

mmi

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Media Monitoring - The Ultimate Guide for Beauty Brands

Unlock More Value From Your Media Monitoring Data



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Striving for authenticity

86% of consumers say authenticity is important in the brands they support and trust.

And media is the vehicle for that authenticity, driving your brand message to the masses. While [57% of consumers](#) think that less than half of brands create content that feels authentic, print and digital media provides them with the 'word of mouth' insight they seek. But how do you boost those media mentions? It comes down to two things – PR and actionable data – which are both underpinned by your media monitoring program.

In this ebook, we reveal how you can glean the most value from your media monitoring service. Spoiler alert: the secret is in finding one platform to track all of your data at a granular level.



Embracing the changing face of PR

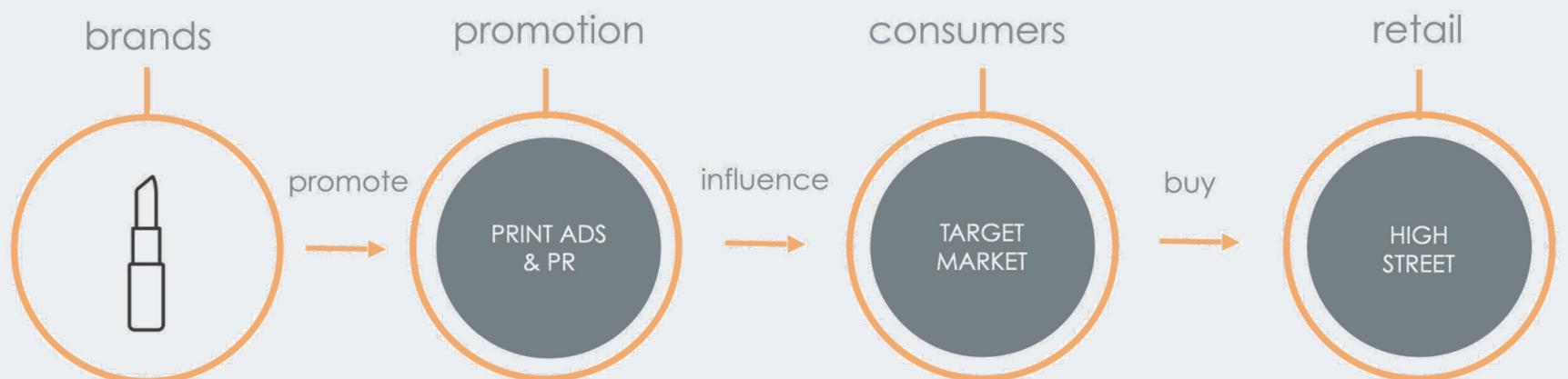
Print accounted for just 11% of all media mentions monitored in 2021.

That includes weeklies, monthlies, supplements and trade press, tracked between January and December. With this in mind, it's no wonder that the PR model has shifted so dramatically over the past 10 years.

The scope used to be simple: PRs would forge deep, personal relationships with journalists, and send them product samples to be reviewed. Consumers would then learn, for the first time, about new launches in magazines and newspapers, before heading to the high street to shop a beauty editor's top picks.

Yesterday's Environment

Brand Communication and Sales & Marketing used to be a linear process...

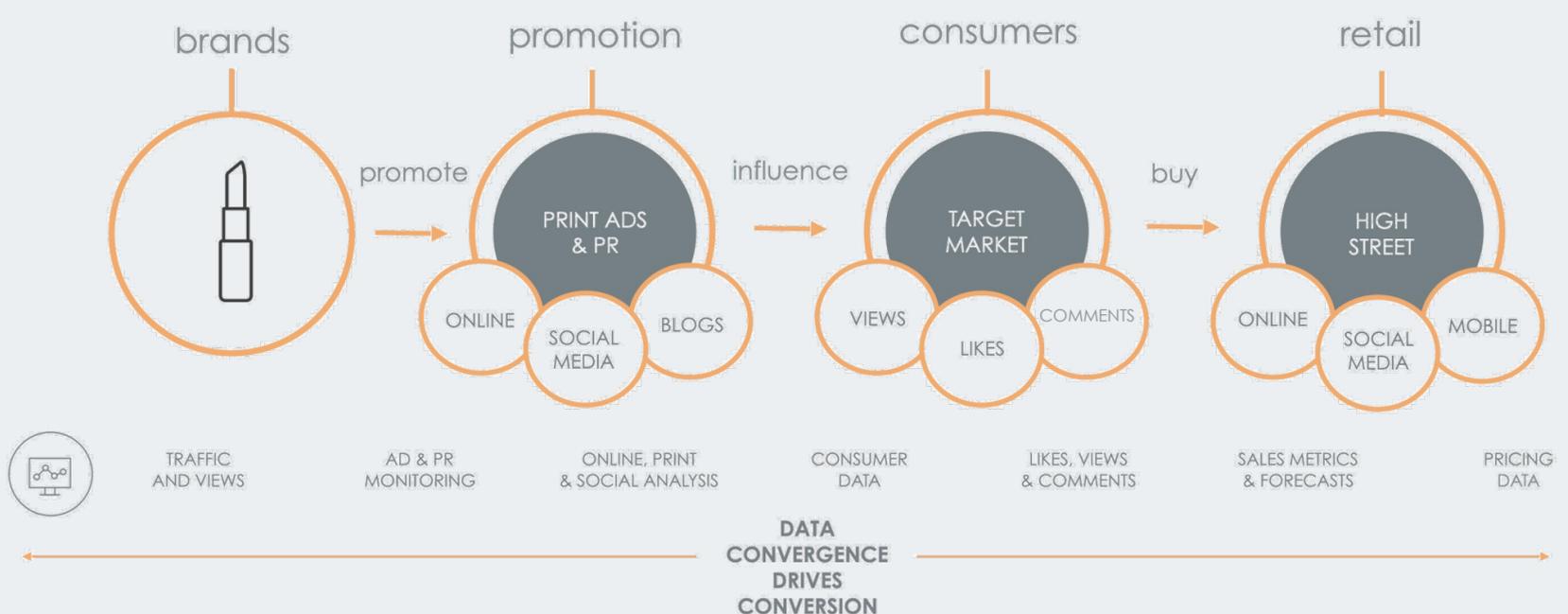


But, now, the scope has broadened. While magazine beauty editors are still an authority, they share the spotlight with influencers and digital writers. Add in the uprising of ecommerce – which has only grown larger since the pandemic began – and the PR to media to consumer relationship becomes all the more complex.



