	1.7	6%	\$18.7k	139%

Top 10 Skincare Brands in France

Competitive Set	Total EMV	MoM	YoY
Typology	\$1,151,250	▼ 9%	▼ 18%
Caudalie	\$877,432	▲ 10%	▼ 8%
L'Oréal Paris (Skincare)	\$824,204	▲ 494%	▲ 136%
Kiehl's	\$809,437	▲ 41%	▲ 695%
Sol De Janeiro	\$734,701	▲ 7%	▲ 285%
Mixa	\$612,075	▲ 155%	▲ 46%
Garnier (Skincare)	\$567,286	▼ 51%	▲ 167%
Erborian	\$560,191	▼ 42%	▲ 29%
La Roche-Posay	\$529,285	▼ 14%	▲ 40%
Elemis	\$488,310	▼ 8%	▲ 505%

Top 10: Community Metrics

Community Size, Frequency, and Potency for France Skincare Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Typology	178	-35%	2.1	-6%	\$6.5k	41%
Caudalie	129	-31%	1.7	-13%	\$6.8k	59%
L'Oréal Paris (Skincare)	32	45%	1.3	6%	\$25.8k	308%
Kiehl's	100	-20%	3.1	-3%	\$8.1k	77%
Sol De Janeiro	127	35%	1.8	8%	\$5.8k	-21%
Mixa	54	86%	1.5	17%	\$11.3k	37%
Garnier (Skincare)	19	-42%	1.6	28%	\$29.9k	-15%
Erborian	77	-49%	1.6	-10%	\$7.3k	15%
La Roche-Posay	84	-37%	1.4	-23%	\$6.3k	37%
Elemis	18	0%	1.9	0%	\$27.1k	-8%

Brand Highlights

A Closer Look at Skincare in Europe, the UK, and France

Europe

Brand:

Youth To The People

YOUTH TO THE PEOPLE™

Highlight:

Community

Youth To The People experienced notable growth in Europe this month, securing a cool \$1.8M EMV, a 64% month-over-month gain. The brand's improvement was primarily fueled by an effective network, whose potency swelled by 118% MoM to reach a noteworthy \$13.0k EMV average per creator. New brand fans like Holly Murray (@hollymurraymakeup on TikTok), Fleur Arbel (@fleurarbel), and Nikki Makeup (@Nikki_Makeup on Instagram) ranked as some of the brand's top EMV-generating creators, collectively powering \$487.0k via 10 posts. Meanwhile, the Superfood Cleanser continued to prove a strong EMV-driver for Youth To The People, inspiring \$88.3k via 217 mentions in August.

UK

Brand:

Dior Skincare

DIOR

Highlight:

Community

Luxury brand Dior Skincare snagged the U.K.'s No. 10 spot by collecting \$2.0M EMV, enjoying a 121% MoM spike. The brand's growth can be primarily attributed to renewed interest in Dior Skincare's viral Lip Glow Oil, which powered \$1.5M EMV—a significant 119% MoM improvement from July. The offering was included in #GRWM (get ready with me) content from new creators like Stef Williams (@stef.williams on Instagram), Ling Tang (@ling.kt), and Millie Leer (@millieleer). This activity fueled a significant 139% MoM surge in average potency, which reached an impressive \$18.7k EMV per creator.

France

Brand:

L'Oréal Paris Skincare

L'ORÉAL PARIS

Highlight:

Community

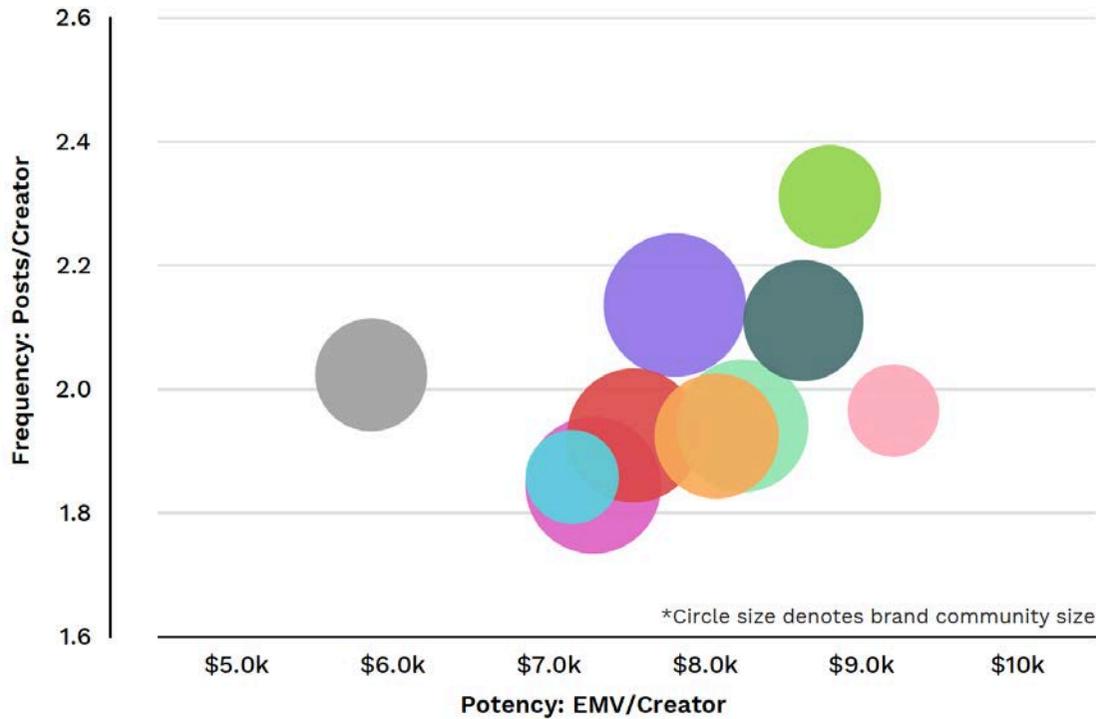
L'Oréal Paris Skincare secured the No. 3 spot in its home country thanks to \$824.2k EMV, a 494% MoM surge. The brand continued to generate awareness for its popular Revitalift range by partnering with new content creators like Samy (@skincarebysamy on TikTok), Marine Lamarre (@terriblementm), and Emma Laurent (@emmaalaurentt) to author informative content tagged #Revitalift, which has amassed 257.2M views to-date. As a result, the product line enjoyed its most prosperous month in 2023 so far, powering \$695.1k EMV after experiencing a whopping 1.4k% MoM boost.

