

2018 MUAHS AWARDS

PRESS COVERAGE REPORT



SATURDAY, FEBRUARY 24, 2018 | THE NOVO AT L.A. LIVE

MAKE-UP ARTISTS & HAIR STYLISTS GUILD

I.A.T.S.E. LOCAL 706



MEDIA COVERAGE SUMMARY

As of March 2018, the Make-Up Artists & Hair Stylists Guild 2018 Awards has earned over **152.1 million impressions** and received over **385 press breaks**.

VARIETY *THE Hollywood REPORTER* DEADLINE.com

Indiewire[®] THE WRAP



MEDIA VALUES OVERVIEW

TOTAL PICK UP	TOTAL AUDIENCE	TOTAL PUBLICITY VALUE
3,228	1.14+ BILLION	\$6.92 MILLION

- **TOTAL PICKUP**: This number reports how many news outlets have picked up the story. Nine (9) press releases and media alerts were distributed and have been mentioned/featured 3.2K times on various outlets.
- **TOTAL AUDIENCE**: This is the number of online news visitors each outlet receives that shows us the potential views. A total of 1.14+ Billion viewers were exposed to the MUAHS press releases and media alerts through each outlet.
- **TOTAL PUBLICITY VALUE**: Publicity value can also be viewed as free 'ad value,' as mentions of MUAHS via the respective press release or media alert takes up real estate on the many different outlet's websites.

*NUMBERS AND ANALYTICS GATHERED VIA CRITICAL MENTION AND VISIBILITY REPORT(S) OF ALL OUTGOING MUAHS RELATED PRESS RELEASES

PRE-EVENT PUBLICITY

Approximately nine (9) press releases and media alerts were distributed prior to the event:

May 16	Announcement/Timeline
Oct. 16	Submissions Open
Nov. 14	Lifetime Achievement Awards – Greg Cannom & Mary Guerrero
Nov. 16	Gary Oldman - Distinguished Artisan Award
Dec. 5	Loni Love Announcement (Host)
Jan. 1	NOMINATIONS
Feb. 6	Presenters Announcement – Media Alert
Feb. 13	Presenters Announcement – Media Alert
Feb. 14	Red Carpet Live Stream with Frankie Grande
Feb. 24	Post-Event Release / Winners Release

PRE-EVENT BREAKS

VARIETY

THE
Hollywood
REPORTER

DEADLINE.com




THE WRAP
Covering Hollywood

SHOOT
magazine • online • publicity wire

IndieWire



MEDIA BARTERS/TRADE ADVERTISEMENTS

	A full-page color ad ran in THR's Feb. 21 issue. Magazines were distributed at the award show. (Total barter value - \$10K)
	A full-page color ad ran in Variety's Mar. 7 issue. (Total barter value - \$31K)
	Banners ran on SHOOTonline's email newsletter and SHOOTonline.com.

MAKE-UP ARTISTS & HAIR TYLISTS GUILD

I.A.T.S.E. LOCAL 706

THE Hollywood Reporter

As part of the barter agreement an ad with all nominees was featured in the **The Hollywood Reporter** Feb. 21 2018 issue. One of their most popular issues!