As such, media data has transformed into 'gold dust' for communications teams. It allows you to understand your presence in the market, then strategise ways to dominate your category. But, just as PR has become more complex, media monitoring has evolved also, going far beyond cuttings agencies who manually sift through print coverage. Now, tools are needed to track multiple interactions (such as likes, comments and impressions) across print, digital and a growing list of social media platforms.

Today's Environment



Only when you're tracking each of these elements can you identify the impact of your PR activity, and the levers to pull (or media to target) in order to achieve your goals. You can also begin to understand how media data converges with retail data. For example, while your mentions may be high, low conversions could point to a problem at the point of sale. By layering in retail data, such as stock levels, content quality and product reviews, you can start to see why that highly-publicised fragrance hasn't achieved the sales you hoped for.

Data convergence drives consumer conversion



With so much data to track, what should be an efficient task becomes time-consuming, as you skip from one interface to another, trying to pull varying metrics together. However, with a platform that tracks all your datapoints in a single place, you can quickly identify results and what caused them.

The result? More time to spend on actioning your next PR tactic.

Defining earned vs. paid vs. supported media

The value of Instagram earned media mentions decreased by 35% from January to December 2021.

Meanwhile, the value of paid media mentions on Instagram remained strong over the same period. But, as advertising regulations and PR practises shift, how do you define the different types of media? These are the three you need to be aware of in today's environment:

Earned media

This is entirely organic coverage that's secured solely through PR efforts. For a mention to be 'earned', an influencer or journalist would have promoted your brand and products in the press, and garnered a mention in a print newspaper or e-zine.

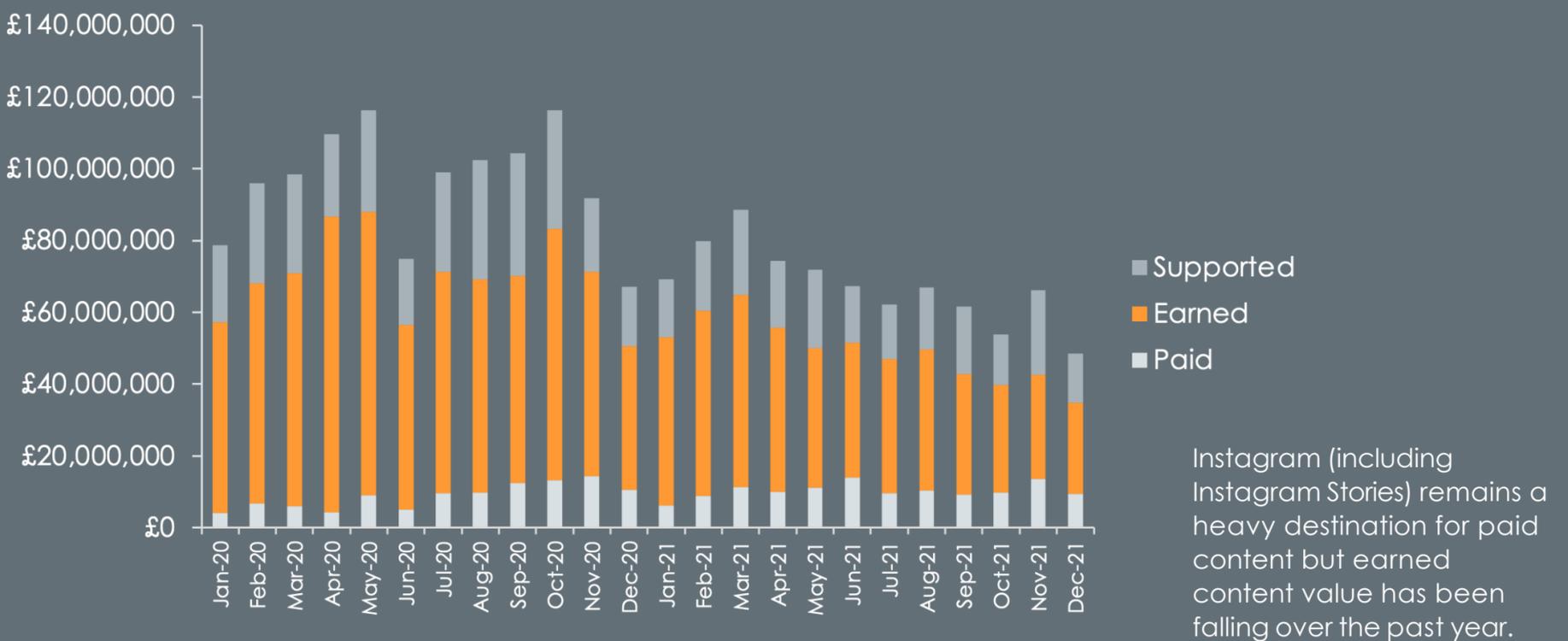
Paid media

When it comes to communications, paid encompasses your influencer programs and advertorials. Any content you pay for – such as sponsored posts or blogs written 'in partnership' – falls under this category.

Supported media:

According to mmi's methodology, supported relates to the grey area between paid and earned such as PR samples or affiliate links to retailers.