Top 10 Luxury Fashion Brands in the US

Competitive Set	Total EMV	MoM	YoY
Chanel (Fashion)	\$23,701,573 	▼ 21%	▼ 2%
Dior (Fashion)	\$21,410,816 	▼ 11%	▼ 20%
Gucci (Fashion)	\$20,182,448 	▲ 5%	▼ 22%
Prada	\$20,041,044 	▼ 5%	▼ 30%
Louis Vuitton	\$18,703,197 	▼ 12%	▼ 7%
Saint Laurent (YSL) (Fashion)	\$18,566,969 	▲ 32%	▲ 6%
Hermès	\$13,840,616 	▼ 19%	▼ 2%
Versace	\$11,598,790 	▼ 18%	▼ 14%
Valentino	\$10,999,391 	▼ 48%	▼ 25%
Celine	\$9,275,958 	▲ 2%	▼ 3%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Luxury Fashion Brands



Brands	No. of Creators	Posts per Creator	EMV per Creator
Chanel (Fashion)	3,028	2.1	\$7,808
Dior (Fashion)	2,588	1.9	\$8,242
Gucci (Fashion)	2,756	1.8	\$7,287
Prada	2,644	1.9	\$7,545
Louis Vuitton	2,155	2.1	\$8,631
Saint Laurent (YSL) (Fashion)	2,300	1.9	\$8,076
Hermès	1,568	2.3	\$8,800
Versace	1,254	2.0	\$9,208
Valentino	1,869	2.0	\$5,865
Celine	1,300	1.9	\$7,152

Brand Highlights

A Closer Look at US Luxury Fashion

Brand:

**Saint Laurent
(YSL)**



Highlight:

Community

During a challenging month for the Top 10 luxury fashion brands, YSL distinguished itself by registering the highest growth, with a 32% increase month-over-month that resulted in \$18.6M EMV. YSL's success can be largely attributed to a rise in #GRWM (Get Ready With Me) content, with creators sharing behind-the-scenes glimpses of their styling routine with followers. This hashtag emerged as YSL's second-most influential, generating \$2.5M EMV from 169 creators and receiving 236 mentions. Consequently, YSL experienced a remarkable 127% MoM surge in total impressions, and a 130% MoM growth in total engagements.

Brand:

Marc Jacobs

MARC JACOBS

Highlight:

Event

Marc Jacobs saw a significant rise in August, experiencing a 56% MoM increase and achieving \$5.0M EMV. A pivotal factor in this growth was the brand's collaboration with Kim Kardashian (@kimkardashian on Instagram), who showcased the brand's new fall collection via a series of artistically curated photos set against a plain white background. Her four posts, which teased and later unveiled the collection, generated a remarkable \$461.5k EMV, making Kardashian the brand's top creator for the month. Additionally, brand enthusiasts used #KimKardashian to express their views on the new collection, contributing \$85.9k EMV.

Brand:

**Salvatore
Ferragamo
FERRAGAMO**

Highlight:

Event

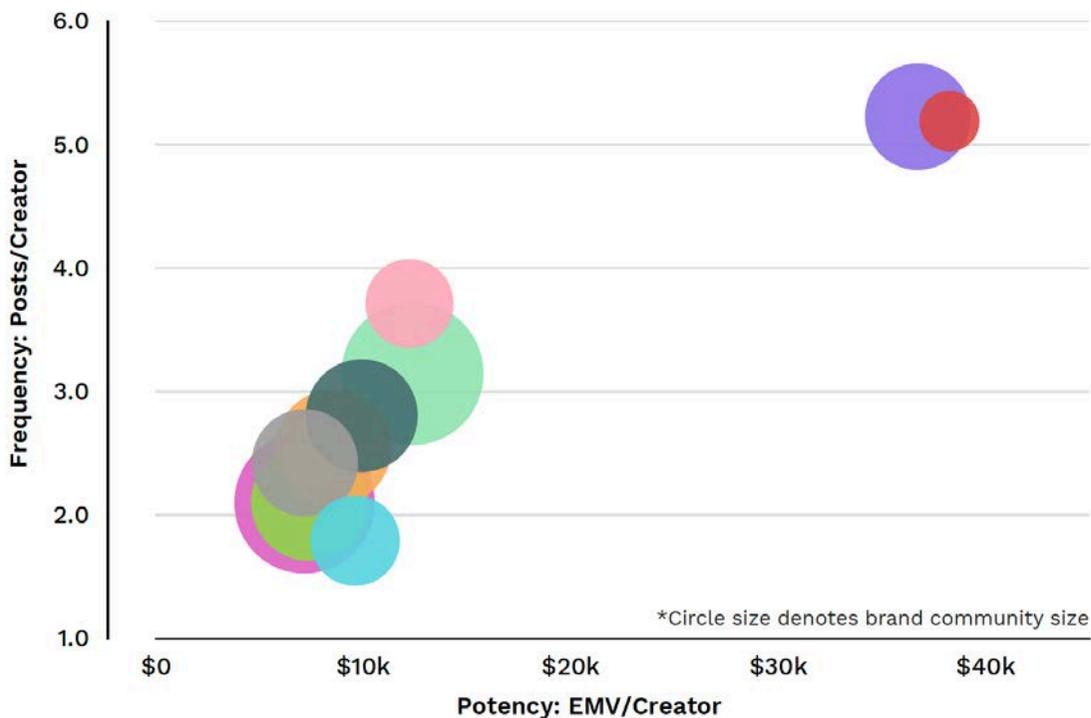
Salvatore Ferragamo experienced notable growth this month, primarily due to the unveiling of its Pre-Fall 2023 Campaign. The collection introduced high-fashion pieces that updated classic Hollywood style by combining laid-back modernity inspired by the American West. Collaborating with powerhouse creators like Maitreyi Ramakrishnan (@maitreyiramakrishnan on Instagram), Gal Gadot-Varsano (@gal_gadot), and Dove Cameron (@dovecameron) to showcase the collection, Salvatore Ferragamo achieved an impressive \$3.8M EMV, an 87% MoM increase.

Top 10 Apparel Brands in the US

Competitive Set	Total EMV	MoM	YoY
Fashion Nova	\$118,086,734	▼ 5%	▼ 10%
Nike	\$71,868,975	▲ 3%	▲ 1%
Zara	\$40,988,096	▼ 7%	▼ 20%
Gymshark	\$39,881,079	▲ 2%	▲ 60%
Adidas	\$35,829,083	▲ 16%	▲ 7%
SHEIN	\$33,288,823	▼ 18%	▼ 39%
H&M	\$29,641,255	▲ 2%	▼ 7%
Alo Yoga	\$27,260,602	▲ 9%	▼ 6%
Free People	\$23,544,644	▲ 13%	▲ 46%
Skims	\$22,332,318	▼ 16%	▼ 8%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Apparel Brands



Brands	No. of Creators	Posts per Creator	EMV per Creator
Fashion Nova	3,204	5.2	\$36,744
Nike	5,774	3.1	\$12,395
Zara	5,656	2.1	\$7,191
Gymshark	1,033	5.2	\$38,269
Adidas	3,590	2.8	\$9,947
SHEIN	3,833	2.5	\$8,579
H&M	3,922	2.1	\$7,432
Alo Yoga	2,224	3.7	\$12,246
Free People	3,231	2.4	\$7,207
Skims	2,298	1.8	\$9,625

Brand Highlights

A Closer Look at US Apparel

Brand:

Adidas



Highlight:

Event

Adidas experienced the most significant growth among Top 10 brands, largely due to its prominent involvement in the FIFA Women's World Cup, which took place from late July to the end of August. Two of the brand's most influential hashtags were #AdidasFootball and #FIFAWWC, which generated a notable \$1.5M and \$1.4M EMV, respectively, thanks to contributions from a total of 29 creators. The official FIFA Women's World Cup Instagram account (@fifawomensworldcup) was the leading source of exposure for Adidas, contributing an impressive \$1.7M EMV via 48 posts. This content featured several Adidas-branded awards given during the tournament, including the Golden Glove Award, which was won by England's goalkeeper Mary Earps. Adidas closed the month with \$35.8M EMV, a 16% month-over-month increase.