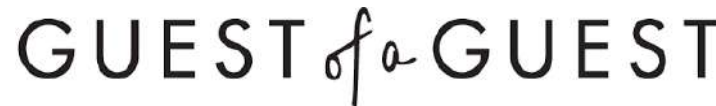
<p>FEATURE-LENGTH MOTION PICTURE</p> <p>BEST CONTEMPORARY MAKE-UP BABY DRIVER FRONZO GIBB, PHILIP TEMPLER BROST IN THE SHELL DEBORAH LA MA DENVER, JANE O'KANE PITCH PERFECT 3 MELANIE HUGHES-HEWNER, JUDY YONEMOTO, ERICA FYNER</p> <p>BEST PERIOD AND/OR CHARACTER MAKE-UP THE BIG SICK LEO WUN, KRISTIN SVESTER WONDER NORM BASTIAN, JEN BLACK, MEGAN HARNESSE</p> <p>BEST CONTEMPORARY HAIR STYLING DANCING WITH THE STARS MARY GORRING, AMY HESSAL, GAL IRAN EMPIRE MELISSA POINT, TERESA FLEMING, MOLLY CULLY</p> <p>BEST PERIOD AND/OR CHARACTER MAKE-UP GUARDIANS OF THE GALAXY VOL. 2 DANIEL FRODO, LUCAS MITCHELL JULIE HOLBREN PITCH PERFECT 3 CHERIE MARKS, MELISSA MALKASIAN, INDIRA KIRWAN THE BIG SICK LEO WUN, KRISTIN SVESTER THREE BILLBOARDS OUTSIDE EBBING, MISSOURI CYNNEY CORNELL, STEAN HUFFINGTON WONDER ROBERT PANON, ALAN MACMILLAN</p> <p>BEST PERIOD AND/OR CHARACTER MAKE-UP BLADE RUNNER 2049 DONALD MONAGHAN, ANNE MCGHEE, CELEA HORNATH BLAKE BREVET ALESSANDRO BERTOLAZZI, CRISTINA WALTZ, JUDY WOODCOCK DARKEST HOUR NANA PROMBOAC, FLORA MOODY</p> <p>BEST PERIOD AND/OR CHARACTER MAKE-UP THE MONUMENTS MEN TOMMY DEBORAH LA MA DENVER, TERESA VEST, BILL WHER THE MONUMENTS MEN ANGIE HELLS CARLA BROWNSTEIN, EMILY TAYLOR THE GREATEST SHOWMAN NOEL LECHEMANN, DIANA FRANKLIN, SUNDAY ENGLIS</p> <p>BEST PERIOD AND/OR CHARACTER MAKE-UP ATOMIC BLONDE INDO ANDRINO BEAUTY AND THE BEAST JENNY SHIRODIE, MARC PLOCHER, CHARLOTTE HORNARD BLADE RUNNER 2049 KERRY HORN, LUCIE LARSON ZEISS, JANIE LEIGH MINTOSH DARKEST HOUR NANA PROMBOAC, FLORA MOODY TOMMY ADRIATHA LEE, MARY EVERETT MORNING LAWRENCE DAVIS, DIANA BOUSSEAU</p> <p>BEST SPECIAL MAKE-UP EFFECTS KAZHINO TALK SHOW LUIS SANCHEZ, LUIS SANCHEZ GUARDIANS OF THE GALAXY VOL. 2 JOHN BLAKE, BRIAN SPE STAR WARS: THE LAST JEDI NEAL SONNAY, PETER BARRON KING THE SHAPE OF WATER MAYE HILL, SHANNE MANN WONDER AJLEN TATEA, MICHAEL MCKINFOREK</p> <p>TELEVISION AND NEW MEDIA SERIES</p> <p>BEST CONTEMPORARY MAKE-UP DANCING WITH THE STARS ZENA SHTEYER, GISELA ANGELA MOOS, SARAH WOLFE GRACE AND FRANKIE ROBIN SESEL, TIAVY LE LON, BONITA D'HAVEN</p> <p>RUPAUL'S DRAG RACE DAVID PETERSON, JEN PREGOLO, NICOLA MARCHI, BLAKE POPP SATURDAY NIGHT LIVE LOUIE ZUKARIN, AMY TUGANOWITZ, JASON MILANI THE WARDMAN'S TALE BURTON LEBLANC, TALA BENGOLD, ERIK CACIES</p> <p>BEST CONTEMPORARY HAIR STYLING DANCING WITH THE STARS MARY GORRING, AMY HESSAL, GAL IRAN EMPIRE MELISSA POINT, TERESA FLEMING, MOLLY CULLY</p> <p>GRACE AND FRANKIE RUPAUL'S DRAG RACE GABRIEL WILLAPPEL, HECTOR PONSUPOGANGRE SATURDAY NIGHT LIVE JOY MANDOS, JENNIFER CERNA, RIGA THROASHER</p> <p>BEST PERIOD/CHARACTER MAKE-UP BLADE RUNNER 2049 JANE WALKER, MOLLY MATTHEWS BLADE RUNNER 2049 LANA HOROCHOVICH, MAURICE BURKE SATURDAY NIGHT LIVE LOUIE ZUKARIN, AMY TUGANOWITZ, JASON MILANI STRANGER THINGS AMY L. FORSYTHE, ALAN ENCKSON THE CROWN NANA PROMBOAC YOUNIS REE CORCHON, CELIA DELANEY, PETER