Instagram and Instagram Stories EMV 2021





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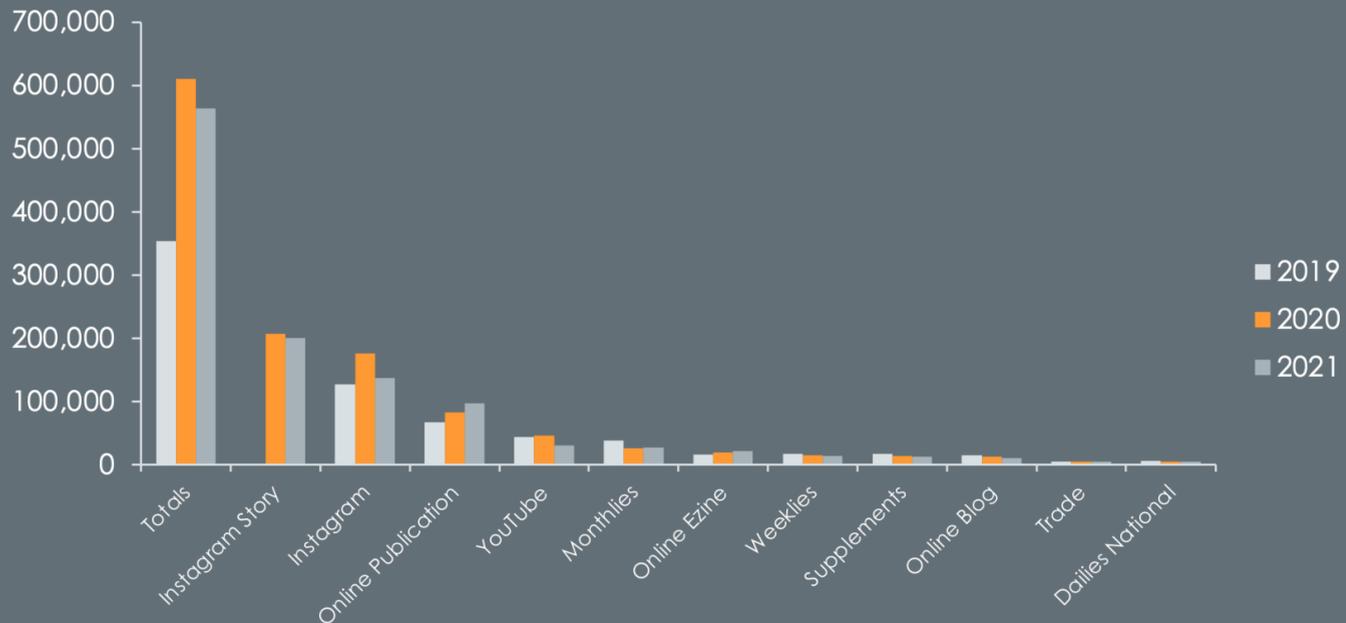
Analysing your unique media mix

Instagram grid posts made up 24% of beauty media mentions through January to December 2021.

But that doesn't mean Instagram is the most prominent platform for your beauty brand. While industry-wide figures put Instagram, Instagram Stories and TikTok at the top of the charts, it's important you delve into your unique data to understand where you have the greatest presence.

Media mentions by media type

By having a common platform for media monitoring you are able to consistently monitor across media types





Granular data allows you to see your brand's coverage across an ever-growing list of channels, and analyse the ways in which that coverage has impacted your revenue. To make that data actionable, communications directors should then:

- **Check channel demographics:** Review where the presence is strong, and ensure your high-performing channels are aligned with your customer demographic. If not, you might be promoted far and wide, but to the wrong audience.
- **Target channels accordingly:** Spot gaps in your PR strategy, then work on nurturing relationships with relevant press and influencers to broaden your visibility in the right places.
- **Evaluate in a standardised way:** Instead of having a variety of metrics each unique to the platform they come from, the right monitoring tool will allow you to standardise results and make them comparable. For example, mmi's services allow you to review the earned media value (EMV) of coverage, as well as offering the number of mentions to refine your reporting.



TikTok, TikTok...Is time running out for Instagram?

It's crucial to understand how mentions across platforms are changing year on year, so you can identify trending channels and make predictions for the year ahead. For example, while the Instagram grid represented a high percentage of mentions in 2021, the volume was dramatically lower than the number of posts published in 2020.

This will be, in part, due to Instagrammers spending more time at home (and on their phones) in 2020. But, there's no denying the power of TikTok, which received a [45.1% increase](#) in global users through 2021. It may be a culprit in plummeting grid posts, but Instagram Stories is a different, well, story. Stories mentions have remained strong year on year, outstripping grid posts.

However, this could change over the next 12 months. Watch out, because TikTok mentions are set to keep soaring through 2022, and beyond.

Drill down into the data to look for information to **add value** to your media decision making

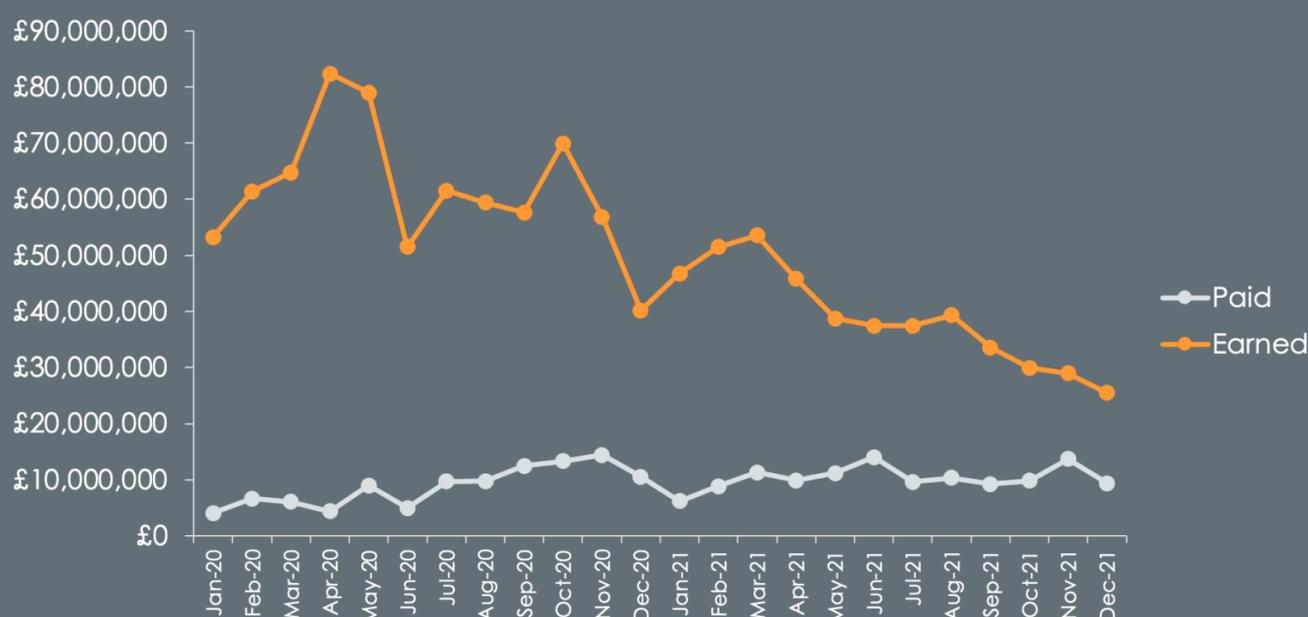
- Instagram saw a huge pickup in beauty mentions over 2020 which fell back over 2021

