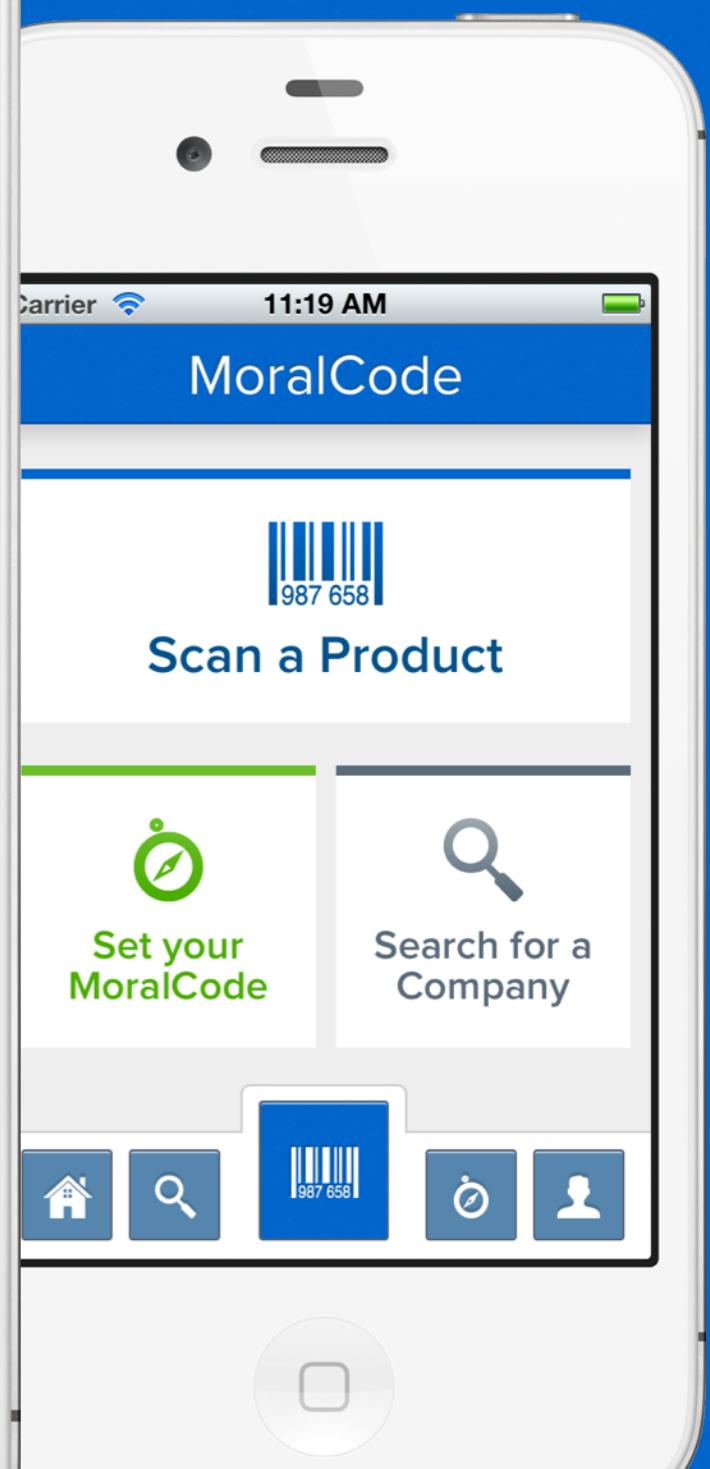
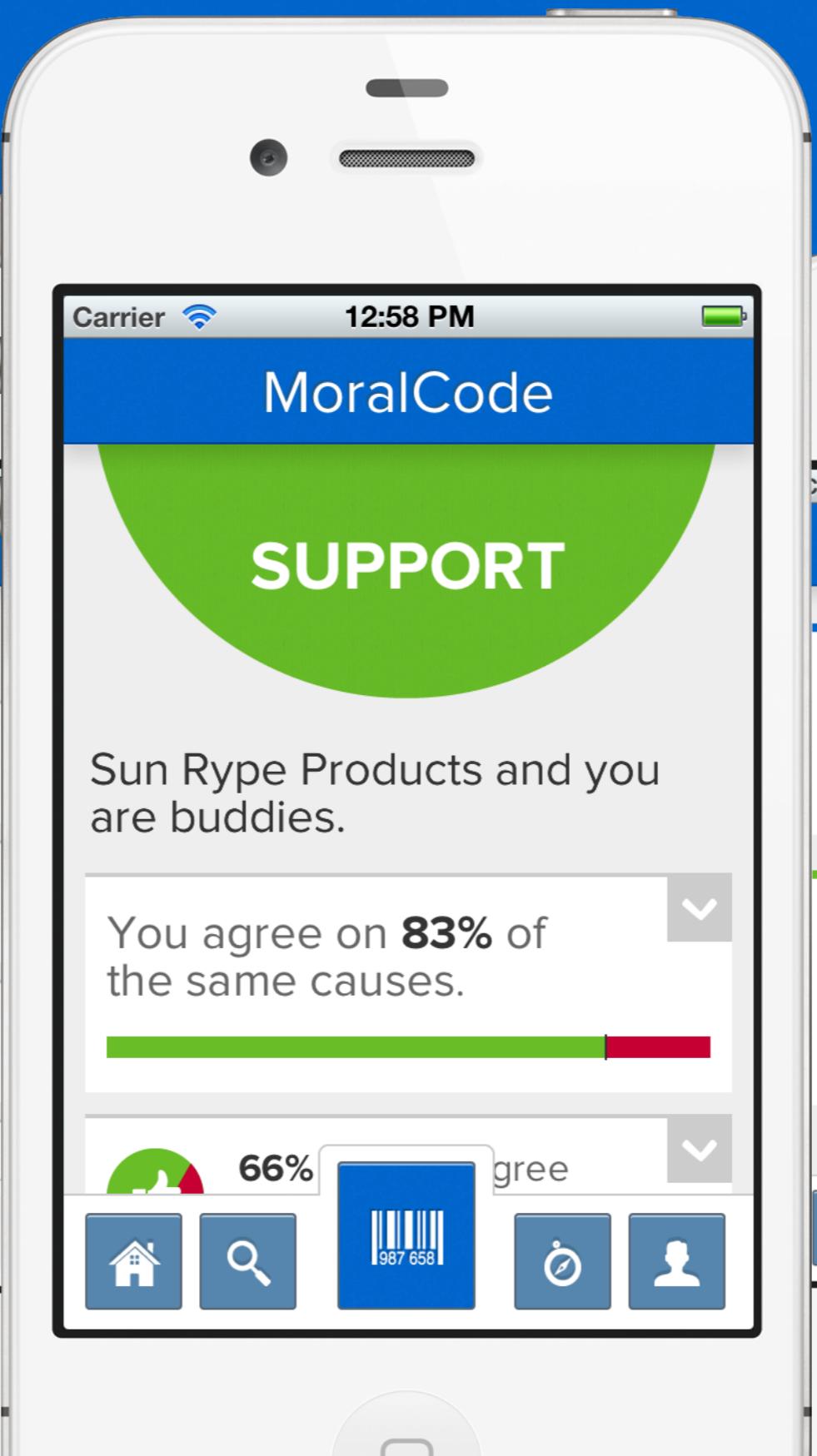