Brand:

Victoria's
Secret



Highlight:

Launch

Although not in the Top 10, Victoria's Secret saw a remarkable rise in the rankings, registering a 72% MoM increase. This momentum was largely due to the brand's successful introduction of 'The Icon', a lingerie line that celebrates a variety of body types. High-profile celebrities like Adut Akech (@adutakech on Instagram), Hailey Bieber (@haileybieber), and Emily Ratajkowski (@emrata) showcased the collection in artistic photoshoots styled by renowned fashion expert Camilla Nickerson. Meanwhile, the launch campaign's hashtag #YoureAnIcon stood out as one of the brand's most effective, with 74 mentions and garnering \$1.2M EMV. Victoria's Secret ended the month with a notable \$13.2M EMV.

Brand:

Madewell



Highlight:

Community

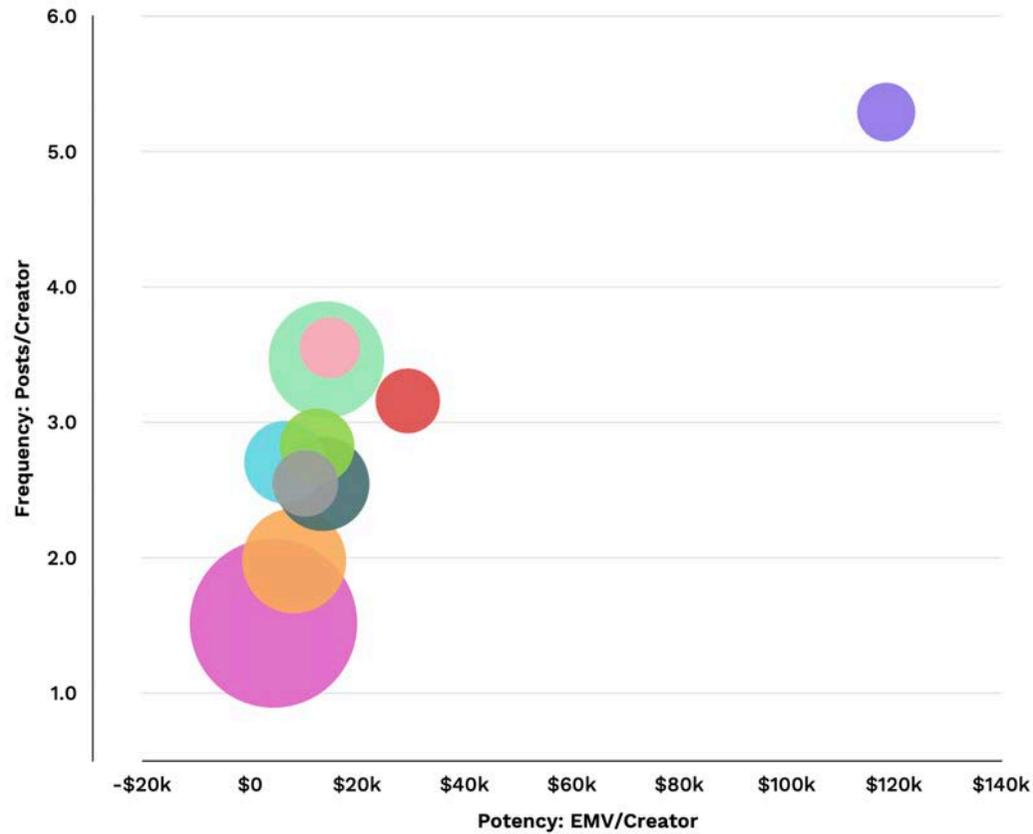
Outside of the Top 10, Madewell made significant strides in August, experiencing a 102% MoM growth and achieving \$8.4M EMV. A major factor in the clothing brand's success was a focus on expanding its network with influential creators. Even though Madewell's community grew by only 16% from the previous month, its average EMV per creator rose significantly to \$7.6k, a 74% MoM surge. The brand's newly added group of 757 creators brought in a substantial \$5.7M EMV. Among this cohort, powerhouse creators proved most valuable for Madewell, contributing \$1.9M EMV.

Top 10 Alcoholic Beverage Brands in the US

Competitive Set	Total EMV	MoM	YoY
Luc Belaire	\$10,795,151	▼ 43%	▲ 238%
Bud Light	\$5,127,114	▼ 46%	▲ 257%
Aperol	\$3,360,241	▼ 37%	▲ 45%
Budweiser	\$3,276,728	▲ 57%	▲ 150%
818 Tequila	\$3,185,629	▲ 53%	▼ 27%
Casamigos	\$2,413,505	▲ 87%	▲ 115%
Happy Dad	\$1,882,597	▼ 25%	▲ 54%
Coors Light	\$1,456,892	▲ 39%	▲ 30%
Corona	\$1,210,488	▼ 80%	▲ 166%
Patrón Tequila	\$1,201,458	▲ 38%	▲ 47%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Alcoholic Beverage Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator
Luc Belaire	91	-18%	5.3	-22%	\$118.6k
Bud Light	357	4%	3.5	-25%	\$14.4k
Aperol	748	-14%	1.5	-5%	\$4.5k
Budweiser	111	-11%	3.2	35%	\$29.5k
818 Tequila	233	40%	2.5	15%	\$13.7k
Casamigos	289	3%	2.0	4%	\$8.4k
Happy Dad	149	3%	2.8	8%	\$12.6k
Coors Light	97	-12%	3.5	30%	\$15.0k
Corona	116	-18%	2.5	-57%	\$10.4k
Patrón Tequila	180	-13%	2.7	19%	\$6.7k

Brand Highlights

A Closer Look at US Alcoholic Beverage Brands

Brand:
Budweiser



Highlight:

Community

Throughout August, Budweiser was buoyed by its partnerships with various sports organizations, from individual teams to entire leagues. The iconic beverage brand's top three EMV-drivers were the Houston Astros (@astros on Facebook), the FIFA Women's World Cup (@fifawomensworldcup), and Major League Baseball (@mlb on Instagram), which powered a respective \$1.1M, \$746.9k, and \$344.6k. These sports organizations touted their partnerships with Budweiser, tagging the brand in a range of promotional content. Thanks to increased activity from its sports partners, Budweiser pulled in \$3.3M EMV in August, enjoying a 57% month-over-month jump.