Media mentions (YoY)



Media value

Instagram (Including Instagram Stories) remains a heavy destination for paid content but earned content value has been falling over the past year.





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Tracking TikTok before it's too late

TikTok delivered an EMV of £461,695 for Beauty Blender through August, September and December 2021 alone.

Tracking becomes tricky when looking at Instagram Stories and TikTok, as many companies are still monitoring the platforms manually (or not at all). However, because they are two of the most prominent media channels available, data is needed to navigate your Stories and TikTok strategies with fact-based decisions.

This is especially true for TikTok, which is still deemed relatively new, and is continuously rolling out next-generation functions and features to help brands reach more fans. These include in-app shopping, tools to improve influencers' ad disclosure, and updates to the way ad performance is measured within the platform.

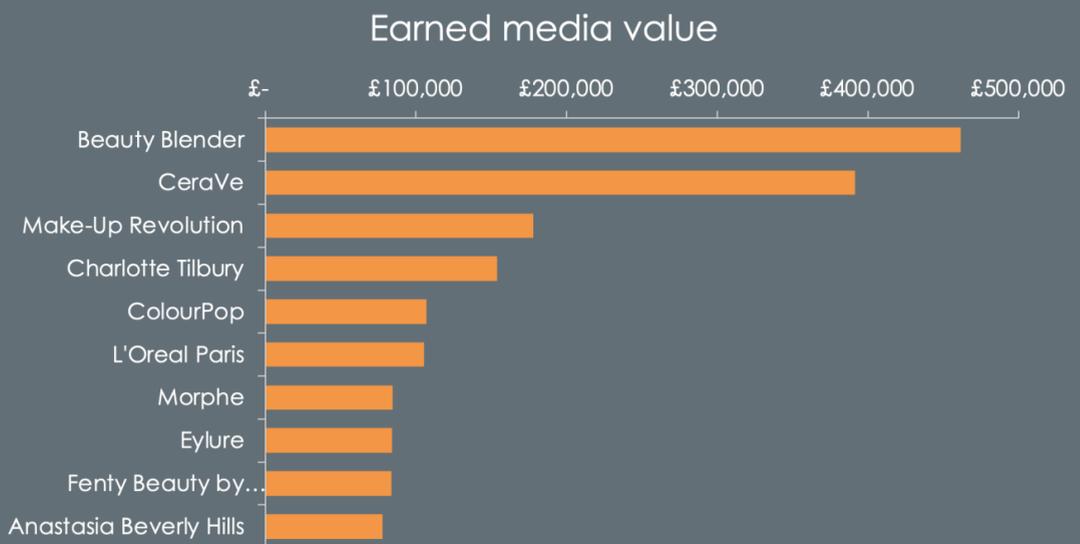


The best-performing brands and products on TikTok might not be those you would expect. Over the course of August to October 2021, Beauty Blender gained the most valuable mentions in the beauty industry.

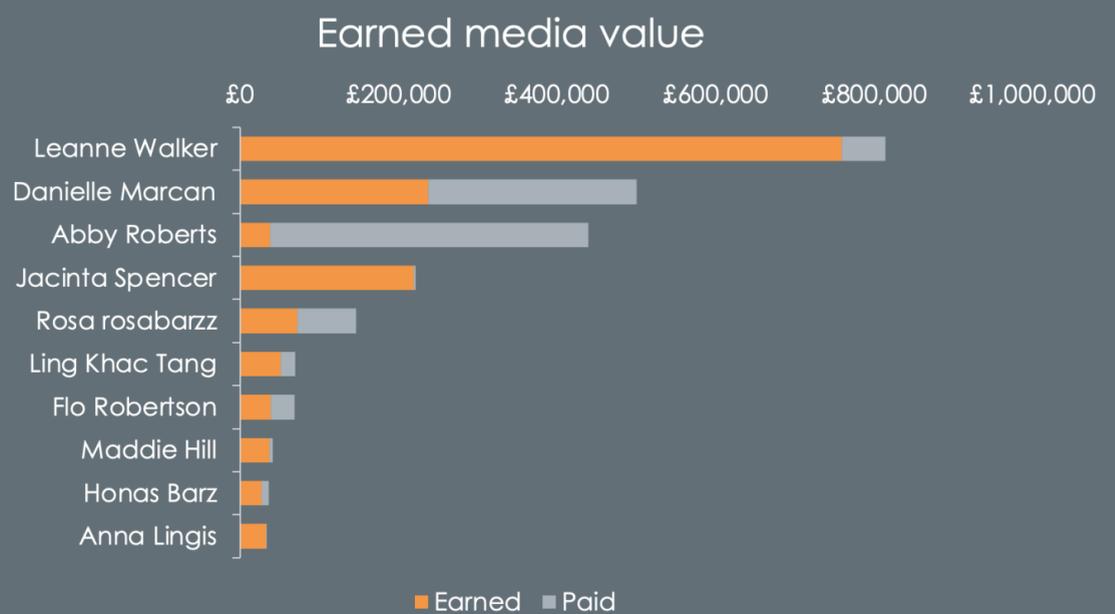
Charlotte Tilbury, Maybelline and NYX were unsurprising contenders, but indie brands like Glow Hub and pharmacy favourites CeraVe were stand-out performers also.