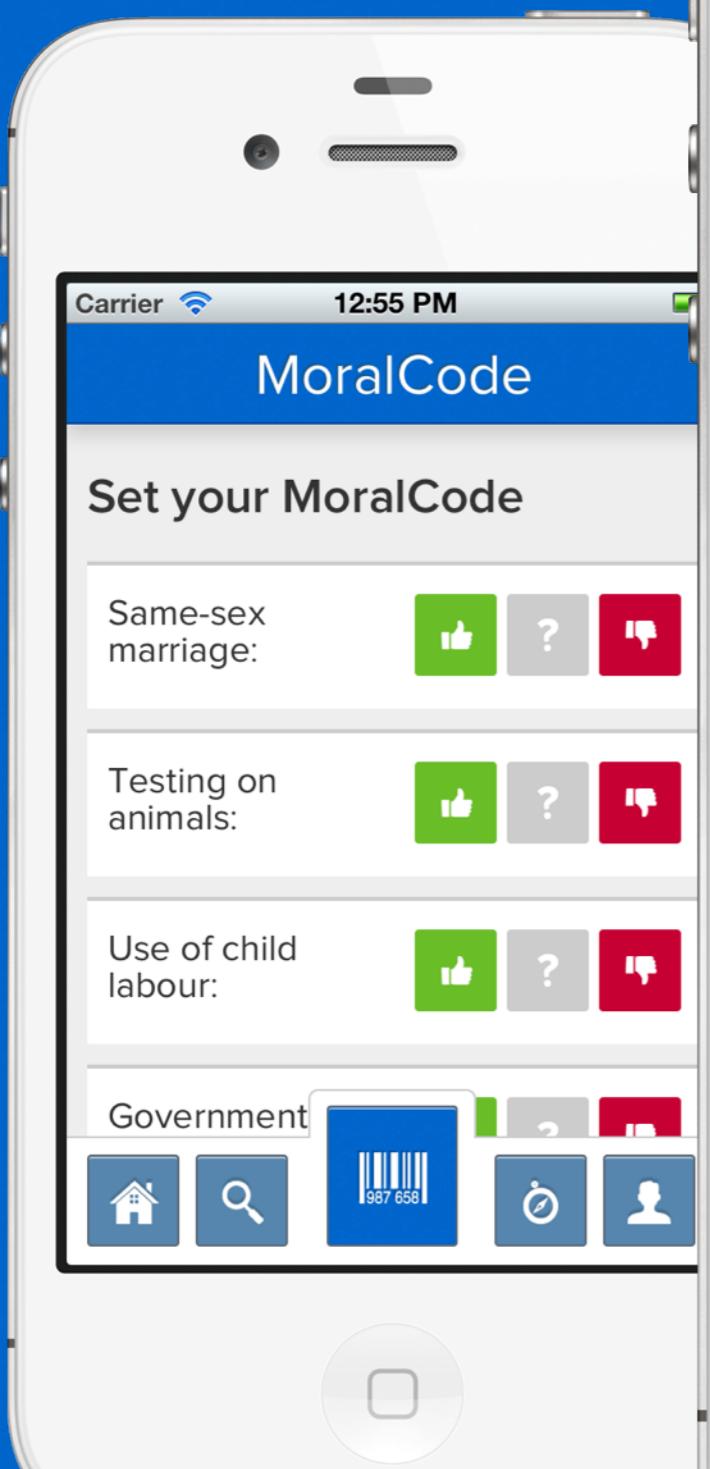


