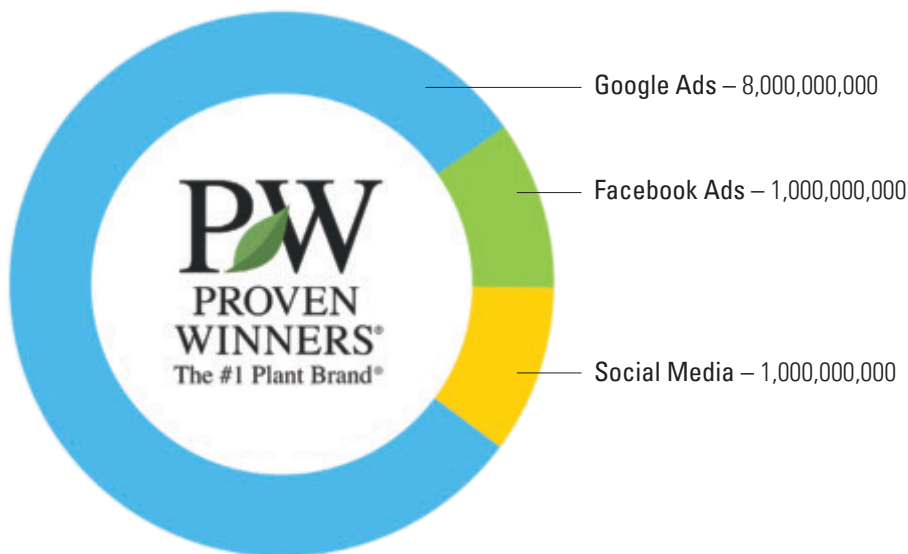


REACHING CONSUMERS FROM EVERY ANGLE

Every single day, we're reaching out to consumers to communicate our brand promise and build the exposure that is so critical in our customers' success. Our broad reaching marketing campaign delivered over 10,000,000,000 impressions last year by harnessing the power of all the efforts you see pictured below.

These impressions serve as reminders and motivation for consumers who have never been exposed to the brand in addition to the loyal following we've worked to build. Though the campaign runs all year, it is most heavily weighted during peak selling seasons to help move product when store traffic is high.

10+ Billion Digital Impressions in 2021



500+ Million Additional Impressions in 2021