TikTok is now critical to social marketing

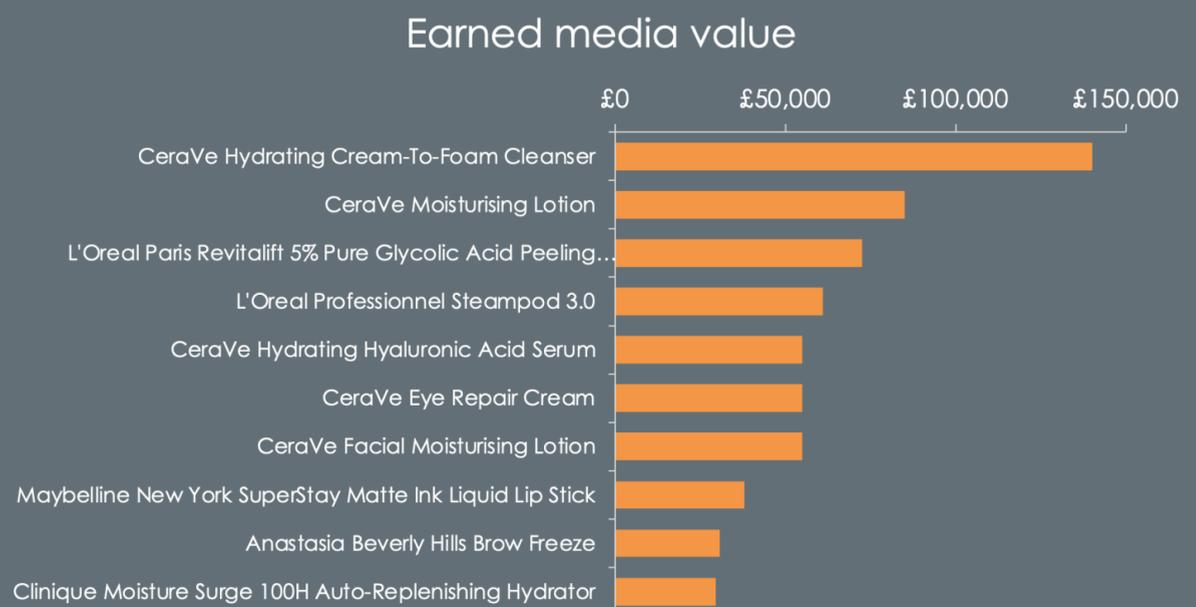
Top 10 beauty brands on TikTok through August to December 2021.



Top 10 beauty influencers on TikTok through August to December 2021.



Top 10 beauty products on TikTok through August to December 2021.



With mmi, you can now track Instagram Stories and TikTok mentions with standardised data, so you can understand your share of the market and the impact you're enjoying on each platform. This is a first-to-market feature in the world of beauty media monitoring.



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Keeping on top of competitor data

Cosmetics competition was fierce in 2021, with Fenty Beauty gaining the highest mentions in the Bronzer category.

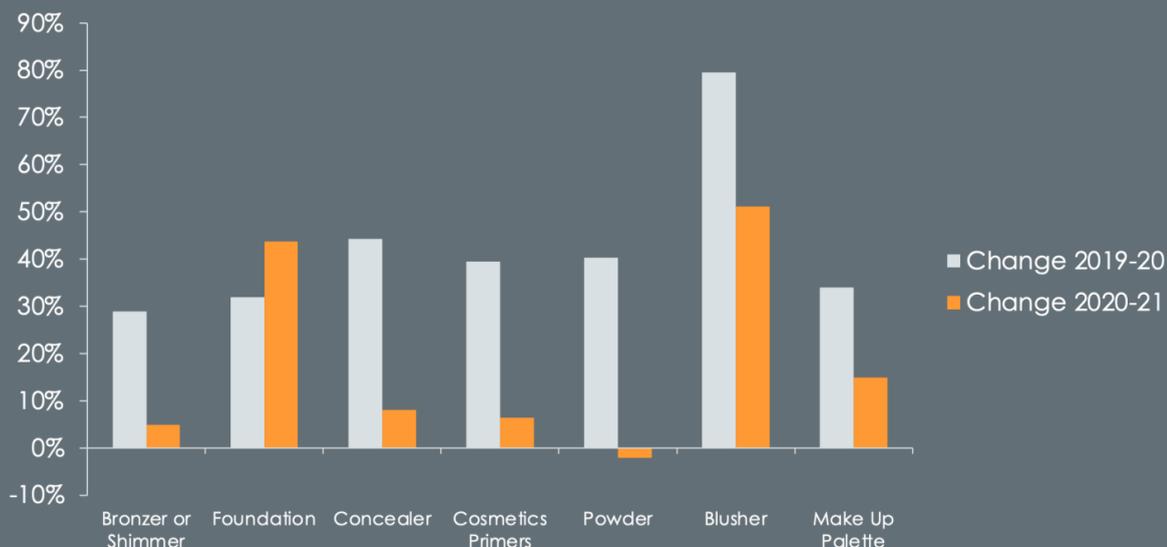
Rihanna's headline-making makeup brand was closely followed by Huda Beauty, Benefit Cosmetics, Anastasia Beverly Hills, and then Becca Cosmetics – in that order. If you were looking to launch a new Bronzer, this data would prove invaluable to refining your strategy, allowing you to see the messaging brands used and the ways they promoted their products.



