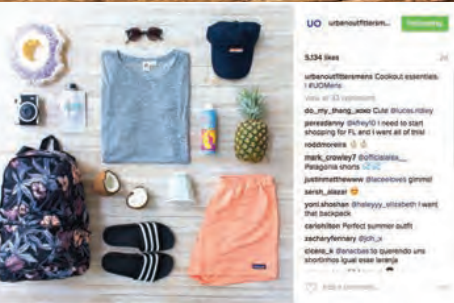


HANG  TEN
marketing initiatives

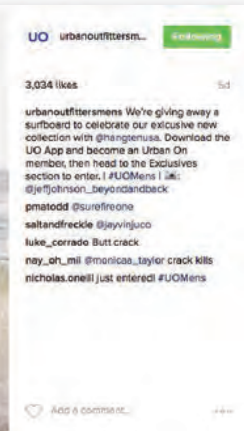
instagram



Close to 300k combined likes on the Urban and American Eagle Instagram feeds

all artwork and designs are property of American Brand Holdings

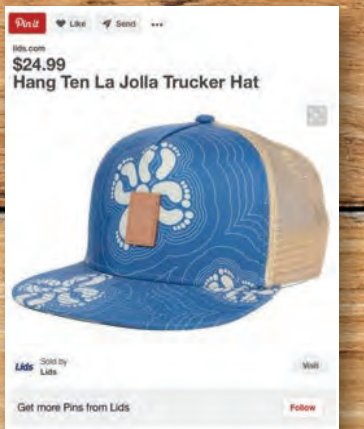
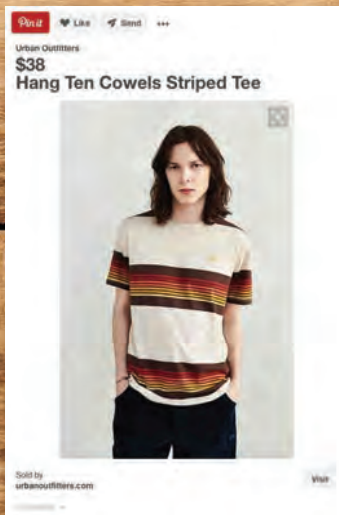
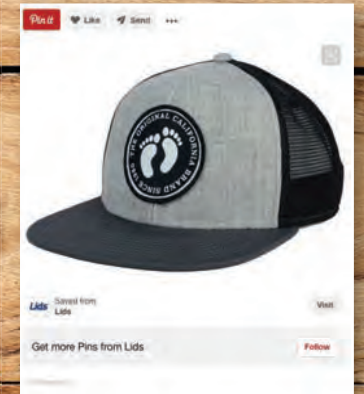
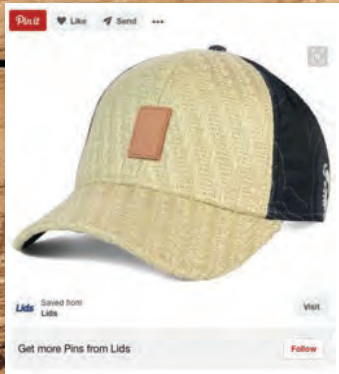
UO app



twitter



pinterest





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WWD

March 30, 2016

**Urban Outfitters to Offer Hang Ten
Capsule Collection for Spring**

By *Jean E. Palmieri*

URBAN OUTFITTERS

About: The Surfers of California

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blogs

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7 SUMMER SKINCARE TIPS



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**The Dopest Spring Drugstore Beauty
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THE APPARATUS

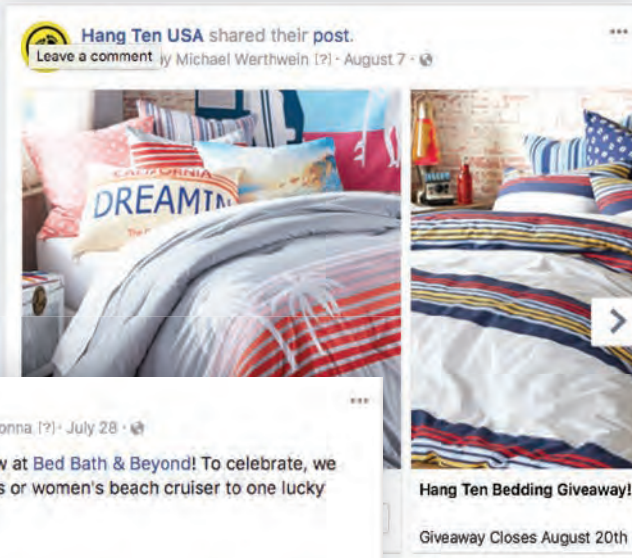
MAY 12, 2016 / by APPARATUS

HANG TEN X URBAN

THE STYLE GUIDE

**THE FRIDAY READ: APOLIS NOMAD MARKET AND
HANG TEN X URBAN OUTFITTERS**

MAY 20, 2016 | BEAU H.