BURKE</p> <p>BEST PERIOD/CHARACTER MAKE-UP BLADE RUNNER 2049 JANE WALKER, MOLLY MATTHEWS BLADE RUNNER 2049 LANA HOROCHOVICH, MAURICE BURKE SATURDAY NIGHT LIVE LOUIE ZUKARIN, AMY TUGANOWITZ, JASON MILANI STRANGER THINGS AMY L. FORSYTHE, ALAN ENCKSON THE CROWN NANA PROMBOAC YOUNIS REE CORCHON, CELIA DELANEY, PETER BURKE</p> <p>BEST SPECIAL MAKE-UP EFFECTS BLADE RUNNER 2049 SARAH GOWEN, SARAH GOWEN SATURDAY NIGHT LIVE LOUIE ZUKARIN, JASON MILANI, TOM DENNER STRANGER THINGS AMY L. FORSYTHE, ALAN ENCKSON THE GRIVILLE HOWARD BERGES, TIM LANG, GABRIEL IMBEL</p> <p>TV MINI SERIES OR MOVIE MADE FOR TELEVISION</p> <p>BEST CONTEMPORARY MAKE-UP AMERICAN HORROR STORY: CULT ERIN KRUEGER MESAHA, MICHAEL MESAHA, SANDY ANDERSON THE WALKING DEAD HOWARD BERGES, TIM LANG, GABRIEL IMBEL</p> <p>BEST PERIOD/CHARACTER MAKE-UP AMERICAN HORROR STORY: CULT ERIN KRUEGER MESAHA, MICHAEL MESAHA, SANDY ANDERSON THE WALKING DEAD HOWARD BERGES, TIM LANG, GABRIEL IMBEL</p> <p>BEST HAIR STYLING AMERICAN HORROR STORY: CULT ERIN KRUEGER MESAHA, MICHAEL MESAHA, SANDY ANDERSON THE WALKING DEAD HOWARD BERGES, TIM LANG, GABRIEL IMBEL</p> <p>COMMERCIALS AND MUSIC VIDEOS</p> <p>BEST MAKE-UP AMERICAN HORROR STORY: CULT ERIN KRUEGER MESAHA, MICHAEL MESAHA, SANDY ANDERSON THE WALKING DEAD HOWARD BERGES, TIM LANG, GABRIEL IMBEL</p> <p>BEST HAIR STYLING AMERICAN HORROR STORY: CULT ERIN KRUEGER MESAHA, MICHAEL MESAHA, SANDY ANDERSON THE WALKING DEAD HOWARD BERGES, TIM LANG, GABRIEL IMBEL</p> <p>THEATRICAL PRODUCTIONS (LIVE STAGE)</p> <p>BEST MAKE-UP KING CHARLES III RENEE GIBBS, JACQUY HURREY MAMMA MIA VANESSA DOWNE, CHRISTINA TACEY, ROMANE MARCOS-HEVES NIXON IN CHINA VANESSA DOWNE, DELIAGNE GARCIA, DONNA LEVY SALOME DARREN JINKS, BRANDI STRONA THE TALES OF HOFFMANN DARREN JINKS, BRANDI STRONA, RENÉ HOFNER</p> <p>BEST HAIR STYLING LES LAISSONS DANGERESSES JESSICA MILLS MAMMA MIA VANESSA DOWNE, GASSIE RUSSEK, INGEBORG GORCH NIXON IN CHINA VANESSA DOWNE, DELIAGNE GARCIA, TIM BOWLE THE TALES OF HOFFMANN DARREN JINKS, BRANDI STRONA, LINDA CARDEANO ZOOZ ZOOZ JESSICA MILLS, RICK KEYER, MARIO DURAN</p> <p>CHILDREN AND TEEN PROGRAMMING</p> <p>BEST MAKE-UP ANNE WITH AN E DANIEL MACH, LARSZYLAK HENRY DANGER MICHEL JOUINETS, PATTI BRAD-RESE, MELANIE MILLS JUST JOE MAGE MIRIAM ARADOVITZ, MERRY LEE TRAMM THE WINDMILLERS MICHELLE RECK SMITH, CELSIA JALTON WALK THE PRAM JENIFER HOPMANN, AND KENHART</p> <p>BEST HAIR STYLING AN AMERICAN GIRL STORY AMY & JULIE 1994 A HAPPY BALANCE JOSE PENG, JENNE LECHLEIDER HENRY DANGER JOE MATKIC, ROMA DODDARD, DWYANE ROSS JUST JOE MAGE GABRIELLE SUAREZ, DESREE PONCE THE "TRINIDADIAN" JANETTE LAM, KILMORAN, JANET MOORE WALK THE PRAM USSULA HARRIS, MARY NONG</p> <p>DATETIME TELEVISION</p> <p>BEST MAKE-UP DR. PHIL DOUG ROSSON SUPER SOUL, SUNDAY ROBBER WISEBO THE BOLD AND THE BEAUTIFUL CHRISTIE AL-JONSON, CHRIS EGOSKOP, JENNA WITMAN THE REAL DATETIME TALKSHOW MELANIE MILLS, CELIA FERRERZ, MOTONO HONDO-LAYTON</p> <p>BEST