AMENDED Exhibit 33

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

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Document Provided in Native Format

IG Brand in App Insights

January 2024

IGMI & MCL Team Vision & Purpose

The Instagram Marketing Insights + Meta Culture Lab teams are the stewards, guides, and enablers of the IG brand strategy throughout the organization.

The **brand in app** unlocks user value by improving existing products, and inspiring and launching new ones in service of our brand strategies

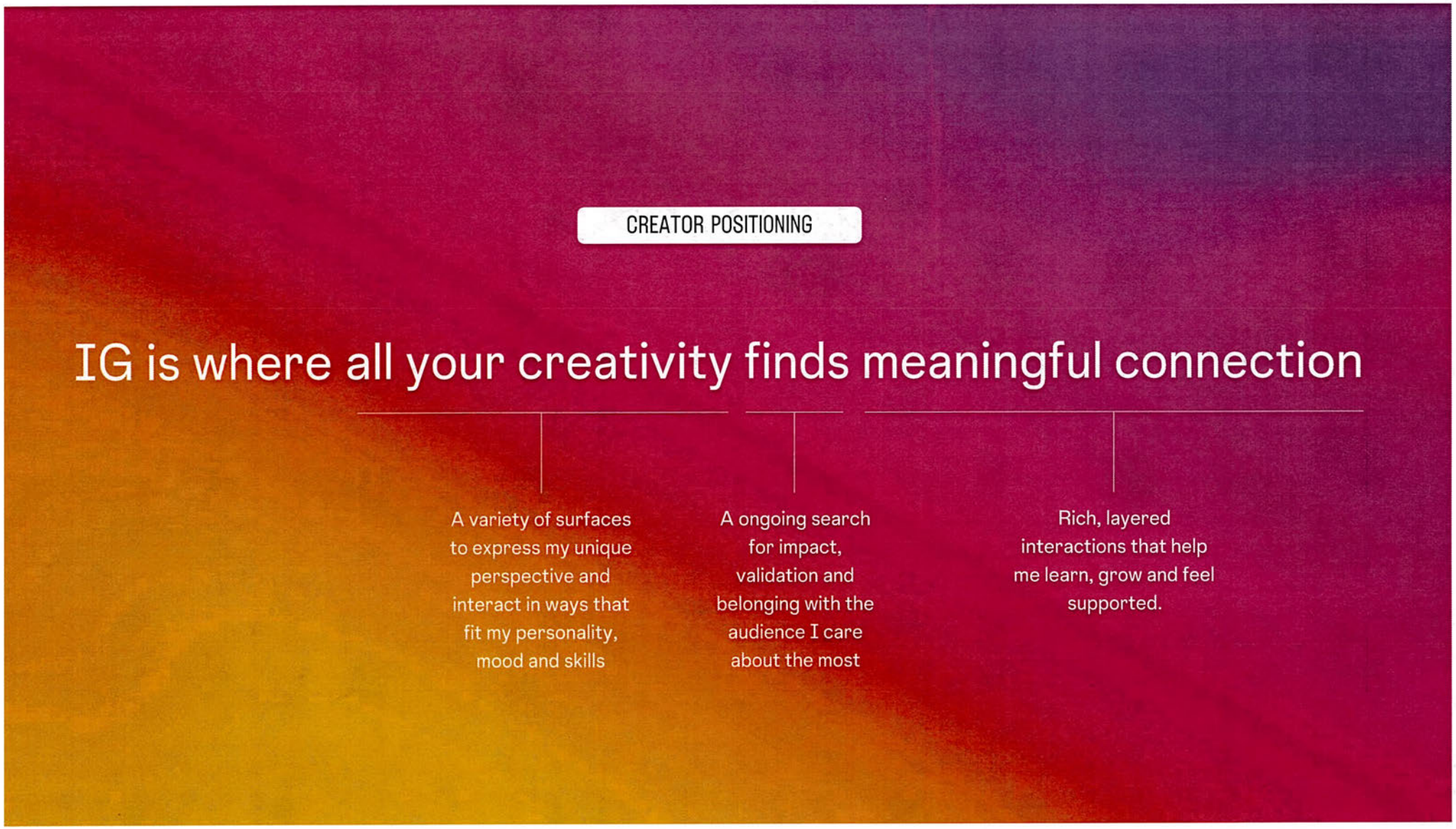
POSITIONING

IG is for everyday creativity that connects you

Shared content that is built from a personal POV. From a witty DM to a Reel production, creativity is wide and inclusive.