Brand:
818 Tequila



Highlight:

Community

Coming in at No. 5 on the inaugural Alcoholic Beverages Leaderboard, 818 Tequila netted \$3.2M EMV in August, a robust 53% MoM growth. Founded by social media star Kendall Jenner in 2021, the tequila brand enjoyed buzz from other internet royalty throughout the month. While other members of the Kardashian/Jenner family offered their support, 818 Tequila's most impactful advocate was proud mama Kris Jenner (@krisjenner on Instagram), who emerged as the brand's No. 1 EMV-driver with \$1.4M across 24 posts. Jenner inspired over \$1.0M EMV more than 818 Tequila's No. 2 earner, Vogue Magazine (@voguemagazine), which featured the brand in a profile on Kendall Jenner.

Brand:
Casamigos



Highlight:

Event

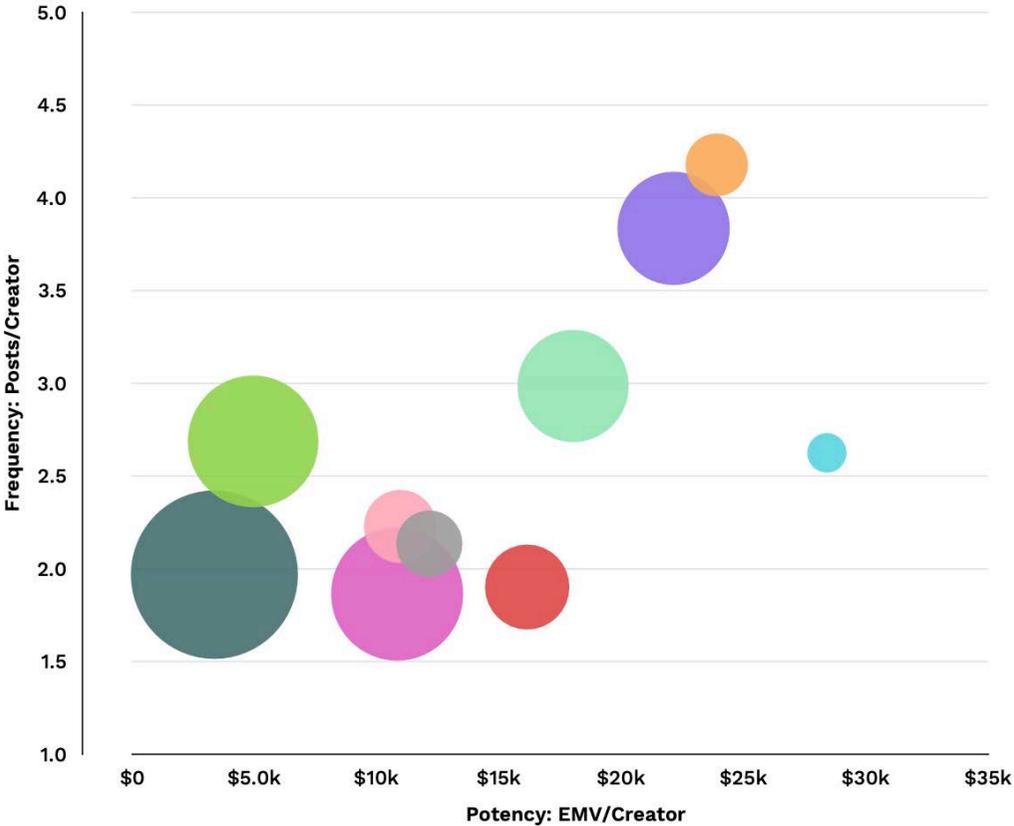
Another celebrity-founded tequila brand, George Clooney's Casamigos came in at No. 6 in August, with its \$2.4M EMV haul proving a Top 10-leading 87% MoM surge. Nearly 85% (\$2.0M EMV) of the brand's August total stemmed from creators who hadn't mentioned Casamigos in July. Many of these newcomers were celebrities who took in Taylor Swift's Eras Tour when it stopped at Los Angeles' SoFi Stadium in early August: Elizabeth Banks (@elizabethbanks on Instagram), Brie Larson (@brielarson), and Lupita Nyong'o (@lupitanyongo) all shared posts from the stadium's swanky Casamigos Lounge. Banks, Larson, and Nyong'o all ranked among Casamigos' top 10 EMV-drivers.

Top 10 Non-Alcoholic Beverage Brands in the US

Competitive Set	Total EMV	MoM	YoY
Red Bull	\$23,844,437	▲ 7%	▲ 29%
Celsius	\$19,042,848	▲ 32%	▲ 23%
Coca-Cola	\$16,157,027	▼ 5%	▲ 17%
PRIME	\$9,834,593	▲ 2%	▲ 430%
Alani Nu	\$8,059,518	▼ 38%	▲ 32%
Monster Energy	\$7,967,193	▼ 11%	▼ 5%
Liquid I.V.	\$7,236,505	▼ 4%	▼ 14%
Pepsi	\$4,932,283	▲ 25%	▲ 57%
Gatorade	\$4,552,459	▼ 25%	▼ 63%
Mountain Dew	\$3,752,584	▲ 9%	▲ 89%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Non-Alcoholic Beverage Brands



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Red Bull	1,076	10%	3.8	3%	\$22.2k	-3%
Celsius	1,055	5%	3.0	11%	\$18.1k	26%
Coca-Cola	1,488	-10%	1.9	-7%	\$10.9k	5%
PRIME	608	-10%	1.9	-6%	\$16.2k	13%
Alani Nu	2,379	-2%	2.0	-1%	\$3.4k	-36%
Monster Energy	333	12%	4.2	7%	\$23.9k	-21%
Liquid I.V.	1,456	2%	2.7	20%	\$5.0k	-5%
Pepsi	449	30%	2.2	19%	\$11.0k	-4%
Gatorade	374	-4%	2.1	8%	\$12.2k	-22%
Mountain Dew	132	1%	2.6	2%	\$28.4k	8%

Brand Highlights

A Closer Look at US Non-Alcoholic Beverage Brands

Brand:

**Blue Bottle
Coffee**



Highlight:

Product Launch

Coffee roaster and retailer Blue Bottle Coffee enjoyed a prosperous month, collecting \$2.3M EMV and experiencing a 65% month-over-month gain. Beginning in May 2023, the brand partnered with recording artist Abel "The Weeknd" Tesfaye (@theweeknd in Instragam) to create Samra Origins (@samraorigins), a brand and product line celebrating Ethiopia's history as the birthplace of coffee. In August, Blue Bottle Coffee and Samra Origins generated buzz with the release of Craft Instant Coffee, a limited-edition single-origin instant coffee. In all, the brand's network expanded by 212 content creators this month, with Tesfaye coming in as Blue Bottle Coffee's top EMV-driver, powering a significant \$1.8M via 19 posts.

Brand:

Betty Buzz



Highlight:

Partnership

Betty Buzz scored a major goal this month, securing \$751.1k EMV and a notable 174% MoM spike this month. As the official training kit sponsor of Wrexham AFC (@wrexham_afc on Instagram), the brand was featured in the VIP suite of the team's Carabao Cup kick-off game, where celebrities like Hugh Jackman (@thehughjackman) and Ryan Reynolds (@vancityreynolds) lounged throughout the match and tagged Betty Buzz in their recap content. The brand also attracted notable media attention when it unveiled its latest campaign, featuring founder Blake Lively (@blakelively) and Betty Buzz's newest citrus-flavored offerings. This activity ultimately contributed to the brand's astronomical 1.3k% YoY surge.

