



# TextureMedia®

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18 MILLION+ MONTHLY  
INFLUENCER REACH

# TEXTUREMEDIA – WHO WE ARE

TextureMedia®

Is the largest haircare platform and trusted thought leader inspiring millions of multi-cultural beauty enthusiasts through original content, branded entertainment, social media, product reviews, data and commerce.

We are a creative powerhouse that delivers impactful marketing services and data-driven insights which translate to increased brand exposure and greater market share for our clients and partners alike.

**2.7M**

Unique visitors a month

**25M**

Unique visits in 2014

**600K+**

Loyal email subs

**\$1B+**

Spend annually on hair care products



Source: Google Analytics & TextureTrends™ 2014

# TEXTUREMEDIA – CONSULTING SERVICES

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## WHAT ISSUE ARE YOU TRYING TO SOLVE?

TEXTUREMEDIA UNDERSTANDS THE DIFFERENT CONCERNS AND PURCHASING DRIVERS OF YOUR CUSTOMERS. LET US HELP YOU TAKE YOUR BUSINESS TO THE NEXT LEVEL.

I'm a new brand and there are so many other players in this space. What are the most impactful things I can do to get the word out about my brand?

How do we expand beyond our core customers to a broader base?

We don't have products that are specifically for curl, but we know a lot of people with texture use our products. How do we market to them without giving the impression it's just a curly hair product?

*“ Our friends at TextureMedia have become our most valuable partners in making sure we are both getting to the exacting needs of our consumers. ”*

- RICHARD DANTAS,  
CEO Carol's Daughter,  
acquired by L'Oreal in 2014

# TEXTUREMEDIA MONTHLY INFLUENCER REACH

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**9.8M**

Average FB Post Reach

**5.5M**

YouTube

**1.6M**

Instagram

**200**

Pieces of content

**8M**

Emails sent



**14%** OF SITE TRAFFIC COMES FROM SOCIAL CHANNELS

Source: Facebook, YouTube, Instagram

# OUR BRANDS & OFFERINGS

Texture**Media**<sup>®</sup>



## MEDIA & COMMERCE

NATURALLY *Curly*.COM<sup>®</sup>

CURLYNIKKI<sup>SM</sup>

**CurlMart**<sup>®</sup>  
NaturallyCurly's Online Boutique

curl  
stylist<sup>SM</sup>

## MARKET INSIGHTS & DATA

texture  
**trends**<sup>SM</sup>  
by Texture**Media**<sup>®</sup>

# OUR TALENT

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12 Editors ranging in hair type from 2A to 4C

Personally create, direct, produce and star in branded entertainment features

Socially amplify all editorial content

Active bloggers, designers and vloggers covering hair, fashion, design, DIY and decor

# WHY TEXTUREMEDIA MATTERS

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## HAIR COMES IN ALL TEXTURES



**\$11.4B**

Estimated U.S. hair market

**60%**

Of U.S. population has textured hair

**80%+**

Have been challenged by their hair  
(products are the #1 solution to those challenges)

**\$1B+**

Is spent on hair product yearly by  
our community  
(a few billion more on beauty and personal care products)

**78%**

Of those with textured hair use 5+  
hair care products simultaneously  
(50% more than those with straight hair)

**75%**

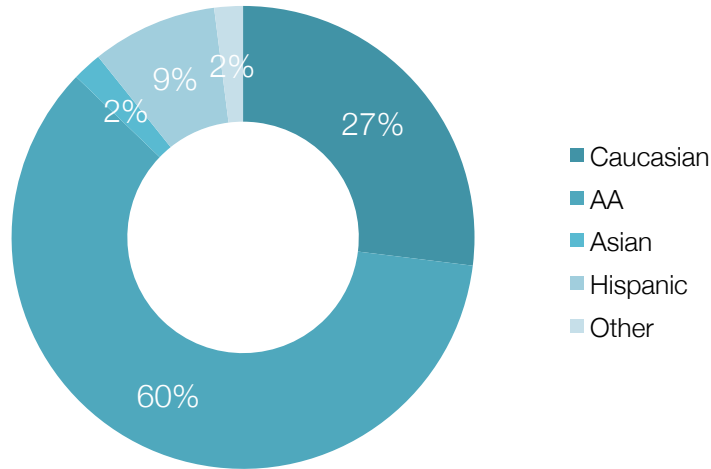
Of curly hair consumers said  
samples caused new brand trial

