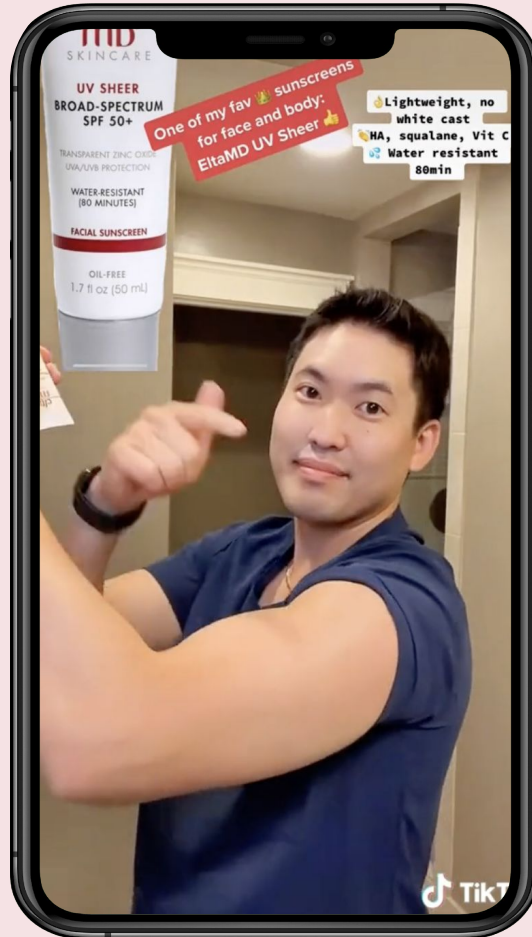


# Driving Shareholder Value with Professional Voices

Case Study: Skin & Personal Care





### **BUSINESS GOAL:**

Deliver shareholder value by dominating share of voice in the digital ecosystem

### **ACHIEVEMENTS:**

Recognized as the “breakthrough brand of the year”

One of quickest growing brands within CP

All metrics exceed competitive set benchmarks

5+ year holistic digital program collaboration

Significant brand growth in all channels

# The Results

“EltaMD tinted sunscreen” emerged as a **breakout topic** on Google Trends, growing more than 5,000% since 2021

**1,900%** increase in organic mentions on TikTok

**38,615%** increase in TikTok followers

**500k+** likes generated by paid social content ..... featuring BBKA-secured KOLs

**258%** increase in engagements on TikTok

Earned organic seeding true reach of **54.4M** .....

**126%** increase in #EltaMD views and **530%** increase in #eltamdsunscreen views on TikTok

Audience growth and share of voice consistently increased month over month

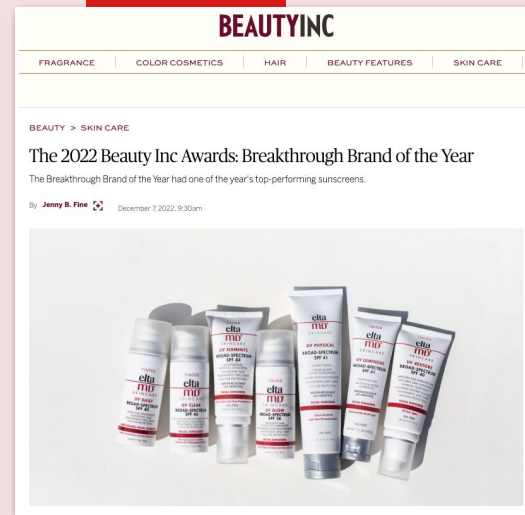
Pro Partners



Celebrity Coverage



Category Leadership



BEAUTY

## THE UNLIKELY TIKTOK SUCCESS STORY OF DERM-BELOVED SUNSCREEN BRAND ELTAMD

The decidedly unflashy skin-care company has reached millions — and sold thousands of mineral sunscreens — in the process.

Media Coverage

# How did we do it?



I will wear SPF in the winter.  
I will wear SPF in the winter.  
I will wear SPF in the winter.  
I will wear SPF in the winter.  
I will wear SPF in the winter.  
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I will wear SPF in the winter.