Brand:

7UP



Highlight:

Product Launch

Veteran soda brand 7UP experienced an exciting month of growth, collecting \$687.4k EMV, a 416% MoM gain. The brand kept fans like SnackGator (@snackgator on Instagram) and Markie Devo (@markie_devo) buzzing with the Kroger-exclusive return of its popular Tropicals flavor, which had previously only been available in specific markets. Meanwhile, 7UP was featured as a secret ingredient by content creators like Amanda Formaro (@AmandasCookin on Facebook) and Calvin Kang (@cooklikeimbook on TikTok), who featured the beverage in recipes ranging from sorbets to cakes. 7UP has enjoyed a 111% YoY improvement to-date.

Top 10 Quick-Service Restaurants in the US

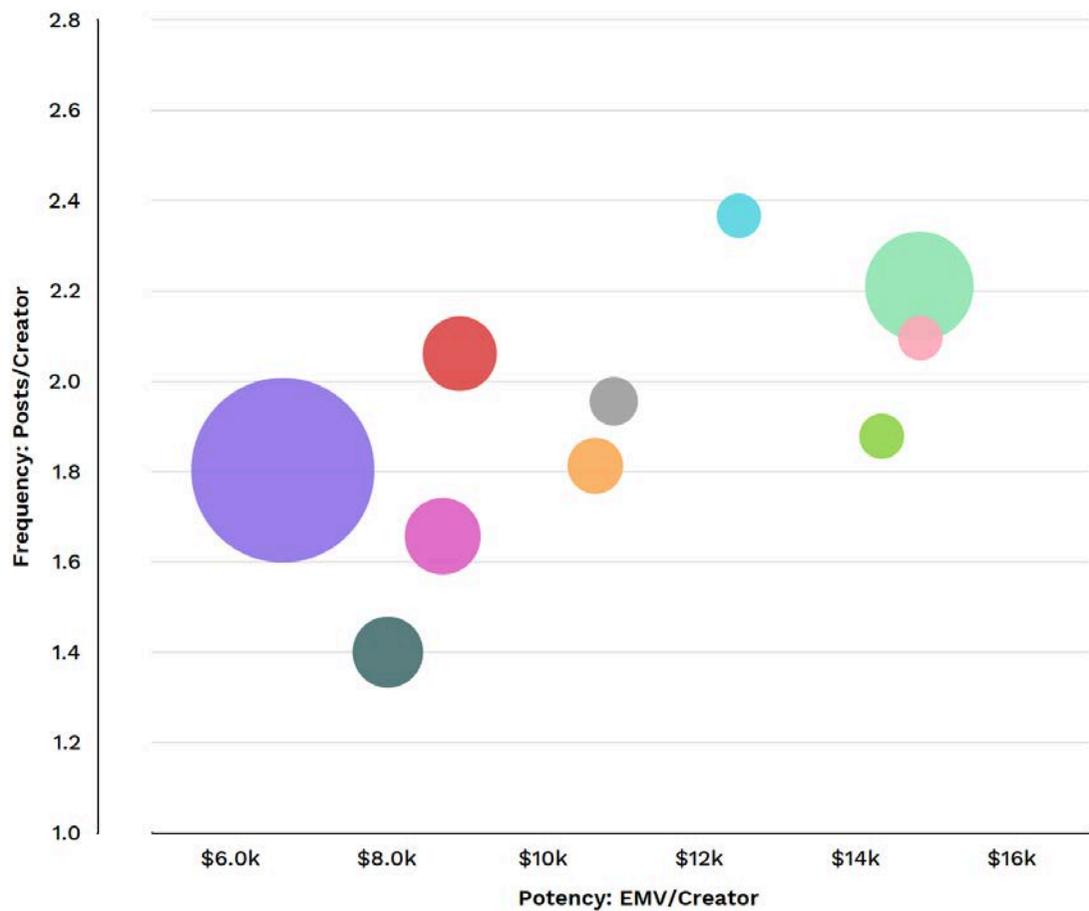
Competitive Set	Total EMV	MoM	YoY
Starbucks	\$37,830,372	▲ 40%	▲ 22%
McDonald's	\$29,407,249	▼ 27%	▲ 9%
Chick-fil-A	\$8,478,329	▲ 18%	▲ 15%
Taco Bell	\$8,278,963	▲ 4%	▲ 117%
Chipotle	\$6,721,437	▲ 32%	▼ 18%
Krispy Kreme	\$5,540,725	▲ 203%	▲ 278%
Burger King	\$4,895,628	▼ 30%	▲ 33%
Raising Cane's	\$4,875,662	▼ 3%	▲ 415%
Subway	\$4,277,648	▼ 0%	▲ 43%
KFC	\$4,116,825	▼ 39%	▲ 19%

US

Quick-Service Restaurants

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Quick-Service Restaurants



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator
Starbucks	5,666	55%	1.8	4%	\$6.7k
McDonald's	1,984	-10%	2.2	-2%	\$14.8k
Chick-fil-A	972	19%	1.7	7%	\$8.7k
Taco Bell	926	31%	2.1	18%	\$8.9k
Chipotle	838	4%	1.4	-11%	\$8.0k
Krispy Kreme	519	88%	1.8	10%	\$10.7k
Burger King	330	-18%	2.1	-9%	\$14.8k
Raising Cane's	340	-24%	1.9	1%	\$14.3k
Subway	392	-6%	2.0	-3%	\$10.9k
KFC	329	7%	2.4	0%	\$12.5k

Brand Highlights

A Closer Look at US Quick-Service Restaurants

Brand:

Starbucks



Highlight:

Launch

Starbucks took the top spot in the Quick-Service Restaurants category this month, recording a significant \$37.2M EMV, a 38% month-over-month increase. As autumn approached, Starbucks heralded the return of its beloved Pumpkin Spice Latte on August 24th, celebrating the beverage's 20th year. Along with this classic, the brand also introduced the Iced Pumpkin Cream Chai Tea Latte, along with the well-received Pumpkin Cream Cold Brew. The excitement was evident on social media, with #PumpkinSpice and #PumpkinSpiceLatte emerging as two of the brand's most influential hashtags. Together, these hashtags amassed a noteworthy \$3.9M EMV, with fans enthusiastically discussing the announcement.

Brand:

Krispy Kreme



Highlight:

Collaboration

In August, Krispy Kreme stood out among the Top 10 brands with a remarkable 202% month-over-month increase, achieving \$5.5M EMV. A significant factor behind this success was the brand's collaboration with Hailey Bieber's Rhode Skin. This partnership introduced a limited-edition peptide lip treatment, inspired by Krispy Kreme's iconic strawberry glazed donut. To commemorate the launch, Rhode Skin sent several influencers a unique strawberry-shaped package that included both the lip treatment and a box of signature strawberry-glazed donuts. Consequently, the hashtags #HaileyBieber and #Rhode collectively amassed \$752.5k EMV for Krispy Kreme via 61 mentions.