Instagram mentions (ex IGS)

Focus on cosmetics face sub-category

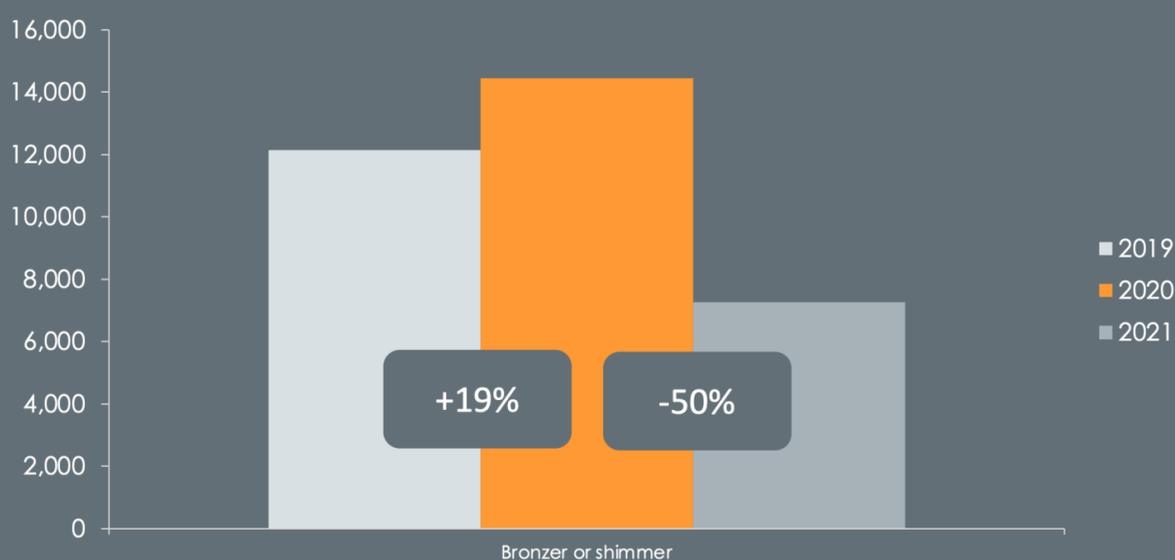
- Bronzer or shimmer and Blusher detail saw the large reductions



Mentions

Focus on bronzer or shimmer mentions on Instagram (ex IGS)

- The number of mentions in 2021 fell below even 2019
- Is this the TikTok effect?



Mentions (ex IGS)

Top brands in bronzer and shimmer category detail for 2019, 2020, 2021 in print, online and social



And that's the benefit of benchmarking; it's not enough to look at just your own media mentions. By monitoring competitors, you gain a whole-market view of where you rank in your target category. You can then decide if you want to act tactically to appear alongside competitor products or opt for entirely different media outreach to stand out from the crowd.

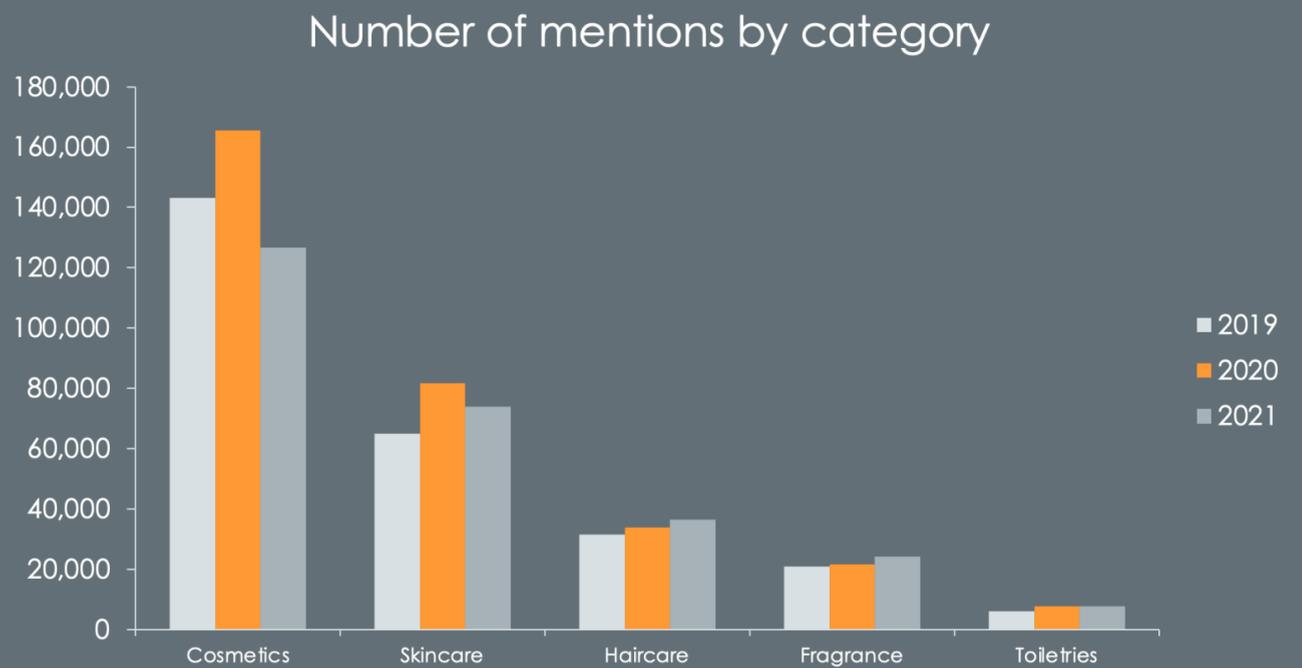


Filtering your media mentions by category and subcategory

Cosmetics products received over 120,000 mentions in 2021, followed by Skincare with 73,949