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SUPPORT

News Corporation

ESPN

MARVEL

VIACOM



UNIVERSAL MUSIC GROUP

NBCUniversal



VISA

L'ORÉAL



MOTION PICTURE ASSOCIATION OF AMERICA

OPPOSE

Google **Aol.** **YAHOO!** **facebook**

twitter

reddit

zynga

eBay



**REPORTERS
WITHOUT BORDERS**

mozilla

4chan



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Ed Helms
@edhelms

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Chick-Fil-A doesn't like gay people? So lame.
Hate to think what they do to the gay
chickens! Lost a loyal fan. ow.ly/ckqYe

[Reply](#) [Retweet](#) [Favorite](#)

982
RETWEETS

196
FAVORITES



9:19 AM - 18 Jul 12 via HootSuite · Embed this Tweet



Melody [REDACTED] likes a post.

Chris [REDACTED] > Chick-fil-A

Admit it, Chick-fil-A: you stopped carrying Jim Henson's puppets as kids meal toys because you got dumped for being bigots, not because some kids "got their fingers stuck."

Like · Comment · [12](#) [5](#) · 2 hours ago · [@](#)

Melody May and 11 others like this.

Robert S. [REDACTED] Ya crazy that they are just making themselves look ridiculous! I would respect them a bit if they stood by their beliefs instead of being cowards and lying

2 hours ago via mobile · Like · [2](#)

Melanie [REDACTED] Everyone with half a brain can see that. They're digging their own grave.