HAIR STYLING THE BOLD AND THE BEAUTIFUL LISA LONG, DANIELLE SPENCE, DANIELLE STON THE REAL DATETIME TALKSHOW ROBERTA GARDNER-KOZAK, TAY EGOSKOP, NICOLE TAN SUPER SOUL, SUNDAY NICOLE MANSURIN</p>	<p>FARGO CHRIS GUNSALE, PENNY THOMPSON, JOY KIMMEL MICHAEL JACKSON: SEARCHING FOR KAREN LUCK ELIZABETH 1st MY VIBES MUSIC AWARDS 2017 JACKSON STEVENS MEGAN HERRERA-SCHAFF, MARIA SANDOVAL</p> <p>BEST PERIOD/CHARACTER MAKE-UP A CHRISTMAS STORY TOMA GREEN, OLGA LICELI FEUD: BETTE AND JOAN ERIN KRUEGER MESAHA, BOBBI BRACHESINE THE WIZARD OF LIES CARLA WHITE, ROBIN SPECTER, LARI HOOKS TWIN PEAKS DOBBIE ZOLLER, HOWARD HELDFELSEN, MANNI CSANE NET 101 TEN YEARS LATER LINDSAY GARDNER, LARA PETER, ALEX PERONE</p> <p>BEST PERIOD/CHARACTER HAIR STYLING A CHRISTMAS STORY TOMA GREEN, OLGA LICELI DEREK SPIGEL AMERICAN HORROR STORY: CULT MICHELLE CELIA, SAMANTHA WADE, LUCIE CULLY FARGO CHRIS GUNSALE, CAROL DOBAN FEUD: BETTE AND JOAN ERIN KRUEGER MESAHA, BOBBI BRACHESINE, WENDY BOSCHON-SOUTHARD THE CROWN JERRY POPOLIS, ARON QUARES, CAROL HEMMING</p> <p>BEST SPECIAL MAKE-UP EFFECTS AMERICAN HORROR STORY: CULT ERIN KRUEGER MESAHA, MICHAEL MESAHA, SANDY ANDERSON BLACK MIRROR: "TSS CALLISTER" MAYA LEE FARGO GAIL KENNEDY, LINDA BARNOL, CHRISTINA TEA SCOTT GENOS DANNA LAMON, GEMMA LINDSTROM TWIN PEAKS DOBBIE ZOLLER, HOWARD HELDFELSEN, JAMES KELLMAN</p> <p>COMMERCIALS AND MUSIC VIDEOS</p> <p>BEST MAKE-UP AMERICAN HORROR STORY: CULT ERIN KRUEGER MESAHA, MICHAEL MESAHA, SANDY ANDERSON PROMOTIONAL CAMPAIGN KERRY HERIA, JASON COLLINS, CRISTINA WALTZ TOP FURTERER TONY GARDNER, THOMAS FLOITZ NICK PEREY "SWISS SWISS" KOLJ GHIRRA, APRIL WINTHROUN WIT "ROPER ROVER" BARRY LEDESNE NICOLE HANAYARD, MICHELLE RADON SPECTRUM TV COMMERCIAL "PARENT TEACHER NIGHT" EMMAO FRENCH MARGARET BERESBERA-PONITCE, BART MIZON</p> <p>BEST HAIR STYLING AMERICAN HORROR STORY: CULT ERIN KRUEGER MESAHA, MICHAEL MESAHA, SANDY ANDERSON STEPHANE WINE HONDA CAR COMMERCIAL WITH SEAN HAYES "BLACK GIES 10" IN BOYING, KENIE PHONE X, DAVID BECKHAM AND SPONTI GANE CHANGES MEGAN HERRERA-SCHAFF, KEN PAVES KATY PERRY "SWISS SWISS" AUSPICY KUTTERMAN-STERN, TIM SPETZ SELENA GOMEZ "BAD Liar" LINDA CARDEANO, ANA ROSE KEEN, JAMES SARTAN</p>	<p>CONGRATULATIONS TO ALL THE HONOREES AND NOMINEES OF THE</p> <h2>2018 MAKE-UP ARTISTS & HAIR STYLISTS GUILD AWARDS</h2> <p>FEBRUARY 24, 2018 AT THE NOVO BY MICROSOFT AT L.A. LIVE</p> <p>GARY OLDMAN DISTINGUISHED ARTISAN AWARD</p> <p>GREG CANNOM LIFETIME ACHIEVEMENT AWARD</p> <p>MARY GUERRERO LIFETIME ACHIEVEMENT AWARD HAIR STYLING</p>
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DIAMOND SPONSOR	RUBY SPONSORS	SAPPHIRE SPONSORS	PREMIER SPONSORS
MAC	ARDELL PROFESSIONAL, HASK	GLAMCOOR BEAUTY, NIGEL BEAUTY, Schwarzkopf	dermatage, FOCUS, NETFLIX, Oliva Garden
PLATINUM SPONSORS	GOLD SPONSOR	SILVER SPONSORS	
FRANCIS & TAYLOR	WTIME	BONY & LEE, CINE MAKEUP SCHOOL, NYX, Premiere Products, Inc., SKINDINAVIA	JAPONESQUE, KRYOLAN



