



BRAND3INDEX

NYX GORJS

PERFORMANCE SCORE

6 months after launch, let's have a look at the performance of one of the most promising and ambitious web3 program in the beauty category.

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CONTEXT

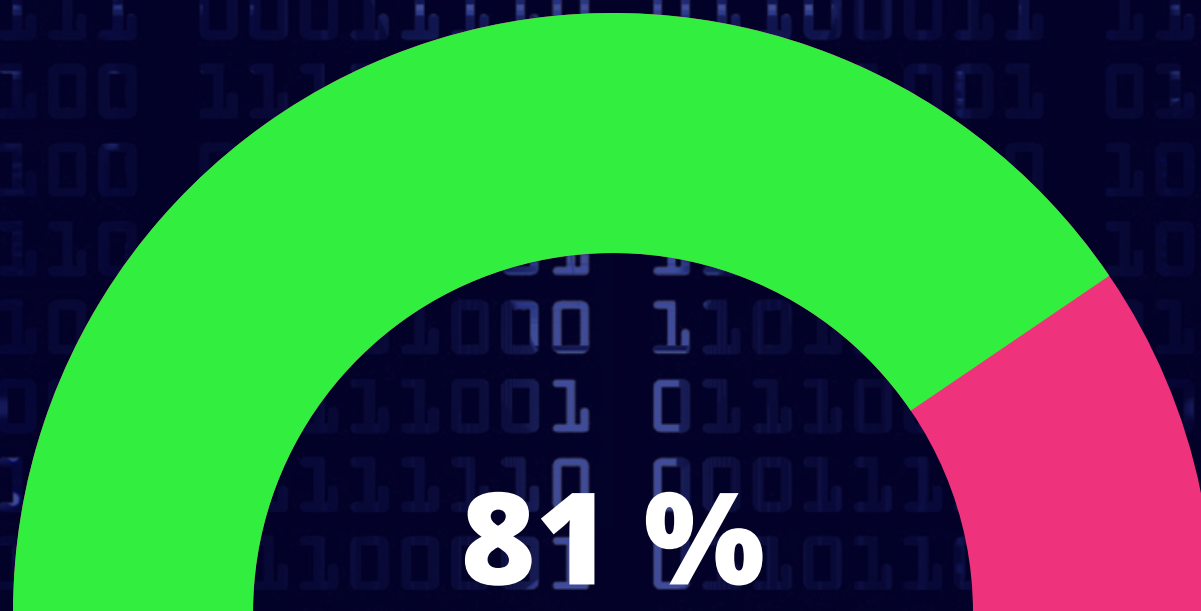
L'Oreal group owned NYX launched in January 2023 the GORJ NFT program. This program gives access to a DAO voting right.

"At NYX Professional Makeup, we invite artists to join the movement with us to 'Make the Metaverse Gorjs,' and to evolve their artistic creativity beyond the basis of physical and genetic appearances," said Yann Joffredo, global brand president of NYX Cosmetics.

HOW IT WORKS?

1. Artists propose new projects
2. Community co-creates and use tokens to vote on proposals
3. Artists work on their collections. and receive upfront stipend from DAO treasury
4. Community completes quests to earn crowns
5. Support artists by minting their collections. artists receive royalties off primary & secondary sales

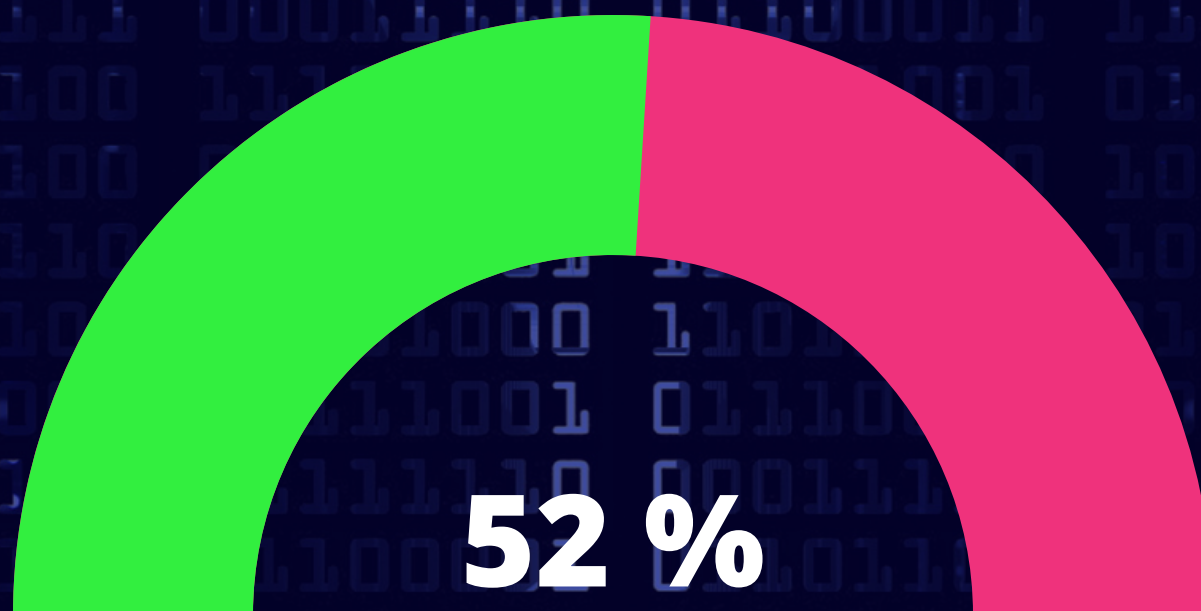
AWARENESS SCORE



NYX is the best performer on Awareness thanks to a very qualitative creative and website.

