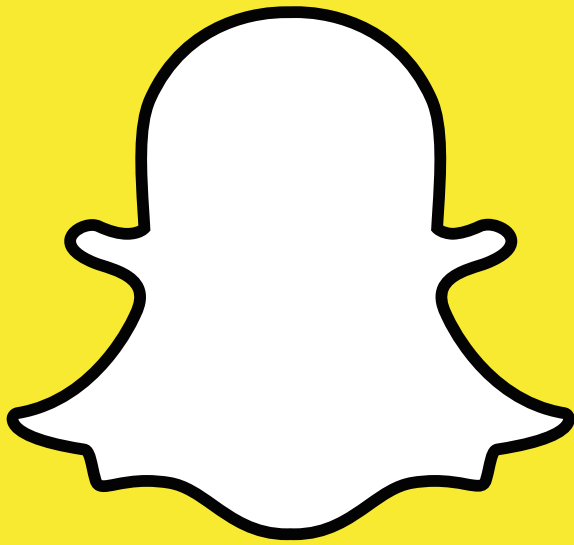


# **Born**Again



# **Snapchat Campaign**



**We created 3  
Snapchat filters to  
be deployed in  
specific locations  
in Rochester, NY.**



**These locations  
coincided with our  
sticker placement  
to encourage  
engagement and  
promote awareness  
of the project.**

Handwritten notes on a piece of paper, possibly a calendar or a list of numbers and characters. The text includes:

-	2	3	4	5	6	7
1	2	3	4	5	6	7
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11						
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8	9	10				
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 **Born Again**



I Support

Born Again



**Born  
Again**