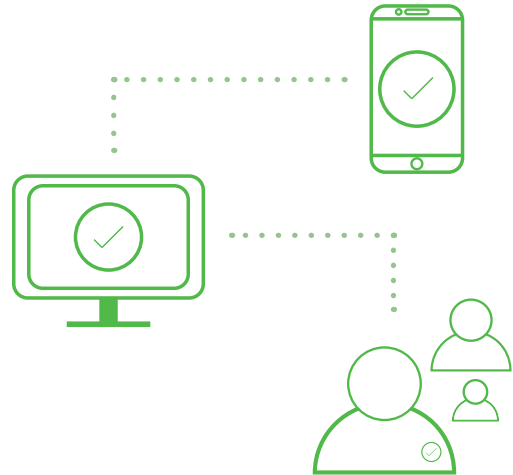


— KNOW THE FACTS —  
**ALASKA**



Created, produced and launched in less than

**6 WEEKS.**



The Movement became an

**INSTANT HIT**

with thousands of brand activists across digital, social and other media platforms.

Impression levels reached

**4 TIMES**

the population of Alaska.

*Source: Google Analytics*



Millennials joined the movement at a rate

**2 TIMES**

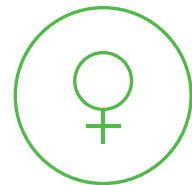
higher than the Facebook average.



Online engagement for women was

**65%**

- 19 percentage pts. higher than the Facebook average.



In terms of both size and engagement, KTFA

**SURPASSED**

all local ACA groups by massive margins.