Brand:

Panera Bread



Highlight:

Community

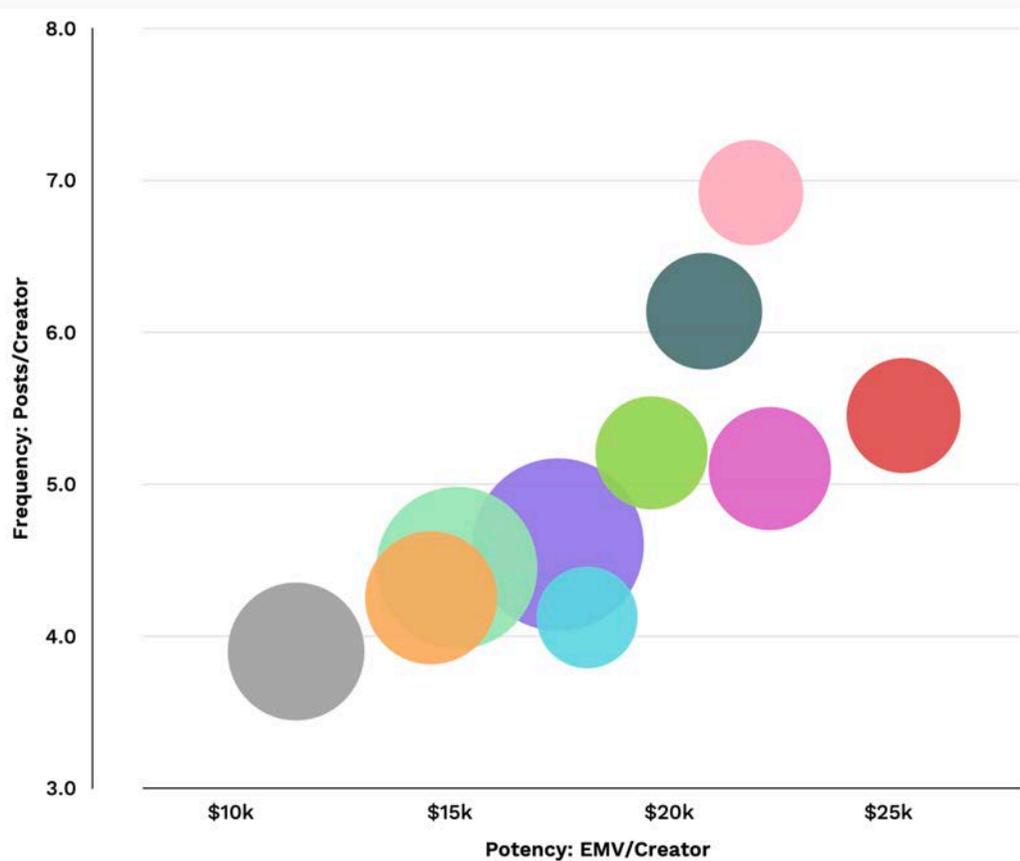
Panera Bread, while not in the Top 10, saw a significant 161% MoM growth. This momentum was largely due to the brand's emphasis on enhancing the activity of its creator community, which enjoyed a 120% MoM increase, resulting in an average of \$6.6k EMV per creator. Newly engaged creators were crucial to this rise, contributing \$1.9M EMV to Panera Bread's quarterly total of \$2.1M. Among this cohort, powerhouse creators proved especially influential, accounting for \$927.5k EMV across 358 mentions. Notably, home chef My Nguyen (My Healthy Dish on Facebook) recreated Panera Bread's popular Broccoli Cheddar Soup. My's version generated \$187.3k EMV, ranking the chef as one of Panera Bread's most impactful creators in August.

Top 10 MLB Teams in the US

Competitive Set	Total EMV	MoM	YoY
Los Angeles Dodgers	\$13,808,618	▲ 16%	▼ 10%
New York Yankees	\$10,615,791	▲ 14%	▲ 6%
Atlanta Braves	\$9,010,699	▲ 6%	▲ 29%
Philadelphia Phillies	\$8,950,933	▲ 183%	▲ 169%
Houston Astros	\$7,553,014	▲ 56%	▲ 21%
New York Mets	\$6,866,753	▼ 13%	▼ 4%
Chicago White Sox	\$6,685,722	▲ 60%	▲ 90%
Boston Red Sox	\$6,474,079	▲ 15%	▲ 34%
Los Angeles Angels	\$5,818,386	▼ 26%	▲ 30%
Baltimore Orioles	\$5,006,024	▲ 17%	▲ 111%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US MLB Teams



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Los Angeles Dodgers	790	22%	4.6	3%	\$17.5k	-5%
New York Yankees	700	10%	4.4	3%	\$15.2k	4%
Atlanta Braves	404	2%	5.1	15%	\$22.3k	4%
Philadelphia Phillies	353	56%	5.4	22%	\$25.4k	82%
Houston Astros	363	34%	6.1	7%	\$20.8k	17%
New York Mets	471	2%	4.2	-13%	\$14.6k	-15%
Chicago White Sox	341	38%	5.2	4%	\$19.6k	16%
Boston Red Sox	296	5%	6.9	4%	\$21.9k	10%
Los Angeles Angels	506	3%	3.9	-14%	\$11.5k	-28%
Baltimore Orioles	276	15%	4.1	-7%	\$18.1k	1%

Brand Highlights

A Closer Look at US MLB Teams

Team:

**Los Angeles
Dodgers**



Highlight:

Community

One of the top teams in the standings also claimed the No. 1 spot in our first MLB leaderboard: the Los Angeles Dodgers reeled in \$13.8M EMV, a healthy 16% month-over-month improvement. Roughly 72% (\$10.0M EMV) of this total stemmed from creators and media outlets who had also posted about the Dodgers in July. Foremost among these consistent fans was SportsNet LA (@sportsnetla on Instagram): after driving \$1.6M EMV via 311 posts in July, the sports news publication upped the ante in August, inspiring \$2.9M–\$2.0M more than the Dodgers' No. 2 earner—across an incredible 522 pieces of content.

Team:

**Philadelphia
Phillies**



Highlight:

Community

The Philadelphia Phillies inspired \$9.0M EMV in August, enjoying a Top 10-leading 183% MoM surge. While the team saw a sizable 56% MoM expansion of its community, which swelled to 353 creators, most of the team's momentum stemmed from heightened activity among the Phillies' faithful: the team's content volume spiked 89% MoM to 1.9k posts, while its creators averaged \$25.4k EMV each, an 82% MoM boost in potency. Consistent creators, or those who had also hyped up the Phillies in July, were mainly responsible for this trend. This consistent cohort drove a collective \$6.8M EMV, or 76% of the team's total EMV.