By focusing on individual market categories we can begin to identify themes

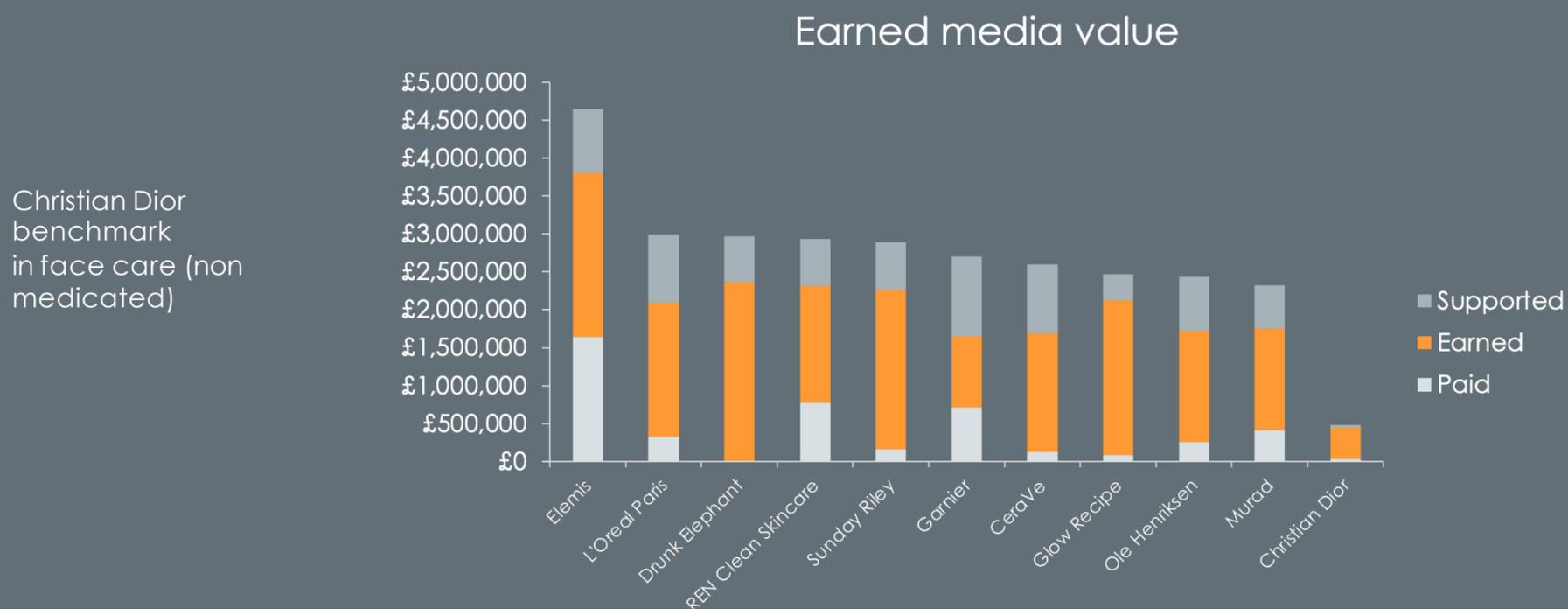
- The pandemic really gave a boost to talk around skincare



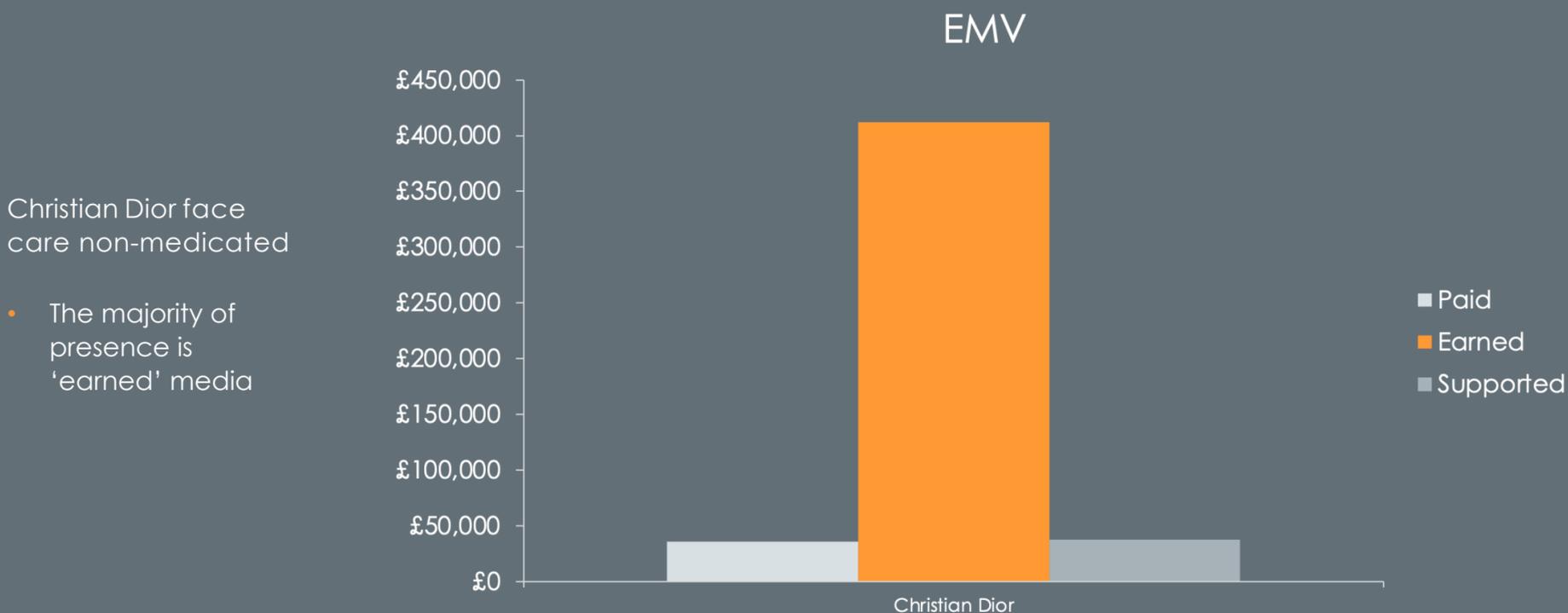
Beauty is a complex industry, with a range of categories and subcategories. If they're not considered, your data becomes skewed and you lose a true view of your brand performance. This becomes even more important when you consider multi-category brands, such as Dior, which is present in the Fragrance, Skincare and Cosmetics categories.