2 hours ago · Like

Abby Farle it was taken back weeks before any of this... check your info Chris... John 3:16

2 hours ago · Like

Chris [REDACTED] Weeks? Chick-fil-a announced the recall five days ago. <https://www.facebook.com/photo.php?fbid=10151147652753319&set=a.295886568318.82643.145924763318&type=1&theater>

2 hours ago · Like · [1](#)

Abby Farle no my friend went to chickfila 3 weeks ago and there was no toys. derr

2 hours ago · Like

Robert R. [REDACTED] Abby joined facebook 8 hours ago. Nice try Chick-fil-a PR guy. 2/10 is the best I can do.

4 minutes ago · Like

Robert R. [REDACTED] FYI: Busted. You fucking moron. <http://www.shutterstock.com/pic-3117967/stock-photo-pretty-redhead-teenager-isolated-on-white-smiling.html>

Pretty Redhead Teenager Isolated On White Smiling Stock Photo 3117967 : Shutterstock www.shutterstock.com

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about a minute ago · Edited · Like · Remove Preview

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Tim Thomas · 27,428 like this
21 minutes ago ·

I stand with Chick-fil-A.



Support Freedom of
Speech in America
Because
Supporting Family Values
Is Not Hate Speech



Support Chick-fil-A
8-1-12
www.lsupportChickFilA.com

What has two thumbs and
supports Chick-fil-A?



This Guy

8-1-12



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#CHICKFILHATE

VS

#CHICKFILADAY

464

931



Past hour

Today

This week

This month

All Time



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87%

of people surveyed make purchase decisions based on personal beliefs.



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77%

of people surveyed make
those decisions at least
once a month.



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57%

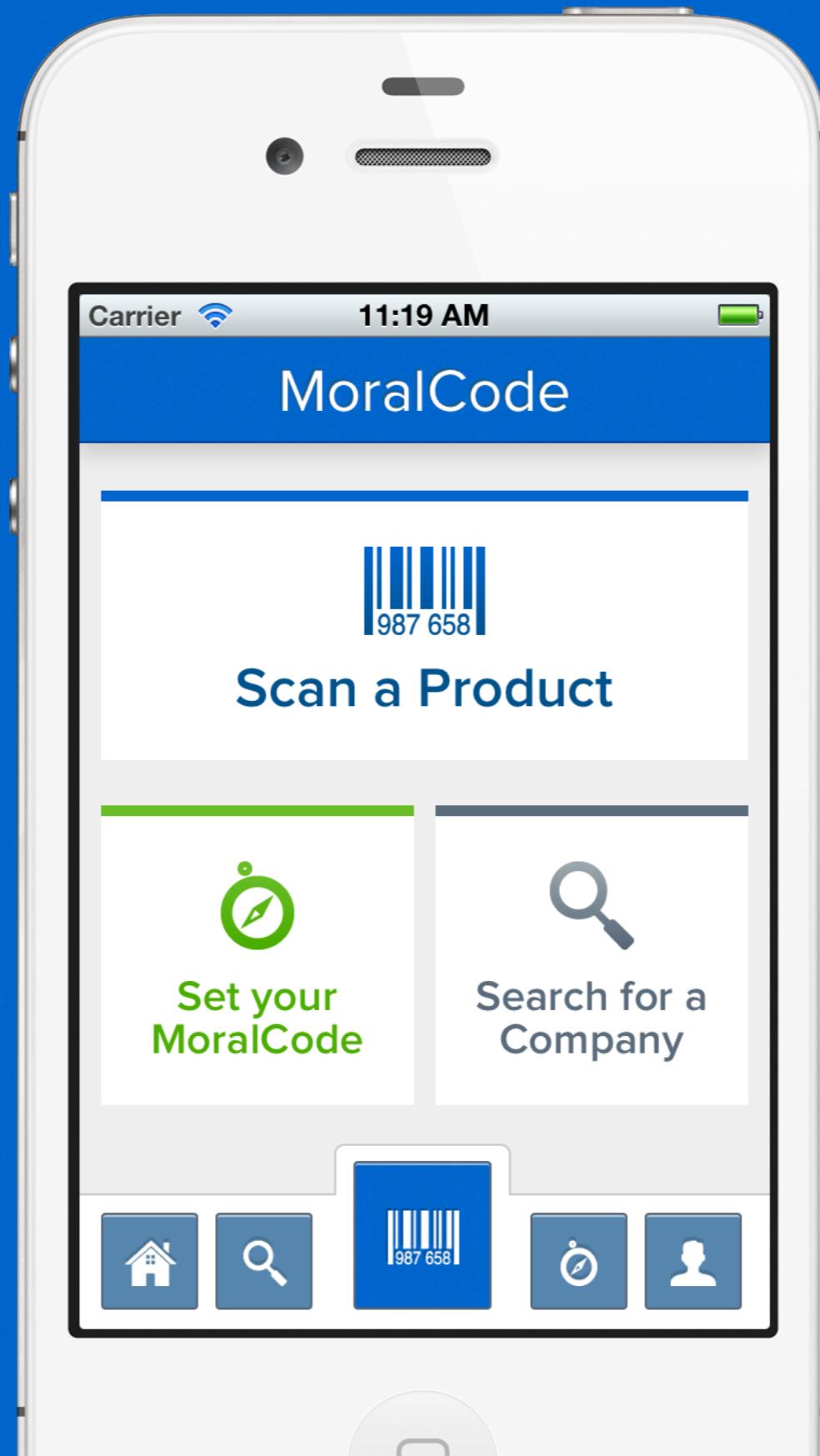
of those people make those
decisions more than
once a week.