Team:

**Chicago
White Sox**



Highlight:

Community

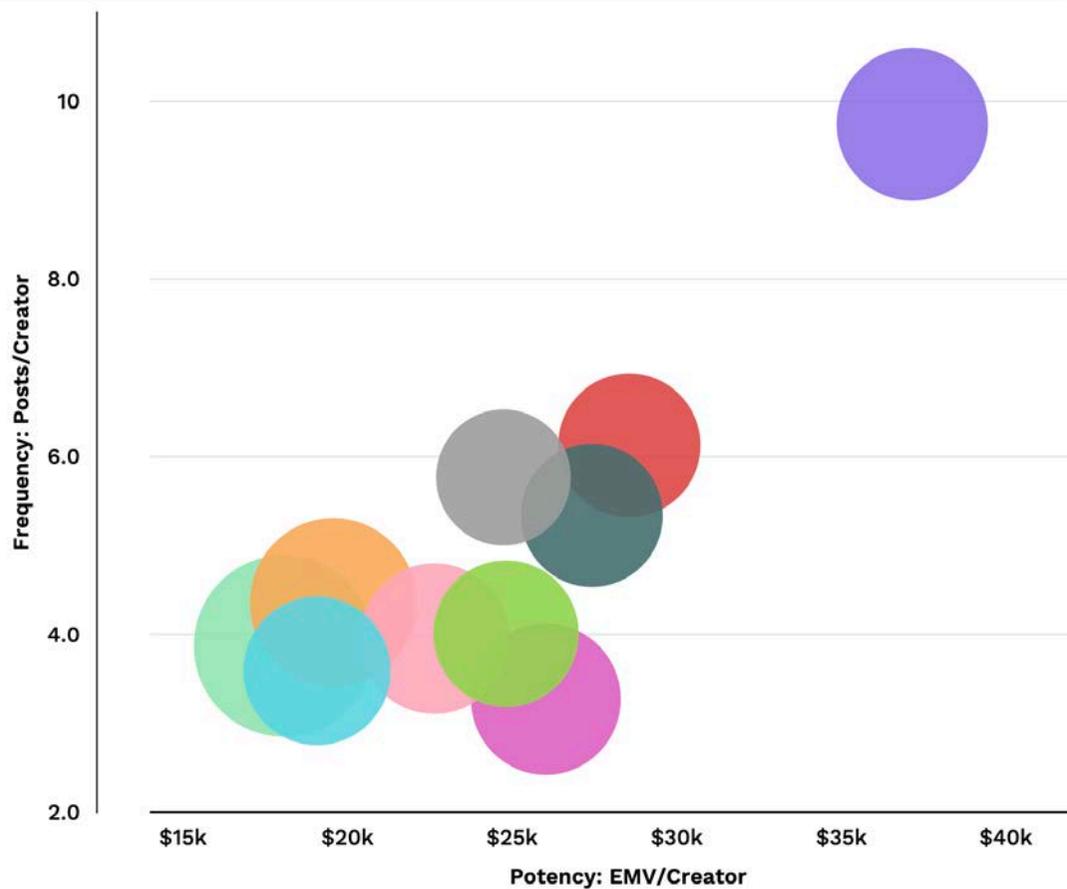
While the Chicago White Sox might be eliminated from the playoffs, the team enjoyed a strong performance in August's Top 10, accruing \$6.7M EMV, a 60% MoM surge. The team expanded its community by 38% MoM to 341 creators, which in turn sparked a 45% MoM increase in content volume, helping the White Sox close August with 1.8k posts. Most of these mentions came from media outlets covering developments with the team, with Sports Illustrated (@SportsIllustrated on Facebook) emerging as the White Sox's No. 1 earner by driving \$397.5k EMV across a whopping 72 mentions.

Top 10 NFL Teams in the US

Competitive Set	Total EMV	MoM	YoY
San Francisco 49ers	\$13,266,715	▲ 224%	▲ 106%
Kansas City Chiefs	\$9,089,997	▼ 5%	▲ 50%
Dallas Cowboys	\$9,085,723	▲ 265%	▲ 52%
Indianapolis Colts	\$8,998,506	▲ 134%	▲ 246%
Pittsburgh Steelers	\$8,585,561	▲ 160%	▲ 53%
Las Vegas Raiders	\$8,496,238	▲ 165%	▲ 31%
New York Jets	\$8,142,840	▲ 74%	▲ 180%
Baltimore Ravens	\$7,836,457	▲ 238%	▲ 88%
Cleveland Browns	\$6,978,436	▲ 206%	▼ 6%
Denver Broncos	\$6,450,413	▲ 121%	▼ 18%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US NFL Teams



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
San Francisco 49ers	357	110%	9.7	35%	\$37.2k	54%
Kansas City Chiefs	503	14%	3.9	15%	\$18.1k	-16%
Dallas Cowboys	349	117%	3.3	36%	\$26.0k	68%
Indianapolis Colts	315	123%	6.1	37%	\$28.6k	5%
Pittsburgh Steelers	313	132%	5.3	13%	\$27.4k	12%
Las Vegas Raiders	434	66%	4.4	39%	\$19.6k	59%
New York Jets	328	74%	4.0	5%	\$24.8k	0%
Baltimore Ravens	346	184%	3.9	27%	\$22.6k	19%
Cleveland Browns	282	124%	5.8	42%	\$24.7k	37%
Denver Broncos	338	75%	3.6	21%	\$19.1k	26%

Brand Highlights

A Closer Look at US NFL Teams

Team:
**San Francisco
49ers**



Highlight:

Community

The San Francisco 49ers led our inaugural NFL leaderboard, collecting \$13.3M EMV, an impressive 224% month-over-month surge. The team earned mentions from 357 creators across 3.5k posts, figures that represented respective 110% and 183% community and content volumes expansions. Preseason conversation centered around the 49ers' surprising trade of quarterback Trey Lance to the No. 3 brand on this list, the Dallas Cowboys. The 49ers' No. 1 EMV-driver was NBC Sports Bay Area (@nbcsauthentic on Facebook), which inspired \$1.3M EMV via a whopping 224 mentions. All this EMV momentum prefigured a successful season debut, with the 49ers looking dominant in their opening game against the Pittsburgh Steelers.

Team:
**Dallas
Cowboys**



Highlight:

Community

Another team whose strong August EMV figures predicted an impressive season debut, the Dallas Cowboys collected \$9.1M EMV, a Top 10-leading 265% MoM improvement. Like the 49ers, conversation around the Cowboys revolved in part around the Trey Lance trade, with four of the team's top 10 EMV-driving pieces of content mentioning the trade. Media outlets were key to the Cowboys' success, with NFL reporting fixtures Adam Schefter (@adamschefter on Instagram), Bleacher Report (@bleacherreport), and ESPN (@espn on YouTube) ranking as the team's top three earners with \$582.4k, \$576.7k, and \$561.9k EMV.