**MAKE-UP ARTISTS &
HAIR STYLISTS GUILD**
I.A.T.S.E. LOCAL 706
EVENT LISTINGS

The gala was listed on 35+ industry calendars and event listing sites.



CREDEntIALED RED CARPET PRESS

Over 35 outlets were credentialed to cover the Awards; this included over 20 photographers, video interviewers and print reporters.



AFTERBUZZ TV



the aftershow network

RED CARPET LIVE STREAM

For the first time, the MUAHS' red carpet went live from the red carpet. Host **Frankie Grande** interviewed honorees, nominees and MUAHS VIPs before the show. The show currently has over **1.8K views**.

Frankie Grande was a driving force with MUAHS publicity with his large fan base. Many of our nominees and sponsors were able to share their MUAHS experience on the live stream with him.

Watch Live Stream Here: www.local706.org/live-red-carpet/



SEATED PRESS

Over 10 reporters were in attendance as seated press.



VARIETY

AMERICAN SALON

THE Hollywood REPORTER

MAKE-UP ARTIST
MAGAZINE

AFTERBUZZ TV

the aftershow network

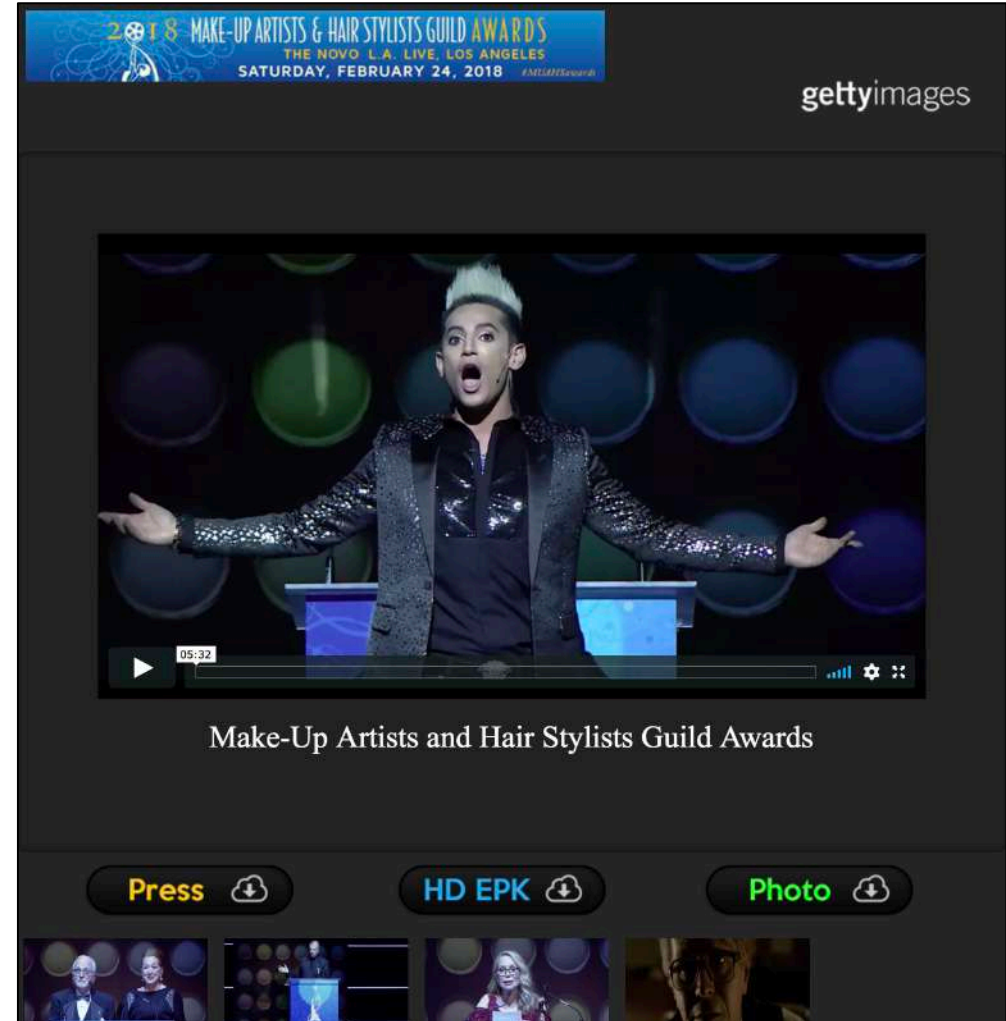
VARIETY
411

Below the Line
Voice of the Crew

PHOTO and VIDEO COVERAGE

- Getty was hired to build an EPK site epklink.com/muahsawards2018 that houses photos, video and the winners release.
- Honeysweet Productions gathered video throughout the night that highlight special moments and speeches that were published to the EPK site.

Immediately after the show, this EPK link was blasted to WMC's press list, as well as, Getty's distribution list of over 1,500 outlets.



POST-EVENT PUBLICITY

The winners announcement earned over **59 million impressions** and **82 breaks** with a total publicity value of **\$2.6 million**. Top drivers of post-awards coverage included *Henry Danger* win and *Darkest Hour*.