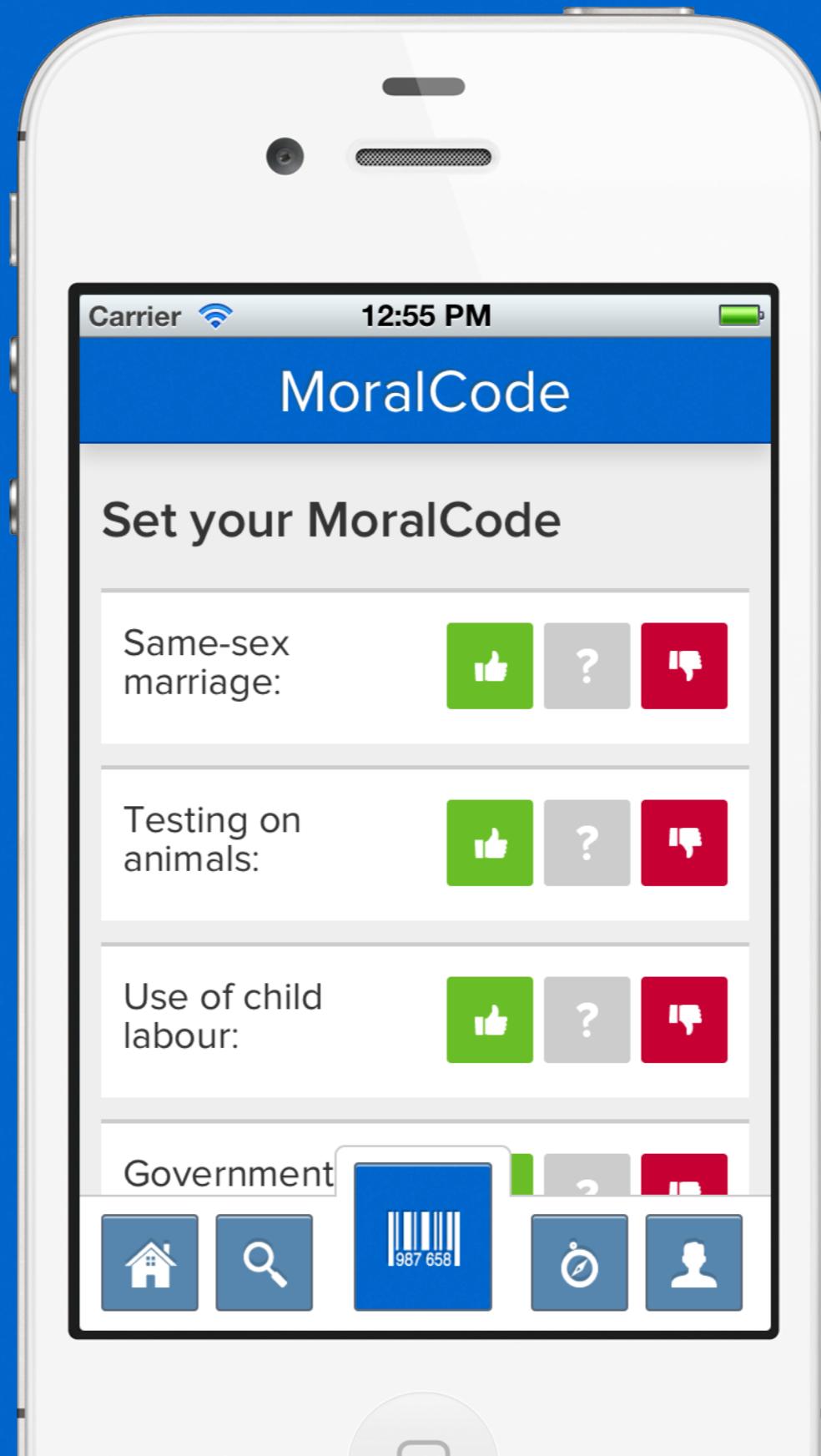


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