By using the correct tool, Dior (and your brand) can categorise their mentions for more reliable analysis. This puts them in the best position to supercharge their PR strategy in each department.

For example, they can drill down into Skincare to see how their competitors are performing.



Then they can review the value of their earned, paid and supported media.



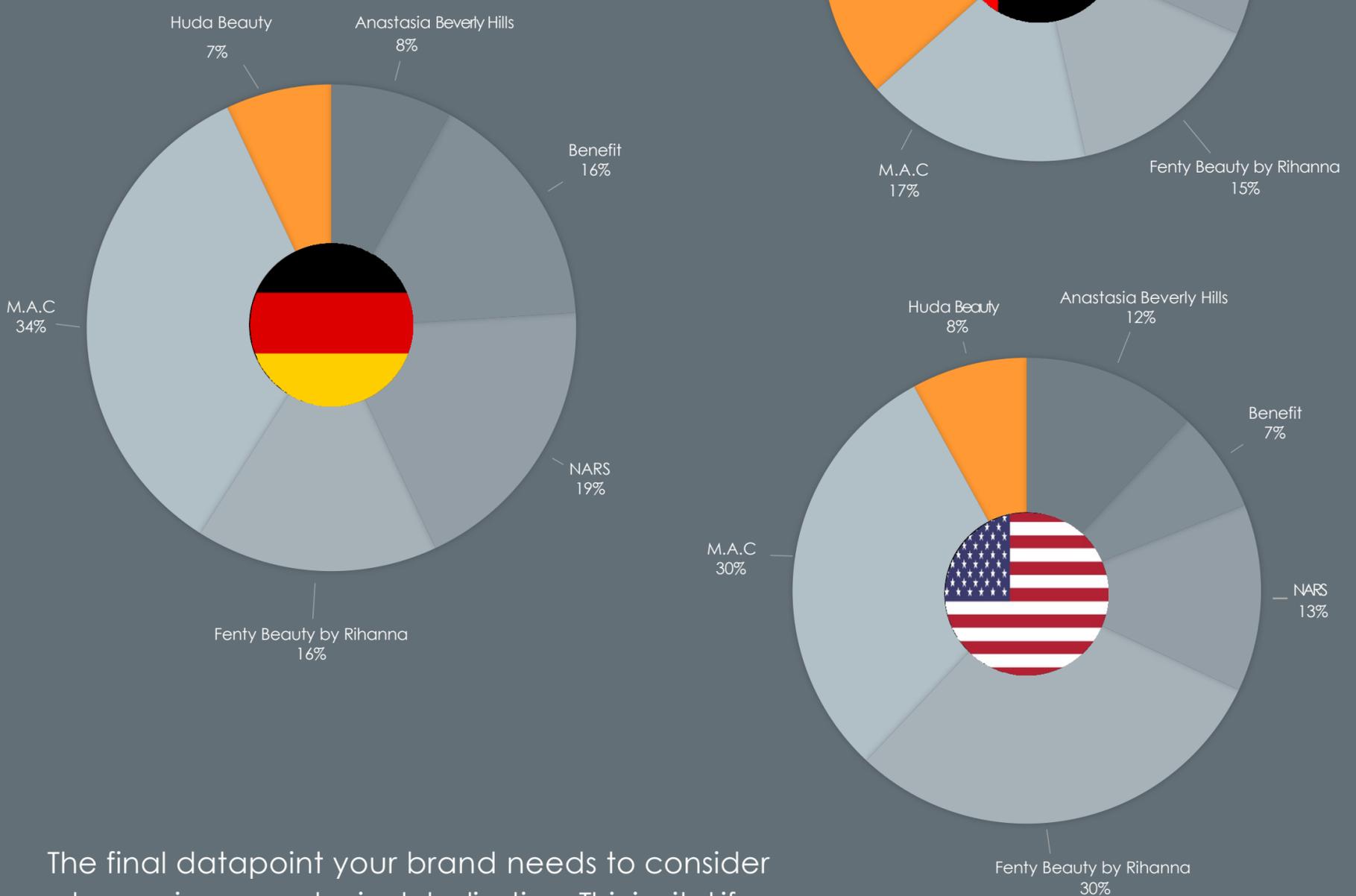
Only a beauty-specific media monitoring service, with a deep understanding of the industry, will enable you to categorise (and subcategorise) your media mentions in such a way.

This level of granularity is key to supercharging success in your consumer space. No skewed data; your reporting will be sturdy, strong and actionable.

Going global with your media insight

New entrants to the market are challenging traditional brands

Media share of voice of 6 cosmetics brands in USA, UAE and Germany



The final datapoint your brand needs to consider when going granular is globalisation. This is vital if you sell in more than one country, to ensure you have a robust reporting system from one market to the next.

To 'go global', you need to:

- Ensure each market has access to the same granular data for their media coverage.
- Create a global reporting template that all stakeholders have reviewed and agreed upon.
- Teach teams how to use the template and data correctly, so overarching global teams don't have to spend time re-configuring slides to make the data comparable.





The final lowdown

Gaining granular media data allows you to not just see what the media landscape is like, but why it is like that and how it impacts your brand. So, make sure you're using a tool that pulls all of those datapoints into one place, covering:

- Performance of your earned vs. paid vs. supported media.
- Your unique media mix, and where the gaps might be across channels.
- Tracking of tricky-to-monitor platforms, including Instagram Stories and TikTok.
- Competitor insight, so you can contrast, compare and improve your strategy.
- Metrics by category and sub-category, which are crucial to the beauty industry.
- Global analysis, enabling markets to standardise reporting.

mmi will help you go as granular as you need to go with your media data. To find out more about our beauty-focused media monitoring services, reach out to us at:

hello@mmi-analytics.com or have a look at our media solutions [here](#).