DEADLINE.com



MAKE-UP
ARTIST
M A G A Z I N E

People IndieWire

SHOOT[®]
magazine • online • publicity wire

The Fashionista Stories
BY CHERYL SIMMONS

POST-EVENT PUBLICITY

DEADLINE.com



'Darkest Hour', 'I, Tonya' Claim Trophies At Make-Up Artists And Hair Stylist Guild Awards — Complete Winners List

by [Dino-Ray Ramos](#)
February 24, 2018 9:35pm



Focus Features

- ▶ AWARDSLINE
- ▶ BREAKING NEWS
- ▶ MAKE-UP ARTISTS AND HAIR STYLISTS GUILD
- ▶ MAKE-UP ARTISTS AND HAIR STYLISTS GUILD AWARDS
- ▶ MUAHS

The Make-Up Artists and Hair Stylists Guild Awards (MUAHS, IATSE Local 706) were handed out tonight at LA Live's Novo Theater. As the guild's name suggests, the ceremony celebrated the best in hair and makeup on the big and small screen. Among the 23 categories, Oscar frontrunner *Darkest Hour* and *I, Tonya* were winners on the film side, while *Big Little Lies* and *American Horror Story: Cult* took home trophies for their finely done 'dos and make-up.

Anna Camp & Lily Tomlin Attend Makeup & Hair Stylists Guild Awards 2018



and a Halston Heritage clutch.

[Anna Camp](#) and [Lily Tomlin](#) strike poses at the *2018 Makeup & Hair Stylists Guild Awards* on Saturday (February 24) in Los Angeles.

The actresses were joined by [Amber Stevens West](#), [Corbin Bleu](#) (with wife [Sasha](#)), [Val Chmerkovskiy](#), and [Frankie Grande](#), who performed during the ceremony.

Also in attendance were young stars [Kira Kosarin](#), [Jace Norman](#), and [Olivia Sanabia](#), who presented together.

The *Hair and Makeup Stylists Guild Awards* honor those that make the glam come to life in 23 categories of film, television, commercials and live theater.

FYI: [Anna](#) is wearing a *Self Portrait* dress

POST-EVENT PUBLICITY

People

IndieWire

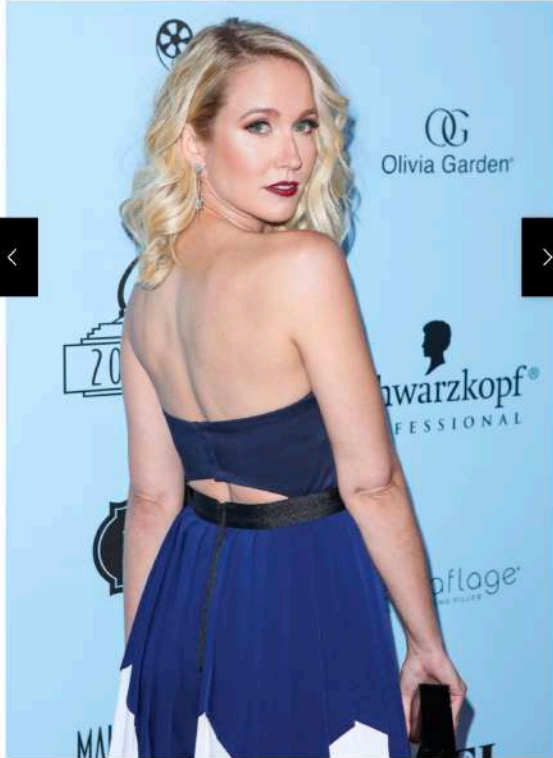
The Fashionista Stories

BY CHERYL SIMMONS

58 of 116
GLAM GUILD

Anna Camp arrives at the Make-Up Artists and Hair Stylists Guild Awards Saturday in L.A.

SHARE TWEET EMAIL PIN IT



TradeMore

Make-Up and Hair Stylists Guild Awards 2018: 'Darkest Hour' Scores Two Prizes

Oscar favorite "Darkest Hour" earned period and makeup special effects awards Saturday night.

Bill Desowitz
Feb 25, 2018 11:58 am
@BillDesowitz



"Darkest Hour"

"Darkest Hour" continued its march toward Oscar gold for makeup and hairstyling, winning period and special makeup effects honors Saturday night at the MUAHS Awards at The Novo at L.A. Live. Oscar frontrunner Gary Oldman additionally earned the Distinguished Artisan Award for his remarkable portrayal of Winston Churchill.

TOP OF THE LINE

Amber Stevens West & Anna Camp at the 2018 Make-up Artists & Hair Stylists Guild Awards



Amber Stevens West sparkled in the THAI NGUYEN SPRING 2018 'Diva' black silk beaded jacket and the matching 'Saint' wide-leg trousers. My only quibble is that I wish the pants were hemmed but other than that, she looked beautiful. She finished up with KUKKA jewelry and complimentary beauty look.

Anna Camp wore a SELF-PORTRAIT SPRING 2018 strapless navy, white & black pleated bandeau crepe maxi dress with a flirty cutout bodice and a thigh-high split. She vamped up her look with a dark red lip which topped off her look along with side parted curls and the HALSTON HERITAGE 'Saturn' box clutch.

