

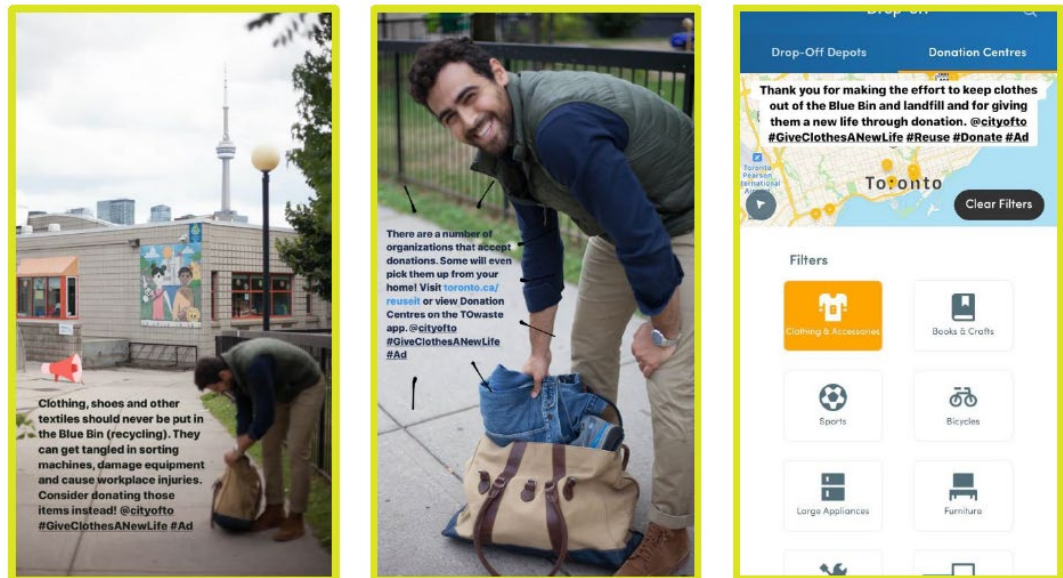
IE12.5 - Attachment 3

Attachment 3: Give Clothes a New Life Campaign – Fall 2019 - Sample Ads



Sample Instagram Influencer Posts

Abdulla Khatib Story #1 | September 14th



- Followers: 9,846
- Total Views: 13,344
- Story Engagements: 148
- Total Impressions: 13,712

Jessica Lam | Diary of a Toronto Girl Story #2 | September 23rd



- Followers: 12,006
- Total Views: 4,112
- Story Engagements: 313
- Total Impressions: 4,864