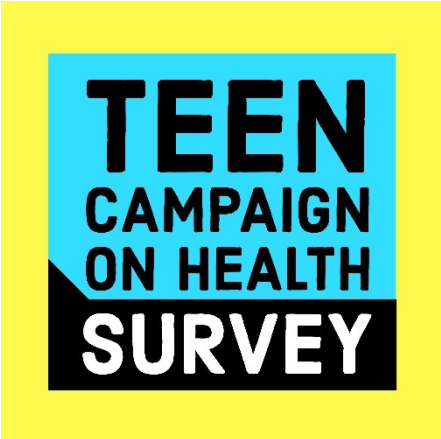


ATTACHMENT 15: SOCIAL MEDIA ADS

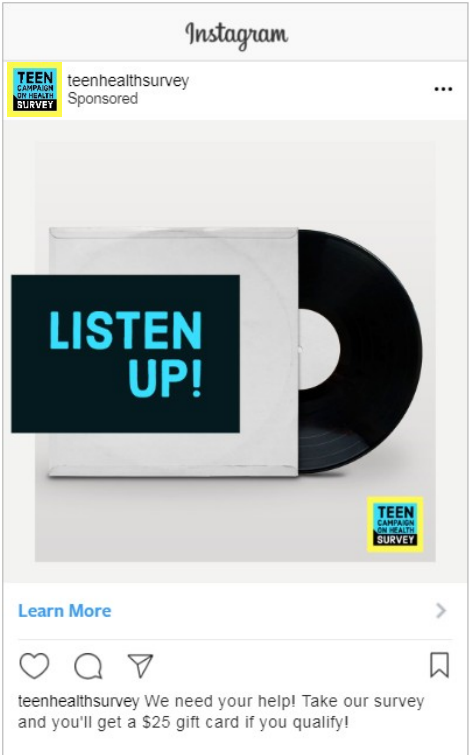
Social Media Recruitment Ads: Evaluation of the Fresh Empire Campaign on Tobacco (EFECT)

New profile picture/logo for Instagram/Snapchat:



Note: Snapchat requires a logo that goes on all ads. We developed the above logo and created ads for Instagram and Snapchat that match this color scheme. Because Facebook ads have not been performing as well as they had previously with youth populations, we will only be running Instagram and Snapchat ads, we will change the Instagram profile picture and make it this logo.

Instagram Ads:



Instagram

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WALK THIS WAY FOR \$25!

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Instagram

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STEP RIGHT UP.



TAKE OUR SURVEY. GET \$25!


Learn More

teenhealthsurvey See if you qualify!

Instagram

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DID YOU SAY \$25?



amazon.com \$25

Learn More

teenhealthsurvey Yep, that's right. Take our survey and get a \$25 Amazon.com gift card if you qualify!

Instagram

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WE CAN'T HEAR YOU YET!



Learn More

teenhealthsurvey Share your opinions loud and clear! Take our survey and get a \$25 gift card if you qualify!

Instagram

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\$25 FOR YOU AND YOUR FRIENDS!

Learn More

teenhealthsurvey Take our survey and get a \$25 gift card if you qualify! Tag your friends so they can get one too!

Instagram

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YOU'VE GOT THIS

TAKE OUR SURVEY. GET \$25!

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Instagram

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TAKE OUR SURVEY. GET \$25!

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WHAT WOULD YOU BUY WITH \$25?

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GET \$25!

TEEN Campaign with Research Survey

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GET PAID FOR SHARING YOUR OPINIONS!

amazon.com gift card
\$25

TEEN Campaign with Research Survey

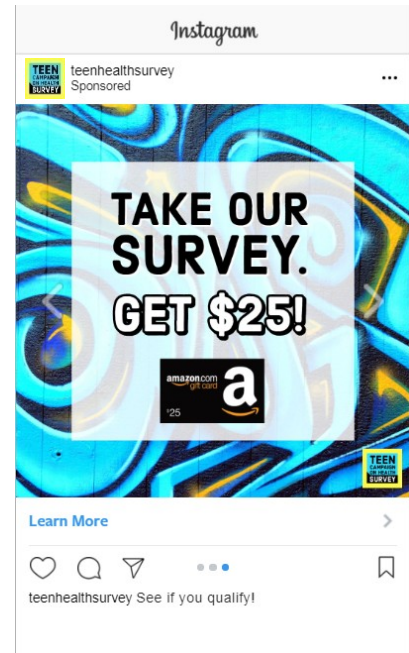
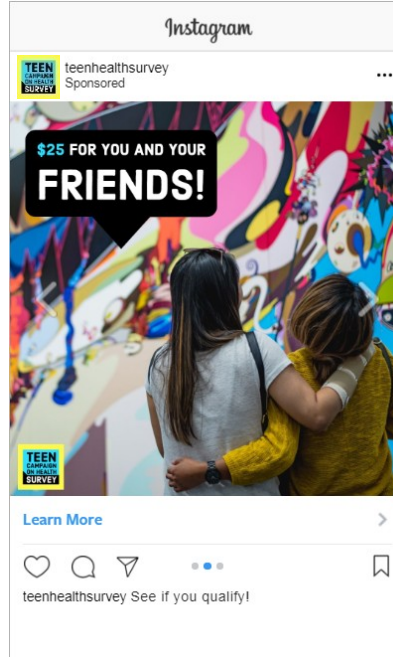
RESTRICTIONS APPLY. SEE AMAZON.COM/GC-LEGAL

Learn More

teenhealthsurvey Take our survey and get a \$25 gift card if you qualify!

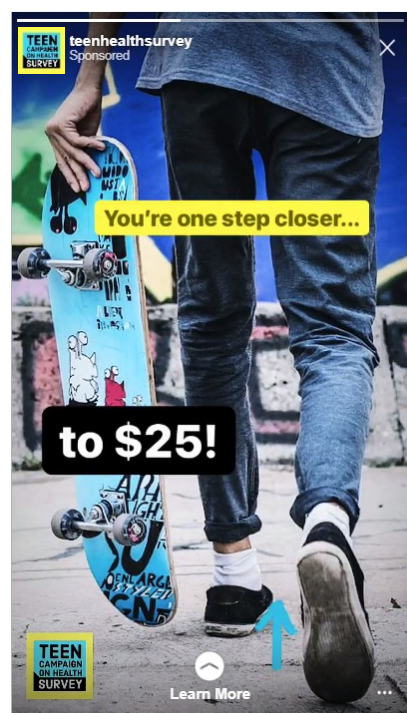
Instagram Carousel

Note: Viewers will scroll right to see a collection of 3 images, side by side images below show all images the participant will see as they scroll.



Instagram Story

Note: These images have small animations, but the screenshot shows everything that will be on the screen.



Snapchat Ads

Note: Snapchat ads also have small animations and use stock music from Snapchat, but screenshots show everything in the image.