70%

of people surveyed
**would like an app to help
make that decision.**

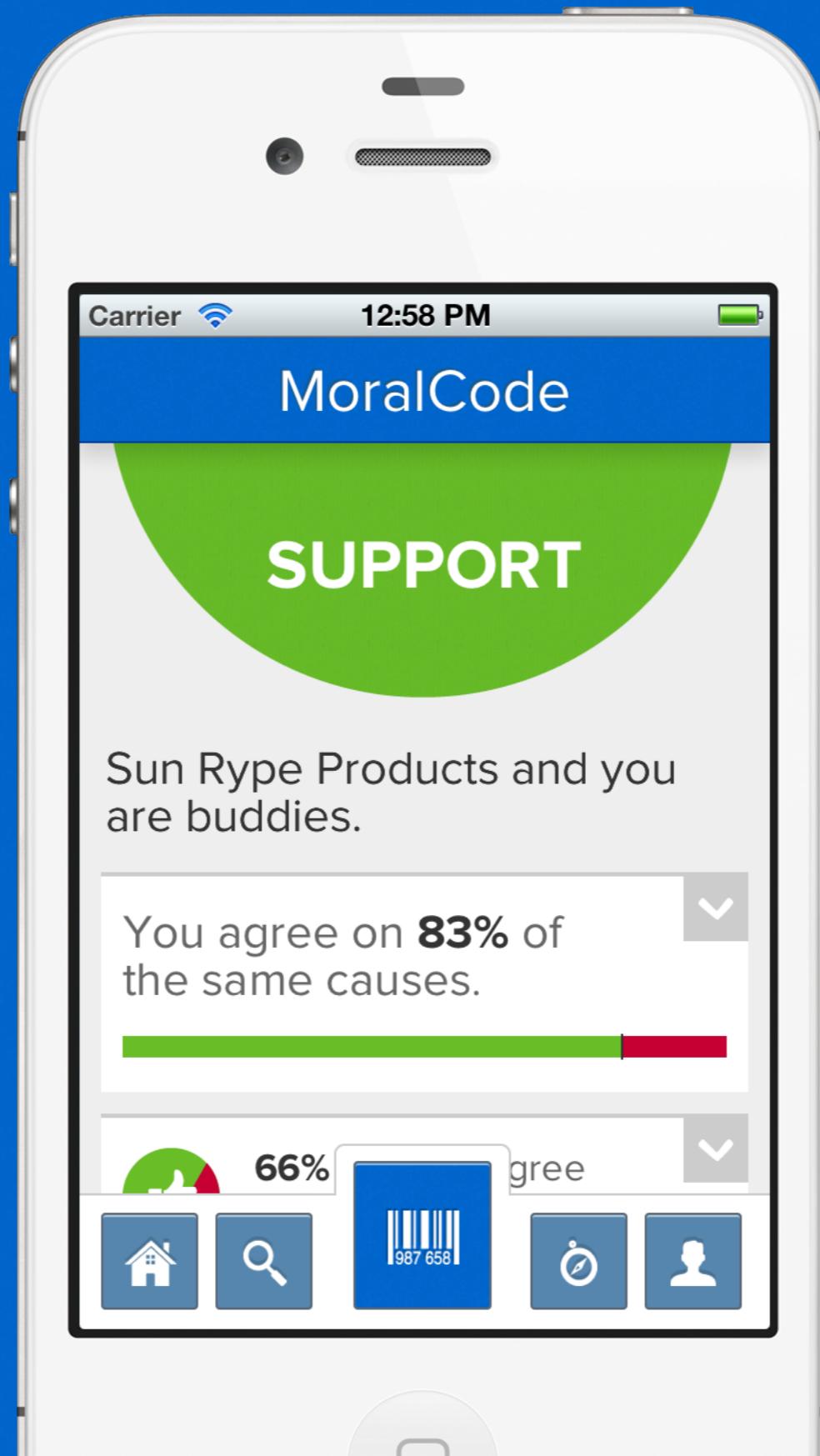




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