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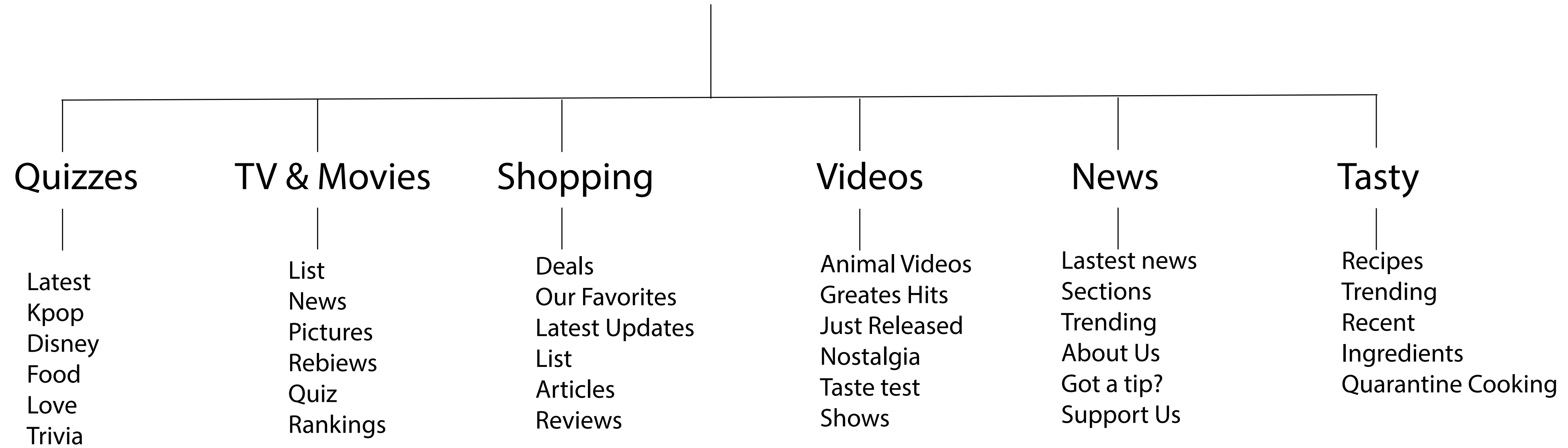
Purpose:
To attract more people to their website and gain subscribers.

Intended audience:
A wide arrange of teenagers and young adults.

Website: www.buzzfeed.com