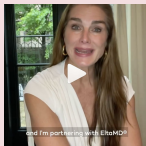
## Strategy

Social listening, data analysis and competitive analysis led to unique program strategies



## Organic & Paid Social Media

Holistic program across TikTok, Instagram, Twitter, FaceBook, LinkedIn plus test & learn programs on emerging platforms



## Campaigns

Elevated brand message across product launch and CSR campaigns, most notably owning skin cancer awareness month YoY



## Content Creation

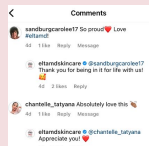
Eduainment-focused content leveraging design, photography, video and motion graphics



## Media Relations

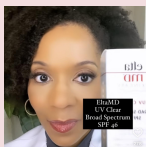
Ongoing pitching · Award Submission

Leverage the voice of the pro in evergreen and product launch programs



## Community Engagement

Fueled EltaMD conversations on TikTok through always-on community management



## KOL Partnerships & Seeding

Established credibility and boosted brand awareness through KOL partnerships and seeding



## Data Analysis

Deep dive into performance data and KPIs to inspire future best practices content

# Featured Holistic Digital-First Campaigns: MD Monday

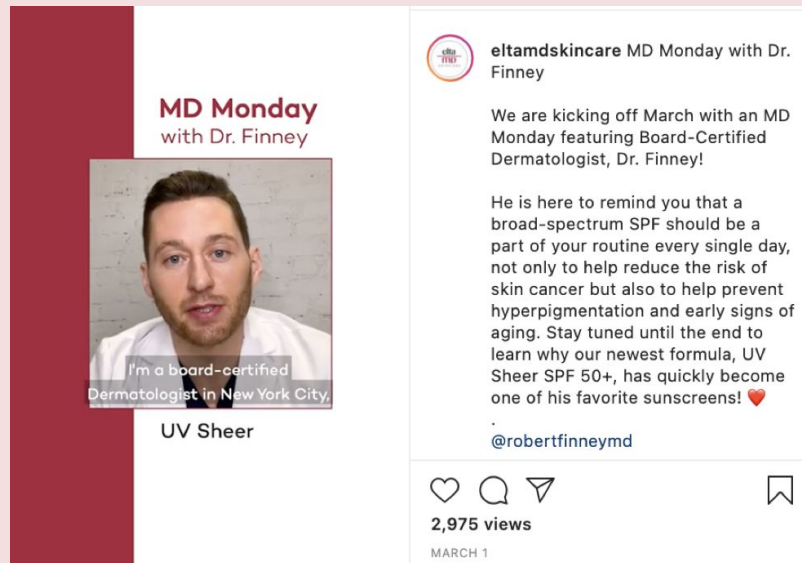
## CONSUMER INSIGHT + CHALLENGE:

Skin cancer is the most common form of cancer in the United States yet visiting the Dermatologist for skin checks is intimidating and not top of mind for most Americans.

## CAMPAIGN:

MD Mondays is a first-of-it's-kind evergreen content program that multiplies the physician to patient conversation in the digital ecosystem by amplifying voices of skin health pros.

This year-long program introduced fifteen of the US's top skin health physicians to a global audience. Filmed intentionally lo-fi with an intimate direct to camera approach, EltaMD introduced the marketplace to a new way to access the voice of the professional.



The image shows a screenshot of an Instagram post. On the left, there is a dark red vertical bar. The main content area is white. At the top, it says "MD Monday with Dr. Finney". Below this is a video thumbnail of a man in a white lab coat, Dr. Robert Finney. A text overlay on the video reads "I'm a board-certified Dermatologist in New York City." Below the video is the name "UV Sheer". To the right of the video is the Instagram post content. It starts with the EltaMD logo and the text "eltamdskincare MD Monday with Dr. Finney". The main text of the post says: "We are kicking off March with an MD Monday featuring Board-Certified Dermatologist, Dr. Finney! He is here to remind you that a broad-spectrum SPF should be a part of your routine every single day, not only to help reduce the risk of skin cancer but also to help prevent hyperpigmentation and early signs of aging. Stay tuned until the end to learn why our newest formula, UV Sheer SPF 50+, has quickly become one of his favorite sunscreens! ❤️". Below the text is the handle "@robertfinneymd". At the bottom of the post, there are icons for likes, comments, shares, and a bookmark. It shows "2,975 views" and the date "MARCH 1".

**MD Monday**  
with Dr. Finney

I'm a board-certified  
Dermatologist in New York City.