Hang Ten x Bed, Bath & Beyond

Facebook / Instagram sweepstakes
August 25th - September 9th

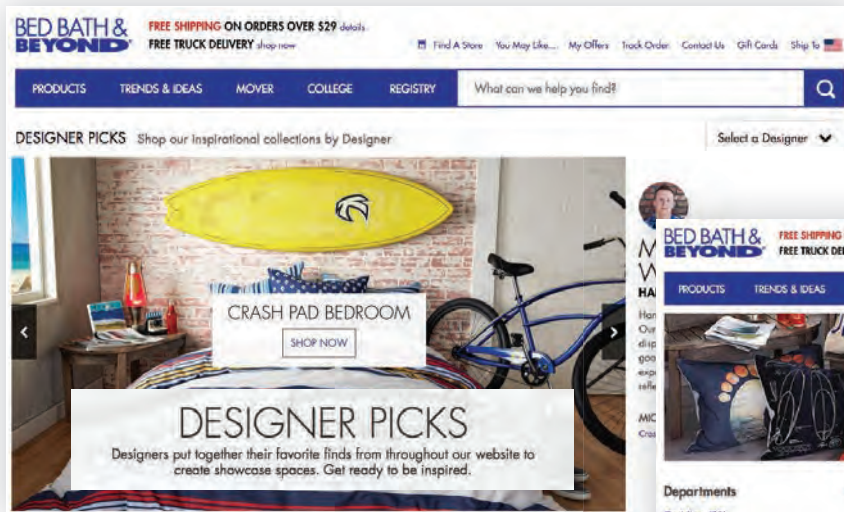
Impressions = 961,513
Reach = 698,273
Link Clicks = 14,821
Sweepstakes entries = 2641

FB Demographics

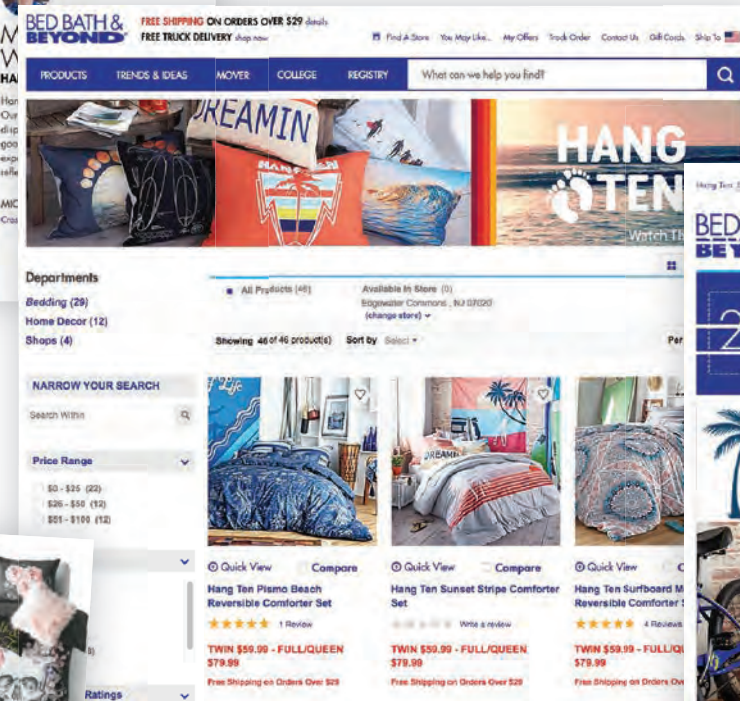
women = 414,408
men = 277,978
unknown = 5,887
18-24 = 187,750
25-34 = 138,093
35-44 = 106,993
45-54 = 75,510
55-64 = 93,427
65+ = 96,499



Bed, Bath & Beyond Digital marketing initiatives



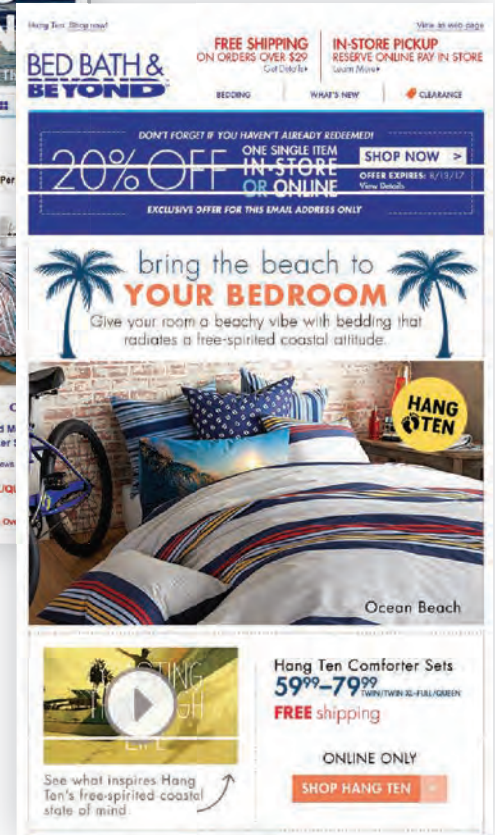
Hang Ten Designer Pick's page



Hang Ten brand landing page



BBB Campus Ready Catalog



Email Blast - 18 million subscribers