# OUR COMMUNITY

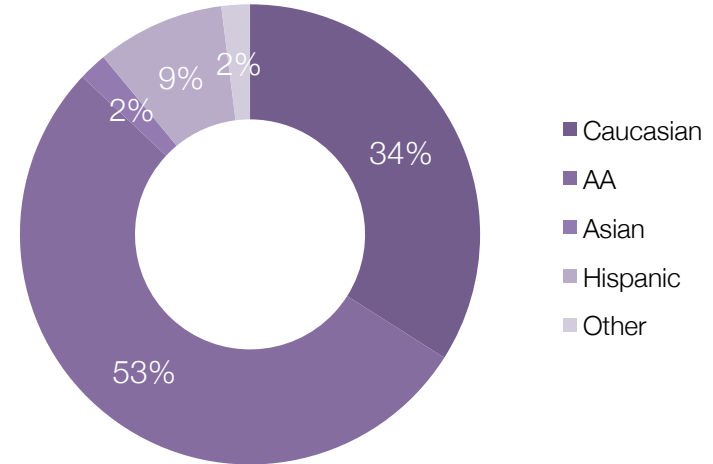
DIVERSE, YOUNG,  
MOBILE, SOCIAL

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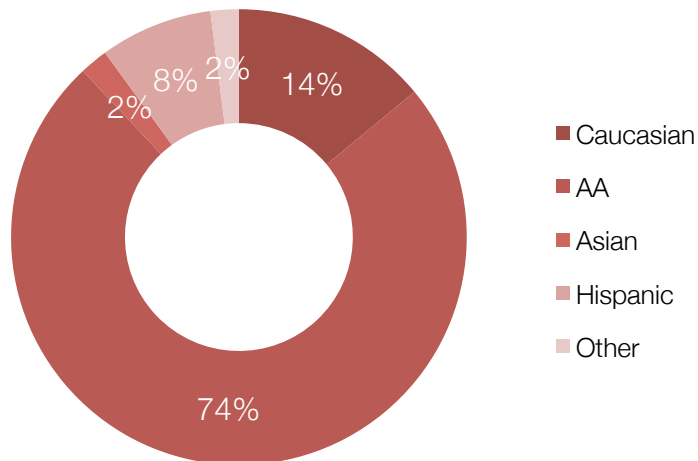
## TMI NETWORK