Team:
**Baltimore
Ravens**

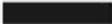


Highlight:

Community

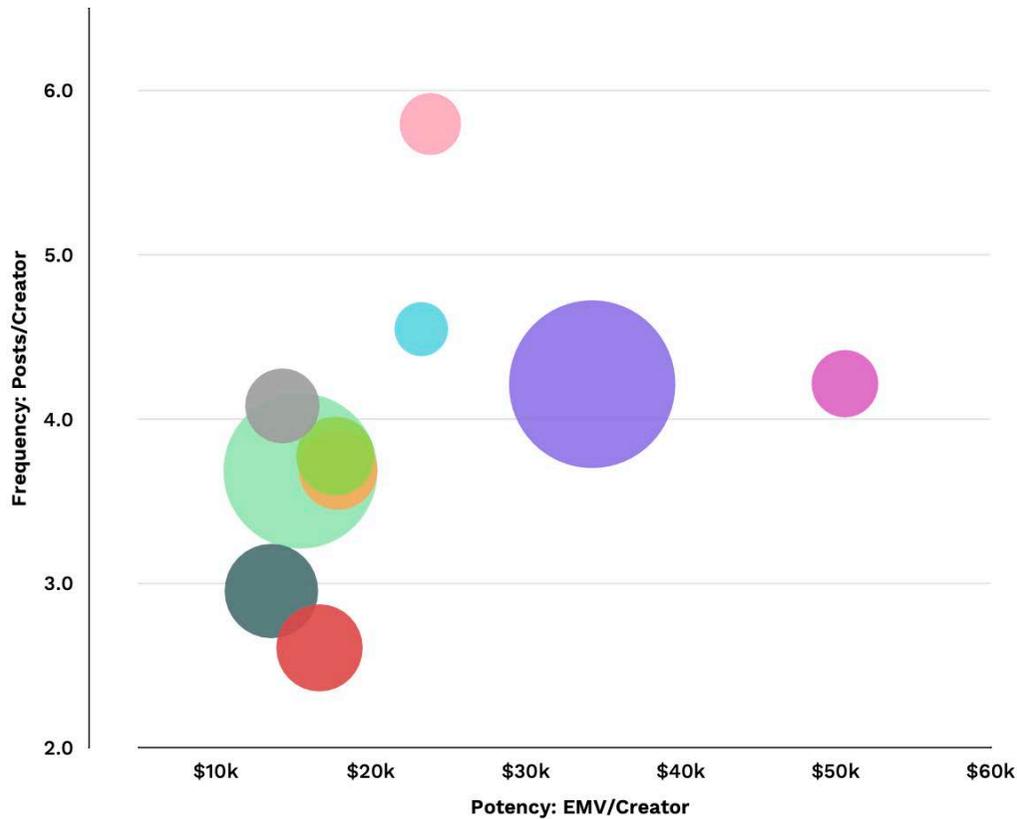
Coming in at No. 8 on the NFL leaderboard, the Baltimore Ravens soared to \$7.8M EMV in August, boasting an impressive 238% MoM growth. The Ravens enjoyed a dramatic expansion of its flock, with 346 creators and media outlets mentioning the team in August, a 184% MoM spike. This improvement led in turn to a 261% surge in content volume, with the Ravens earning mentions in 1.4k posts. Two key themes emerged in preseason social conversation surrounding the Ravens: the team's record undefeated streak in preseason games, which came to an end in August, and the team's all-Black quarterback room and quarterback coaching staff, an NFL first.

Top 10 Streaming Services in the US

Competitive Set	Total EMV	MoM	YoY
Spotify	\$158,074,346 	▼ 8%	▲ 34%
Netflix	\$61,109,061 	▼ 12%	▼ 49%
Apple TV+	\$37,607,603 	▲ 35%	▲ 164%
Apple Music	\$20,801,882 	▼ 14%	▼ 21%
HBO Max	\$19,833,960 	▼ 7%	▼ 47%
Prime Video	\$18,505,282 	▼ 6%	▲ 1%
Hulu	\$18,125,073 	▼ 27%	▼ 34%
Peacock	\$15,031,078 	▼ 18%	▲ 29%
Disney+	\$13,180,660 	▲ 19%	▼ 48%
Paramount+	\$11,218,594 	▼ 26%	▼ 26%

Top 10: Community Metrics

Community Size, Frequency, and Potency for US Streaming Services



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Spotify	4,608	7%	4.2	2%	\$34.3k	-14%
Netflix	3,948	-1%	3.7	5%	\$15.5k	-11%
Apple TV+	743	-24%	4.2	12%	\$50.6k	77%
Apple Music	1,245	11%	2.6	-2%	\$16.7k	-23%
HBO Max	1,458	-9%	2.9	4%	\$13.6k	2%
Prime Video	1,033	12%	3.7	6%	\$17.9k	-16%
Hulu	1,022	-9%	3.8	6%	\$17.7k	-19%
Peacock	630	-8%	5.8	-4%	\$23.9k	-10%
Disney+	921	4%	4.1	25%	\$14.3k	14%
Paramount+	482	-25%	4.5	26%	\$23.3k	-2%

Brand Highlights

A Closer Look at US Streaming Services

Brand:
Spotify



Highlight:

Community

Spotify reigned atop the Streaming leaderboard with \$158.1M EMV, more than double No. 2-ranking Netflix (\$61.1M). However, despite a 7% month-over-month community expansion (4.6k creators), Spotify did experience a slight 8% MoM decline in overall EMV. While incoming creators—those who hadn't mentioned Spotify in July, but did so in August—generated \$27.7M EMV, outpacing the \$21.4M driven in July by creators who dropped off subsequently, creators who posted in both months declined from \$150.2M to \$130.4M. Many of Spotify's top EMV-drivers were YouTubers who advertised their content's availability on Spotify, including No. 1 overall earner Lanky Box (LankyBox on YouTube), which powered \$29.9M EMV—\$24M more than the brand's No. 2 earner.

Brand:
Apple TV+



Highlight:

Campaign

Apple TV+ pulled in \$37.6M EMV in August, enjoying a Top 10-leading 35% MoM improvement. Based on digital conversation, the streaming service has one man to thank for this momentum: Inter Miami's new superstar Lionel Messi. Conversation around the soccer icon's warpath through the MLS helped propel Apple TV+ to new heights. The streaming service's top 19 EMV-generating hashtags were all related to either MLS, Inter Miami, or Messi, while the owned accounts of Inter Miami CF (@intermiamicf on Facebook) proved Apple TV+'s No. 1 source of EMV, inspiring \$12.9M via 152 mentions.

Brand:
Disney+



Highlight:

Community

One of two Top 10 brands, along with Apple TV+, to experience MoM EMV growth in August, Disney+ closed the month with \$13.2M, a 19% boost. Despite a modest 4% MoM uptick in the streaming service's community (921 creators), Disney+'s post count surged 30% MoM, topping out at 3.7k pieces of content. Many of the streaming service's hottest conversation topics were Star Wars-based, with #Ahsoka (a new Star Wars series) claiming \$1.2M EMV as Disney+'s No. 3 hashtag, behind #DisneyPlus (\$2.1M) and #Disney (\$1.7M). Following at No. 4 was #StarWars with \$1.1M EMV.

What Is EMV?

Earned Media Value, or EMV, quantifies 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 platform it was published on and 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.

Posts by:

-  Influencers
-  Brands
-  Retailers
-  Publications

Engagement via:

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

On Platforms including:

-  Instagram
-  YouTube
-  Facebook
-  Twitter
-  TikTok
-  Pinterest
-  Blogs

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

EMV Retention
The proportion of EMV from loyal influencers who continue to post about your brand from one time period to the next. EMV retention is calculated by taking the amount of EMV generated in a given time period by influencers who also mentioned your brand in the corresponding previous time period, and then dividing that figure by your brand's total EMV in the corresponding previous time period.

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