UV Sheer

eltamdskincare MD Monday with Dr. Finney

We are kicking off March with an MD Monday featuring Board-Certified Dermatologist, Dr. Finney!

He is here to remind you that a broad-spectrum SPF should be a part of your routine every single day, not only to help reduce the risk of skin cancer but also to help prevent hyperpigmentation and early signs of aging. Stay tuned until the end to learn why our newest formula, UV Sheer SPF 50+, has quickly become one of his favorite sunscreens! ❤️

@robertfinneymd

2,975 views

MARCH 1

# Featured Holistic Digital-First Campaigns: MD Monday



## IMPACT:

Amplifying these experts voices through approachable education set a new standard for the industry, often imitated, and allowed EltaMD to **dominate the skin health conversation digitally.**

MD Monday  
with Dr. Mariwalla



Hi, my name is  
Dr. Kavita Mariwalla.

Mohs Surgery




MD Monday  
with Dr. Kikam



Hi, I'm  
Dr. Adeline Kikam

Darker Complexions +  
Suncare  
Misconceptions




MD Monday  
with Dr. Craiglow




Hi, I'm  
Dr. Britt Craiglow.


Early  
Detection




Dr. Laura Scott  
Florida




Dr. Corey Hartman  
Alabama




Dr. Muneeb Shah  
North Carolina




Dr. Janelle Vega  
Florida




Dr. Ellen Marmor  
New York




Dr. Marnie Nussbaum  
New York



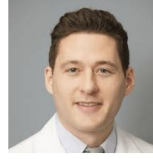
Dr. Dustin Portela  
Boise




Dr. Brandon  
Kirsch




Dr. Elyse Love  
New York



Dr. Robert Finney  
New York



Dr. Mona Gohara  
Connecticut



Dr. Valerie Harvey  
Virginia

# Featured Holistic Digital-First Campaigns: Skin Cancer Awareness



## CONSUMER INSIGHT + CHALLENGE:

Skin cancer is the most common form of cancer in the United States yet 90% of people do not wear sunscreen daily. Our challenge was to change minds by overcoming the "it won't happen to me" thinking, bust common skin cancer and sunscreen myths and inspire people to wear sunscreen every day.

## CAMPAIGN:

Advance the conversation around skin cancer with edutainment, not lectures. With an optimistic, empowering path, we told the skin safety story through the voices of partners not typically associated with skin cancer to reinforce the fact that it can happen to anyone. Young people, celebrities and yes, even Dermatologists shared their stories of diagnosis and survival and inspired our audience to take action to protect themselves.



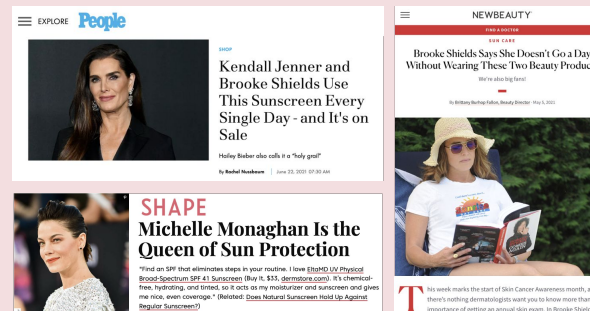
# Featured Holistic Digital-First Campaign: Skin Cancer Awareness



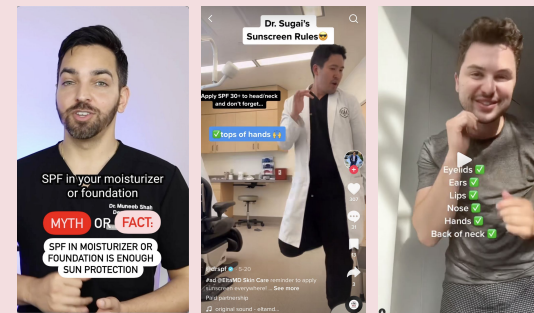
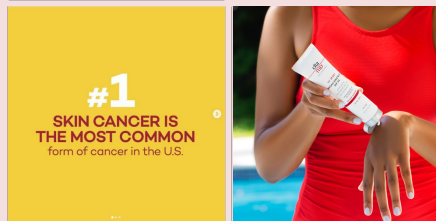
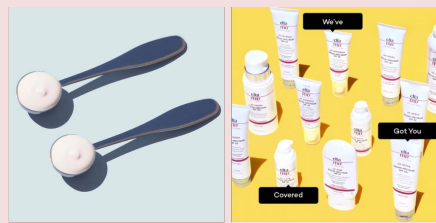
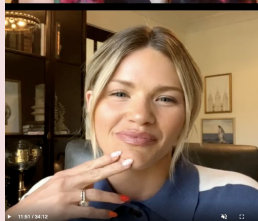
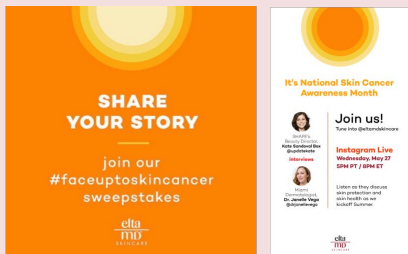
## IMPACT:

EltaMD owned share of voice YoY for Skin Cancer Awareness Month storytelling in the digital ecosystem, earned, owned and paid.

Skin Cancer Awareness content drove consumer ACTION: IG Shop posts had an average engagement rate 32% higher than all posted content



Celebrities **Brooke Shields**, **Michelle Monaghan** and **Whitney Carson** shared their personal skin cancer stories with fans which generated unprecedented media coverage for the brand



Sweepstakes, live events and digital events made fans part of the conversation

Original content was created for engagement: to be sharable and savable

Leading skin health pros created **Edutainment** — performance metrics exceeded averages



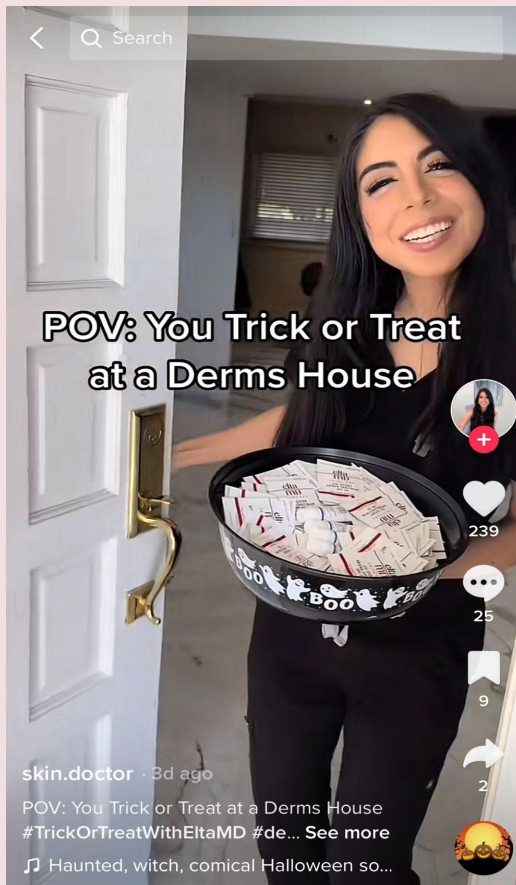
# Featured Holistic Digital-First Campaigns: Halloween

## CONSUMER INSIGHT + CHALLENGE:

Sun safety awareness cannot be just a summer trend associated with beach time and swimming pools. To prevent skin cancer, sunscreen must be used all year round.

## CAMPAIGN:

How often is sun protection associated with Halloween? Never! Which is exactly why EltaMD leveraged this often playful holiday with sun safety messaging, owning share of voice and engagement in the category.



# Featured Holistic Digital-First Campaigns: Halloween

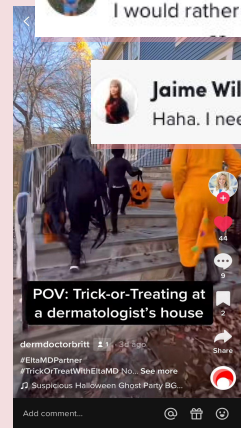
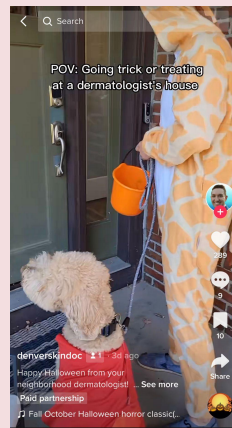
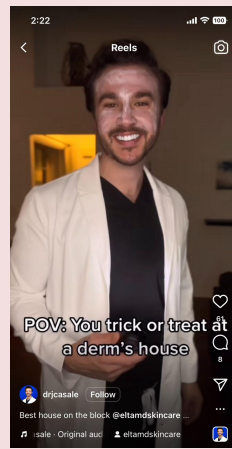
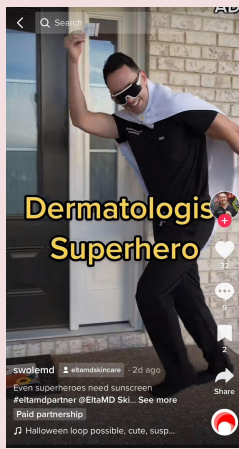
## IMPACT:

EltaMD the **only** SPF brand to creatively harness TikTok KOLs for Halloween.

EltaMD gave Dermatologists an opportunity to “play” - not only does this nurture the brand/Derm relationship, but it results in content that feels native to platforms.

**Top performing post:** our top performing posts featured the Derms dressing up and/or their families and pets. They ran with the brief and their personalities were felt in the content, helping it feel native to the channel rather than promotional.

**Testing new Derms:** smaller activations as such allow us to test and compare the creativity of new Derms we’re considering building partnerships with.



**Alicia Beale**  
Ummm I'm coming trick or treating at your place next year! That is the best treat bowl I've ever seen. 🍬

**Laylaa**  
I would rather have this than candy lmao

**Jaime Williams88**  
Haha. I need dermatologist neighbors! 💕

# Featured Holistic Digital-First Campaigns: Product Launch

## CONSUMER INSIGHT + CHALLENGE:

Men are at a higher risk to develop melanoma. Women are more likely to wear sunscreen. Why do brands and the media seem to talk exclusively to women about sun protection?

Get sunscreen resistant men to fall in love with EltaMD UV Sheer. Demonstrate how UV Sheer is the total package. It's everything they thought they couldn't get in sunscreen - the ultimate lightweight, sweat-resistant, full-protection formula that delivers sheer results even on facial hair.

## CAMPAIGN:

The "Spread Sheer Love" campaign was equal parts love, humor and see-it-to-believe-it product demos designed to convert reluctant sunscreen users. The Valentine's Day launch across earned, owned and paid encouraged fans to try and share UV Sheer. Health influencers and MDs with active lifestyles, beards, no beards, all skin types, tones and textures embraced UV Sheer and spread the love!



# Featured Holistic Digital-First Campaigns: Product Launch



## IMPACT:

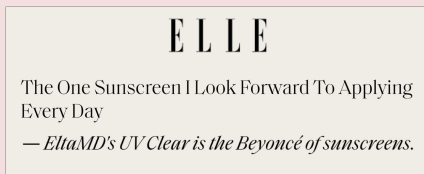
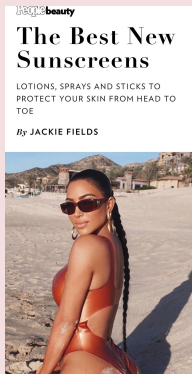
75% of top performing posts in February were related to UV Sheer

TikTok tag views increased 72,000% vs. LY

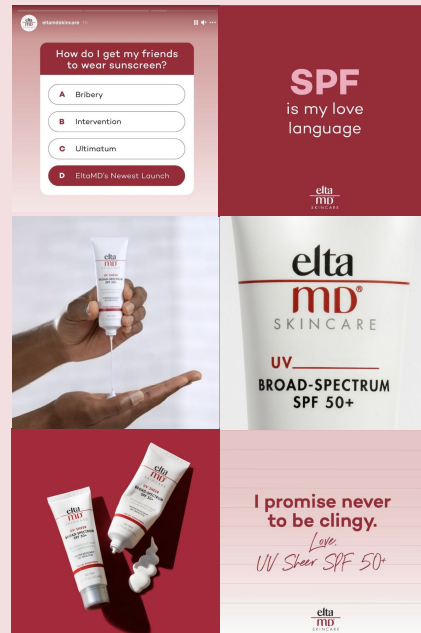
Generated the most earned media exposure of any EltaMD sunscreen launched in the past 5 years



Partners were selected to show off the product's claims in disarming edutainment - fades into the darkest skin tones, blends in easily to facial hair



Media coverage for UV Sheet landed the new product in the top 3 brand products for placement impressions during the launch month



Original content was created for engagement: to be sharable and savable