## NATURALLYCURLY (65% OF TMI)



## CURLYNIKKI (32% OF TMI)



**31%** Of textured consumers purchase products online

*\*Source: Quantcast TextureTrends™ 2014*

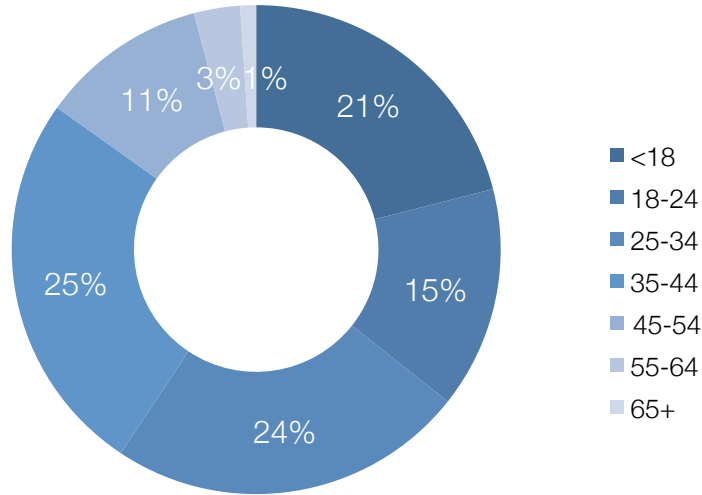


# OUR COMMUNITY

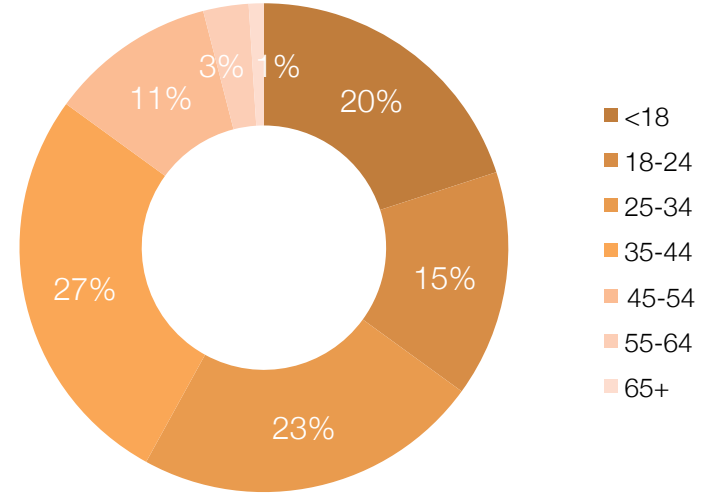
DIVERSE, YOUNG,  
MOBILE, SOCIAL

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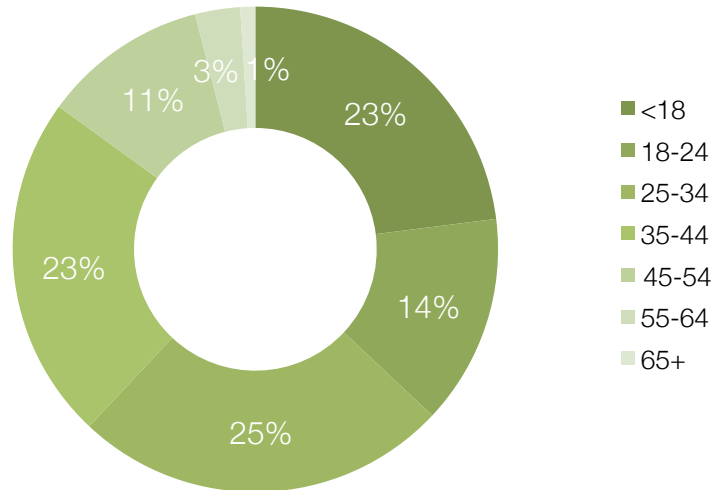
TMI (64% in 18-44 Age)



NATURALLYCURLY (65% in 18-44 Age)



CURLYNIKKI (62% in 18-44 Age)



**60%** Visits coming from mobile devices

\*Source: Quantcast TextureTrends™ 2014

# COMMUNITY + EDITOR AWARDS

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## BEST OF THE BEST

Established in 2009

Community-driven & chosen

Write-in (not multiple choice)

28 winners across 28 categories

(NaturallyCurly determines product categories)



## EDITORS' CHOICE

Established in 2013

Criteria: NaturallyCurly Editors, representing all hair types, review product as a solution to problems, innovative, emerging, etc.

25+ categories & brands represented – 4 winners by hair type

(Types 2, 3, 3C and 4)



“ *The week Cantu won the best of the best styling cream award for our coconut curling cream, our sales went up 33% and the product had the best week ever as far as velocity.*

”

- CANTU

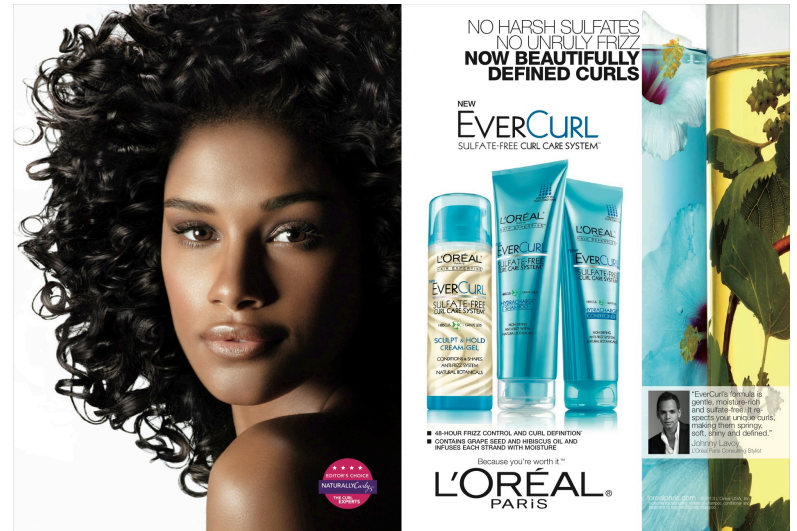
# POWER OF OUR SEALS

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Our Seals cultivate brand authenticity, credibility and drive sales

Editors' Choice and Best of the Best products featured on CurlMart, NaturallyCurly's commerce boutique, sell 5x as well as the average product (in quantity and \$)

Hall of Famers (repeat winners) sell 6-7x the average product sales & unit movement



“ Ever since our Edge Tamer won an Editors' Choice award and has been featured with the seal, it has been on FIRE! The edge tamer alone has accounted for 25% of our total sales as a result! ”

- DESIGN ESSENTIALS

# CASE STUDY: L'Oreal Paris EverCurl

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L'OREAL PARIS ENLISTED HELP IN THE LAUNCH OF EVERCURL IN 2013 – DESIRING APPEAL TO THE INFLUENCERS AND SECURING ITS PLACE AS A CULT BRAND AMONG CURL PRODUCTS

Consulting: Custom cut of TextureTrends 2012 for positioning aid and help with imagery and words used across media campaign. Products vetted by TextureMedia team pre-launch.