As a web2 best performer, NYX have leveraged brilliantly all social media to drive awarness to it's web3 program

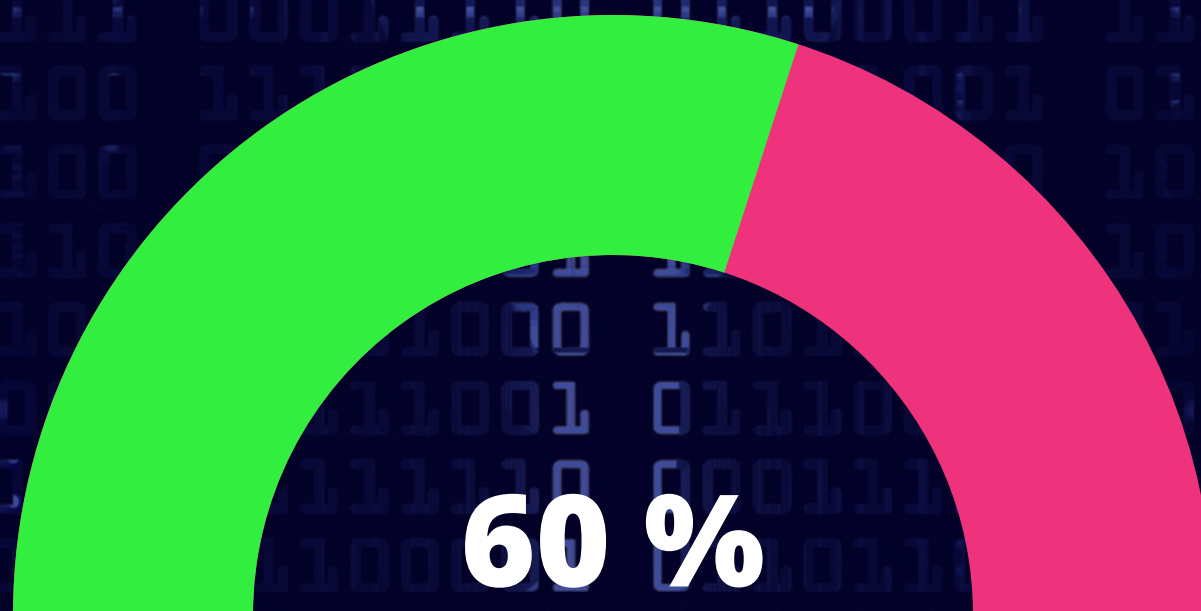
ENGAGEMENT SCORE



NYX was able to attract a community of active profiles into it's program.

Though the rotation rate of GORJS was average in July and the program didn't attract new people in the 2nd market.
Are we facing a shortness of breath of the program?

ACTION SCORE



The NFT is evenly distributed and attracted web3 experts thanks to the promise of participating in the first beauty DAO.
The value creation for the community (so far) is not obvious

PERFORMANCE SCORE

75

50

25

0

64

NYX

48

Average Beauty

Overall the NYX NFT is a good performer in the beauty category, thanks to its best in class social media activation. To reach the level of best in class programs, NYX should focus on creating more value to owners through events, sweepstakes, celebrities... and a sustained media and PR activation.

MORE BEAUTY BRANDS MORE ANALYSIS...

- **Mugler**
- **Yves Saint Laurent**
- **Nivea**
- **Clarins**
- **Kiki world**
- **Carolina Herrera**
- **...**

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MORE INDUSTRIES...

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- **Automotive**
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- **CPG**
- **Travel**
- **...**

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CONTINUING THE ADVENTURE...

Brand3index Performance Score transcends revenue, illuminating the dynamic interplay of Awareness, Engagement, and Action. Our path, though trodden, remains a work in progress, subject to further refinements and discoveries.

**PLEASE HELP US by commenting,
connecting and collaborating.**

**Stay Curious, Stay Involved: Let's
keep the conversation going!**

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ABOUT BRAND3INDEX

Brand3index is a **business intelligence** company dedicated to assisting brands in shaping their digital **innovation roadmap** and achieving greater **ROI**.

Brand3index is the global standard for determining a brand's digital innovation competence analyzing more than **150 data points across three dimensions (Readiness, Performance and Shared Value)**.

Brand3index conducts research and produces reports that covers automotive, entertainment, retail, CPG, Luxury, food, drinks, and travel industries. We analyse and benchmark 200+ brands.

By leveraging research, competitive benchmarking, executive education and data analytics, Brand3index offers brands a clear understanding of digital innovation within their industries and **actionable insights**.

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