2018 MUAHS AWARDS

SOCIAL MEDIA REPORT

SOCIAL MEDIA REPORT - TOP POSTS



Top Tweet:

- Impressions: 14.8K
- Engagements: 226



Instagram Top Post:

- Reach: 1,709
- Likes: 220




Facebook Top Post:

- Reach: 1,058
- Reaction: 48
- Likes: 45

TWITTER SUMMARY



Top Mention:

 **FJGCSquad** 🎉
@FJG CheerSquad · Feb 23

♥️ Only one day until @FrankieJGrande is at the #MUAHSawards!! In LA and want to attend? Tix are only \$65 - click link below.

♥️ If you can't attend, you can still see his Red Carpet livestream at 5pm PST (Sat, 2/24): bit.ly/2F07HjQ @Local_706 axs.com/events/348419/...

Via @FJG CheerSquad
258 Engagements, 22 Retweets, 135 Likes

Top Media Tweet:

The #MUAHSawards for Best Special Make-Up Effects for a Feature-Length Motion Picture AND Best Period and/or Character Make-up for a Feature-Length Motion Picture go to #DarkestHour!
pic.twitter.com/KJnkiNLHJ5



BEST PERIOD/CHARACTER MAKE-UP | FEATURING BENEDICT CUMBERBATCH | ELIZABETH MOORE
BEST SPECIAL MAKE-UP EFFECTS | FEATURE FILM
KAZUHIRO TSUJI | DAVID MALINOWSKI | LUCY SIBBICK

Via @Local_706
7.1K Impressions, 13 Retweets, 13 Likes

Overall Summary:

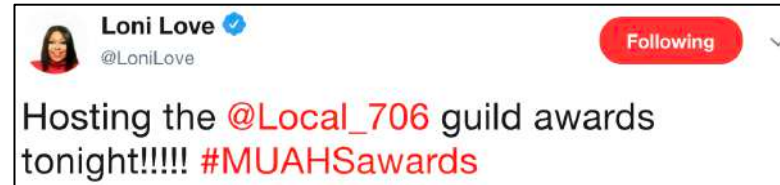
<u>Tweets:</u>	42
<u>Total Impressions:</u>	117.15K
<u>Profile Visits:</u>	4.4K
<u>New Followers:</u>	71
<u>Mentions:</u>	141

Analytics via Twitter
Information shown above is between the #MUAHSawards date range (Jan. 2018 – Mar. 2018)

NOTABLE MENTIONS



Olivia Sanabia | Presenter
7.8K Followers | 7 Retweets | 67 Likes



Loni Love | Host
362K Followers | 2 Retweets | 28 Likes



Frankie J Grande | Red Carpet Host & Performer
1.15M Followers | 46 Retweets | 369 Likes

TWEETS FROM SPONSORS



Hask Hair @HaskHair Following

🌟🎉 BACKSTAGE ACCESS 🎉🌟
#Hollywood Hair Stylist @montehair took over the red carpet backstage at the 2018 MUAHS @local_706 awards this weekend to celebrate the award-winning #HairStylists, Make-up Artists & some special guests! 🎤
Watch more 📺 ht.ly/WvCD30iELkt



0:28 37 views

Hask Hair | Sponsor
20.7K Followers

NYX Pro Makeup @NyxCosmetics Follow

Best of luck to all nominees of the @Local_706 #MUAHSawards! 😊 Come celebrate with #FrankieGrande this Saturday, Feb 24th as they honor the top artists in the industry! Get tix here:



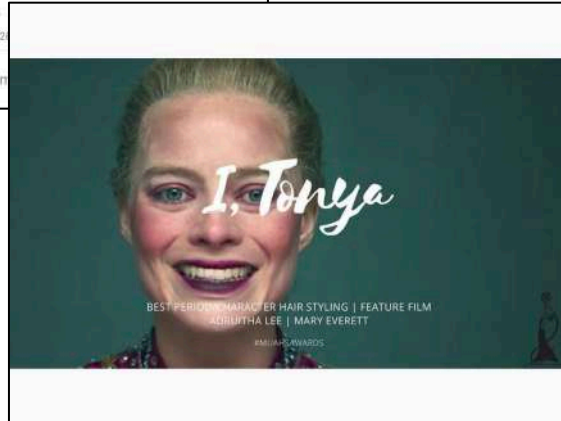
2018 Guild Award Show
Get tickets for 2018 Guild Award Show promoted by Makeup Artists & Hairstylists at The Novo by Microsoft in Los Angeles, CA on Sat, Feb 24, 2018 - 7:00PM at AXS.com
axs.com