Sampling pre-launch: Distributed product across multiple hair types and influencers to create a copious amount of authentic written and video reviews prior to mass launch

Launch program: TextureMedia supported the launch with a robust follow-on media package including stylized video and content production, sampling, digital campaign, and sponsorships over the course of three months



Source: imedia Conference, Moxie

# CASE STUDY: GARNIER FRUCTIS

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## WEAR YOUR HAIR CURLY DAY 2013

Garnier Enlisted the Hair Authority, TextureMedia, to drive awareness of Wear Your Hair Curly Day 2013

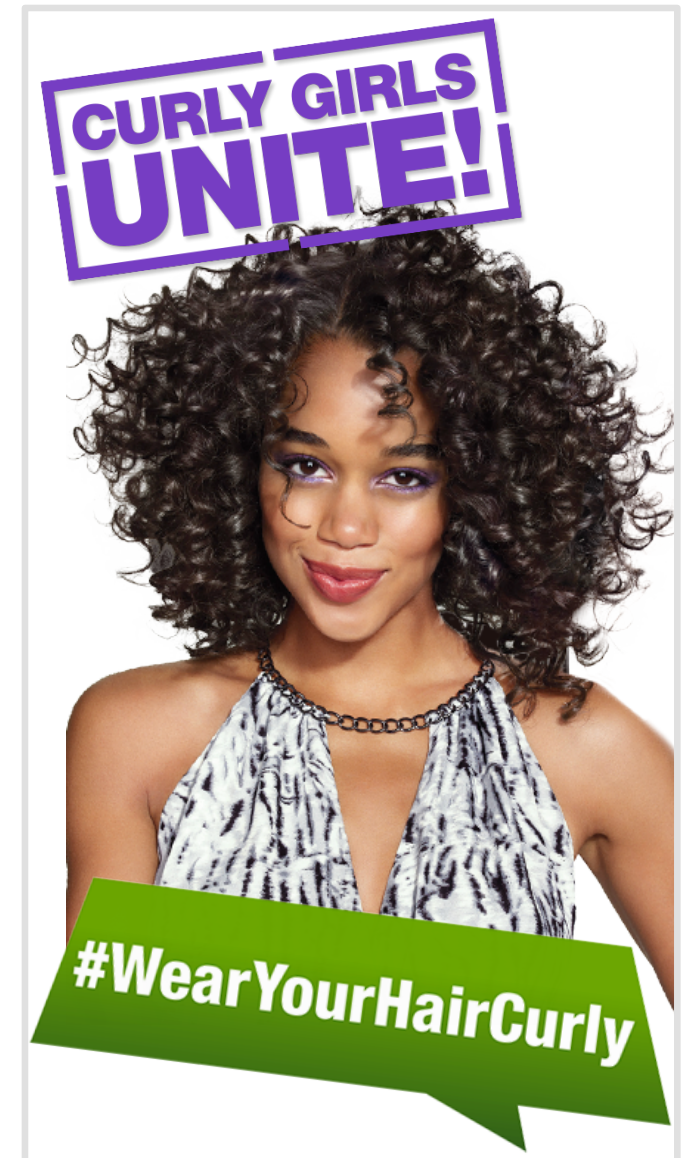
TextureMedia created and promoted custom content, video, social & email campaigns across 16M impressions

**9x**

Increase in pledges in 2013

**25M**

Total number of Hair influencers reached through campaign messaging



# CASE STUDY: JPMS – Curls Collections

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JPMS ENLISTED TEXTUREMEDIA FOR THE 4-SKU CURLS LINE, FROM PRODUCT TESTING TO LAUNCH OF TRUTH ABOUT CURLS CAMPAIGN IN FALL '12

Consulting: Market intelligence and analysis request specific to their target market – stylists and consumers

White-Label Testing: Conducted testing of proposed products and provided research analysis with consumers and stylists

Launch program: TextureMedia support with an integrated media program including digital media, vlogger outreach and sampling

Michelle Breyer provided curl education to 1K stylists at JPMS annual Gathering in Las Vegas.



“*‘The Truth About Curls is ’ is all about connecting curlies from all over the world to share their experiences with curly hair. TextureMedia has an incredible online community that is constantly communicating and sharing the latest in products and styling. By partnering with TextureMedia, we are able to reach an influential community of curlies who will help drive a worldwide curl conversation.*”

- NICOLA CLINE,  
Senior Director of Marketing for JPMS

# CASE STUDY: TEXTURE ON THE RUNWAY

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PIONEERED A HIGH-FASHION HAIR SHOW –  
FASHION WEEK FEBRUARY 2012

**500+** Bloggers, Vloggers and magazine editors attended

**100+** Pieces of content generated from videos and articles, to blog posts

**5,000+** Live tweets allowed attendees and global community members to post photos, watch interviews and read backstage content

More than 15 minutes spent per user on micro site

MATRIX  
BY IN AMERICAN SALONS

ARROJO

minardi  
LUXURY COLOR CARE

Curls  
unleashed.  
ORS

hair  
rules



TextureMedia™ presents  
**TEXTURE** on the  
**Runway**  
*a showcase of curls, kinks, and waves*

# CONTACTS

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