Frequent and depressurized, made by both Little C and Big C creators.

Bringing people (specifically teens) together, sparking new connections and strengthening existing ones.


CREATOR POSITIONING
IG is where all your creativity finds meaningful connection
A variety of surfaces to express my unique perspective and interact in ways that fit my personality, mood and skills
A ongoing search for impact, validation and belonging with the audience I care about the most
Rich, layered interactions that help me learn, grow and feel supported.

2024 Support Framework

IGMI Brand in App Insights Pod

Lead: Wendy

2024 Goal: Unlock the value of our apps for people by improving existing products, and inspiring and launching new ones in service of our brand strategies

[redacted]

Goaling principles for measurable impact:

What decisions did we inform and how did those decisions move our products or business forward in an impactful way?

What capabilities did we build in the organization (tools, frameworks, new habits) and how did they improve operational efficiency?

In what ways have we learned from, or been consultative to FoA insights and XFN partners?

[redacted]

IGMI Brand Experiences Insights Pod

Lead: Wendy

Over the course of 2024, our work will ladder to the following four outcomes:

Brand proof-points	Teen acquisition	Threads	Creators
Drive the user value of connection through brand accretive products	Drive acquisition of teens	Define the Threads brand and drive retention for it	Bring our brands to life for Creators

Prioritization framework:

Products are accretive to our brand - or have the potential to be

Products are resonate with our core target audiences

Products are high priority for the business & we have an opportunity for impact

Where appropriate, we partner with brand experiences pillars across the family of apps marketing organization; the Instagram brand foundations, communications, and brand-in-product pillars; and consult for the public affairs marketing insights team (parental perceptions and teen acquisition).

Focus Areas

Wendy Gross
Team Lead

[redacted]
IG Brand Experiences

[redacted]
Teen Acquisition

[redacted]

[redacted]
Creator Marketing

[redacted]

[redacted]
Threads

[redacted]

Brand proof-points

Drive the user value of connection through brand accretive products

Why this matters

Core to our brand strategy [redacted]

[redacted]

Big research questions

For both existing and new products, we will evaluate their potential for teen resonance as well as the ways that they unlock user value.

[redacted]

Teen acquisition

Drive acquisition of teens

Why this matters

Acquiring new teen users is mission critical to the success of Instagram.

[redacted]

Big research questions

Our core research questions include:

[redacted]

Potential projects include:

- Young teen foundational research

Threads

Define the Threads brand and drive retention for it

Why this matters

Threads launched in July 2023 as a sub-brand of Instagram, with the assumption that it inherited the equities and values of Instagram. A lack of familiarity and differentiation are top barriers to using Threads, suggesting that we need to define and differentiate the app from both Meta's other offerings and competitor apps.

As we prove Threads out as a healthy business over the next 6-12 months, we need to better understand and validate the core components of its value proposition in order to establish product market fit. We will understand what must be true in order for Threads to be a proof point for the Instagram brand strategy and maximize the potential for the app's success.

Big research questions

- What needs to be true in Threads for the app to be a proof point for Instagram?

Projects include:

[redacted]

Creators

Bring our brand to life for Creators (TBD)

Why this matters

Creators are an integral part of the Instagram and Facebook experiences. Creators make the content that sparks interactions for consumers on Instagram and promotes social discovery on Facebook. To win with our core consumer audiences, we must also win with creators.

In 2023, we established creator positionings that ladder into the brand apps. We must unpack what these brand strategies mean and how they come to life in order to establish a durable strategy to appeal to the creators crucial to each app.

Big research questions

- What should our creator marketing strategy be for Instagram and Facebook?
- How do our products live up to the brand truth for Instagram and Facebook?
- How do we set up creator outbound for success?

Potential projects include:

In H2, we will dive deeper into our product knowledge to launch and accelerate brand accretive products