

AMENDED Exhibit 66

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

IG US: Q3 Creative Assets



Version MZ
2 August 2024

2024 IG (US) CAMPAIGN ON A PAGE

Goal	Drive consideration (& ultimately preference) for IG among teens in service of long term teen MAU growth
Target Audience	Teens (13-17), US
Insights	
Brand Strategy	
Key Message	Small, playful actions on Instagram can lead to big friendships (Proof points : Teen first products that helps them connect; Add yours, Music Stickers, Close friends, Notes, Reshares, Profile)
Job to be Done	
Timing	Chapter 3: August 12 - October 6

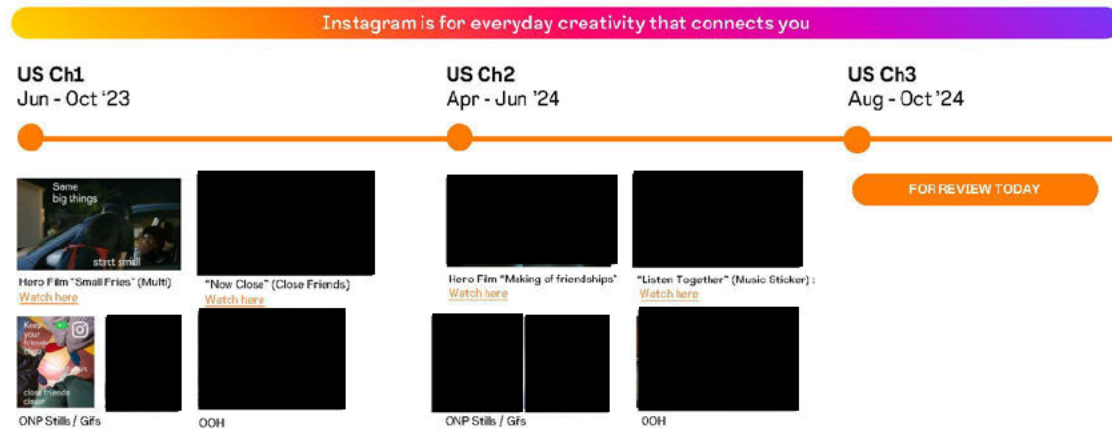
Comms Task #1: Reappraise Value

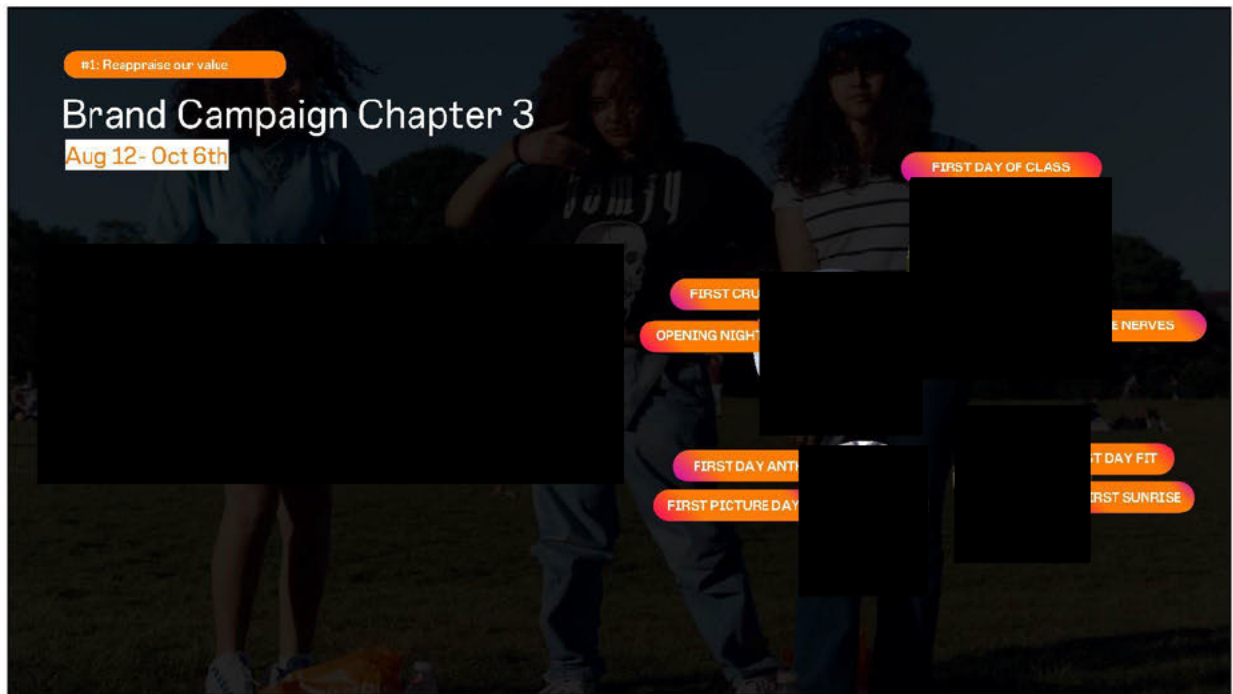
Comms Task #2: Product Familiarity

Comms Task #3: Culture

IG'S BRAND JOURNEY SO FAR

We have successfully driven teen consideration through our brand strategy of 'everyday creativity' anchored on teen use cases of our platform, and this is a continuation of the approach





#1: Reappraise our value

OFP : First Game Nerves :30s

Soccer teammate find a creative way to hack
Notes to hype players up before the first big
game game of the season.

[WATCH HERE](#)



#1: Reappraise our value

OFP Films

OFP short films show slice of life moments where teens use our products and everyday creativity to have fun and deepen friendships as they navigate the firsts of back-to-school.

FIRST DAY ANTHEM - ADD YOURS MUSIC - OFP 15s



Two students share the **Add Yours Music** prompt to creatively capture their vibes on the first day of school walking into the first day of school.

[WATCH HERE](#)

HIGHLIGHT ALL OF YOU - HIGHLIGHTS - OFP :06s



A teen celebrates her friend's cheerleading skills with a playful story that they save to **Highlights**.

[WATCH HERE](#)

#1: Reappraise our value

ONP Films

