

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