NYX Pro Makeup | Sponsor
991K Followers

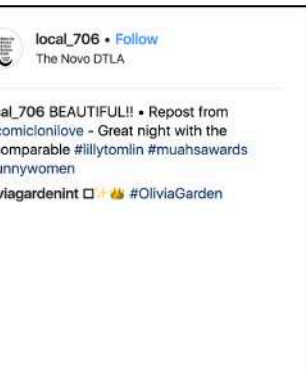
INSTAGRAM SUMMARY



186 likes | 1.5K Reach | 5 Comments



179 likes | 1.6K Reach



183 likes | 1.5K Reach

INSTAGRAM SUMMARY CONTINUED



GALLERY | 201 likes | 2K Reach | 6 Comments



220 Likes | 1.7K Reach | 7 Comments

Overall Summary:

<u>Posts:</u>	41
<u>Total Likes:</u>	4.4K
<u>Total Comments:</u>	109
<u>Avg. Likes Per Post:</u>	107.5
<u>Avg. Comments PP:</u>	2.7

Analytics via HootSuite
Information shown above is between the #MUAHSawards date range (Jan. 2018 – Mar. 2018)

HONORABLE MENTIONS



@ComicLoniLove

@OliviaSanabia

@AmberoniStevensWest



Olivia Sanabia | Actress | *Just Add Magic*
43.8K Followers



Loni Love | MUAHS Host | *The Real Daytime Talkshow*
896K Followers



Amber Stevens West | Actress | *Ghosted*
86.9K Followers

INSTAGRAM STORY



This year, we developed a plan to take advantage of Instagram's 'Story' feature to share winner announcements live from the event.

The images we posted to the grid included red carpet looks, backstage previews and the professional photos that were taken at the event.

Each post earned over **540 impressions each** from Feb. 23 – Mar. 3 with a over **11K view total**.

The **story is saved** on @Local_706's Instagram profile permanently.



MUAHS AWARDS SOCIAL MEDIA REPORT – SHOW DAY

SUMMARY

This year, Twitter, Instagram and Facebook were used to promote the MUAHS Awards. We shared a range of content across all three platforms including, text, video, photos, graphics, emojis and GIFs.

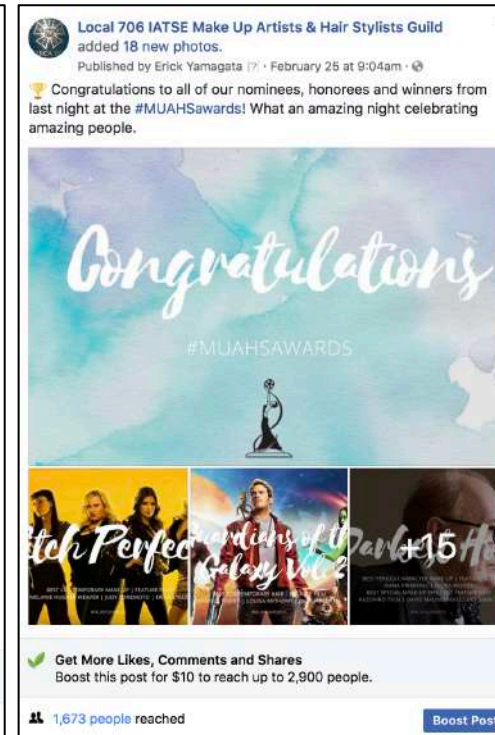
We gave followers a chance to see behind-the-scenes footage from the red carpet and backstage throughout the night. Twitter and Instagram were used for live winner announcements. Facebook was used for pre-show promotion of our social media coverage on Twitter and Instagram.

We earned a combined total of **221K impressions and gained 327 followers.**

The official #MUAHSawards hashtag was used over **1.2K times** and **earned 3.5M impressions.**

FACEBOOK SUMMARY
facebook

Facebook was used primarily to promote the event and other social media platforms where we were live announcing winners. We used Facebook to share post-show updates and images. We also clipped video from the show and promoted across all social platforms.



Overall Summary:

Page Views:	1.1K
Page Likes:	+82
Reach:	4.2K
Post Engagements:	1.2K
Page Followers:	91

Analytics via Facebook
Information shown above is between the #MUAHSAwards date range (Jan. 2018 – Mar. 2018)

AT A GLANCE



<u>Tweets:</u>	42
<u>Total Impressions:</u>	117.15K
<u>Profile Visits:</u>	4.4K
<u>New Followers:</u>	71
<u>Mentions:</u>	141



<u>Posts:</u>	41
<u>Total Likes:</u>	4.4K
<u>Total Comments:</u>	109
<u>Avg. Likes Per Post:</u>	107.5
<u>Avg. Comments PP:</u>	2.7



<u>Page Views:</u>	1.1K
<u>Page Likes:</u>	+82
<u>Reach:</u>	4.2K
<u>Post Engagements:</u>	1.2K
<u>Page Followers:</u>	91



 **MAKE-UP ARTISTS &
HAIR STYLISTS GUILD**
I.A.T.S.E. LOCAL 706 

UNTIL NEXT YEAR!