Our ONP Films balance educating teens on how to find/use key features on the platform while inspiring them with creative and teen resonant use cases.

FIRST CRUSH - ADD YOURS - ONP :15s



Leveraging an **Add Yours** prompt trending with her friends, a teen ironically shares her one true love.

[WATCH HERE](#)

FIRST CAST REVEAL - NOTES - ONP :15s



Teens creatively use **Notes** to share their parts in their school's production of the Wizard of Oz.

[WATCH HERE](#)

FIRST PICTURE DAY - CUTOUTS - ONP :06s



A teen uses the **Cutout** feature to creatively share their sunburnt school photo with friends.

[WATCH HERE](#)

Connection_Ch3_FirstFirstDay_15S_FBIG0771_Master_1080x1920

CREATIVE TESTING

The ads resonate with Teens and Parents, showcasing the value of IG and driving re-appraisal.



REDUCING THE NOISE + MANAGING RISK

We're partnering closely across teams to advance our narrative that shows how teens connect over creativity, while defusing any inaccurate accusations or negative noise during the campaign.

SHOW TEENS THE VALUE IG PROVIDES THEM



Examples: IGU Crew, Close Friends Only Podcast, ongoing trend and product pitching, leverage creators as storytelling channels

Messages to land:

- [Redacted]
- [Redacted]

SHOW PARENTS/POLICY ELITES OUR COMMITMENT TO SAFETY

PRIV

Positive reception in creative pre-testing with parents in qual focus groups

Educating parents about our safety tools is a multi-faceted effort spanning marketing, comms and policy and includes:

- Consumer parent programming to increase tools awareness and demonstrate teen value (ex: Screensmart event series)
- Demonstrate alignment with parents through Adam's channels
- Youth product drum beats (ex: Nido)
- Support active policy discussions

Coordination with Project Nido

REACTIVE MITIGATION/BREAK GLASS MEASURES

PRIV

