

CONTENT & COMMERCE FOR GOOD

CHALLENGE

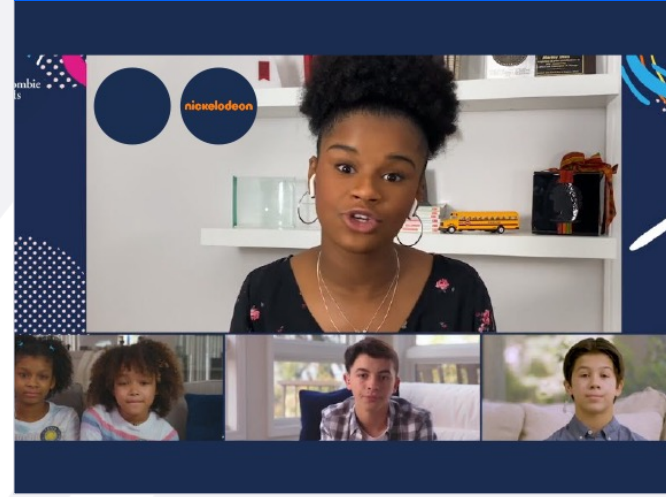
TOPICAL DIGITAL SERIES
ABERCROMBIE KIND CREW



8 custom episodes tackling serious issues through the lens of kindness

INSIGHT INFORMED SOLUTION

FEATURED TALENT FOR
ENLIGHTENING CONTENT



Pro social episodes featuring top tier talent, including author **Marley Dias**, motivational speaker **Nyeeam Hudson**, and artist **Morrah Burton-Edwards**

Morrah's designs were featured in **Abercrombie Kids stores** across the U.S. during Black History Month

RESULT

CUSTOM BLM INSPIRED
TEES DONATED



69%
AVERAGE EPISODE
VIEW RATE

76%
OF RESPONDENTS
AGREE THAT
"ABERCROMBIE KIDS
HAS A MESSAGE I
WOULD LIKE TO SEE
MORE OF"