

Cartier's Too Faced partnership helped drive earned media growth

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Cartier hosted a dinner with Too Faced. Image credit: Too Faced

By MICKEY ALAM KHAN

French jeweler Cartier achieved a 28 percent year-over-year increase in earned media in November, partly due to its partnership with Estée Lauder Cos.' Too Faced for an influencer dinner at its New York mansion.

According to data from Tribe Dynamics, throughout the month, Cartier achieved \$6 million in earned media value, the financial value related to engagement on influencer posts. Cartier bucked the trend for November, managing to achieve growth in a month where many of its peers saw their mentions stagnate or fall.

Social conversations

Gucci's EMV fell 46 percent from November 2017 to November 2018. However, the buzzy brand managed to retain its spot as the leader in Tribe Dynamics' luxury top 10 with almost \$40 million in earned media.

All of the brands in the top 10 recorded decreases in year-over-year EMV ranging from 9 percent to 46 percent.

Even with these declines, Prada and Versace managed to move up the rankings, rejoining the top 10.

Prada had about \$10 million in EMV, with its Sidonie handbag driving much of its conversation.

Versace, meanwhile, had a number of celebrities post about its creative director Donatella Versace, helping to drive \$9.5 million in EMV.

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afterparty thanks to my @versace family & @mimi for always makin my dreams come true ! big shoutout @ctilburymakeup @anthonyturnerhair and their AMAZING teams for taking such good care of all of us all day & night ! @victoriasecret

A post shared by Gigi Hadid (@gigihadid) on Nov 10, 2018 at 11:15am PST

Instagram post from Gigi Hadid

Last November, Italy's Gucci received the equivalent of \$73.8 million in free publicity, rising to the top of Tribe Dynamics' monthly rankings for earned media.

Tribe Dynamics' Earned Media Value quantifies both the amount of publicity brands receive through digital media and engagement levels surrounding posts by influencers, brands, retailers and publications. Among luxury labels, Gucci topped brands including Chanel, Saint Laurent and Dior who also made the top 10 list ([see story](#)).

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