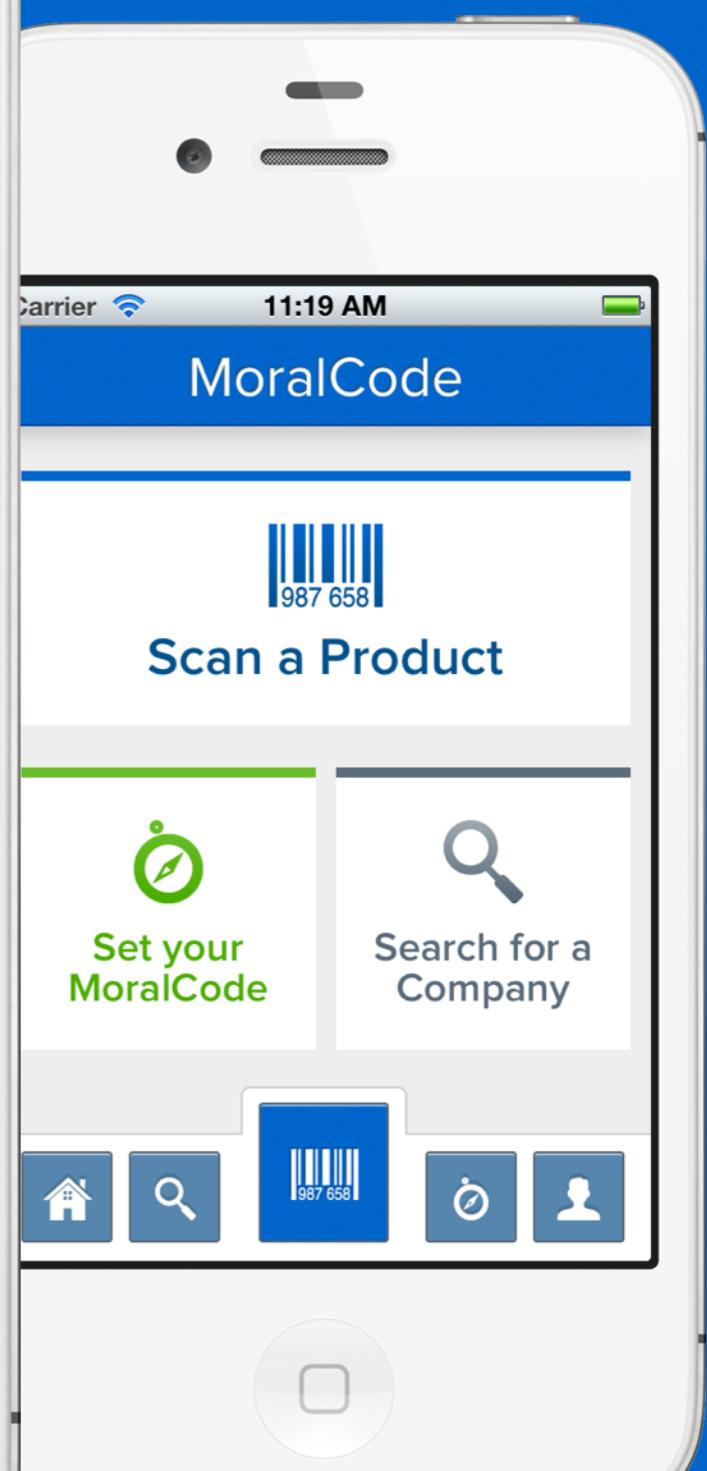
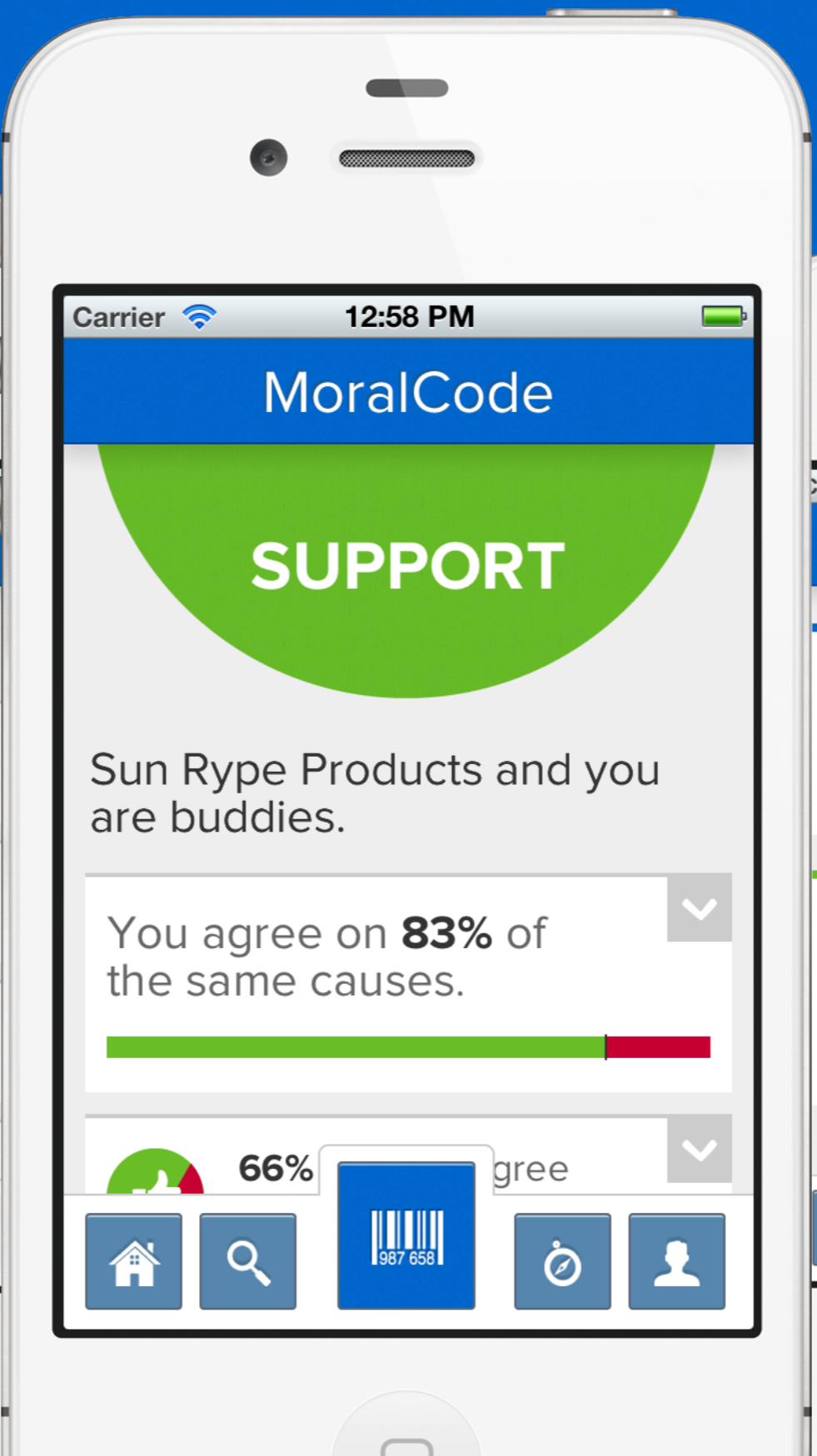
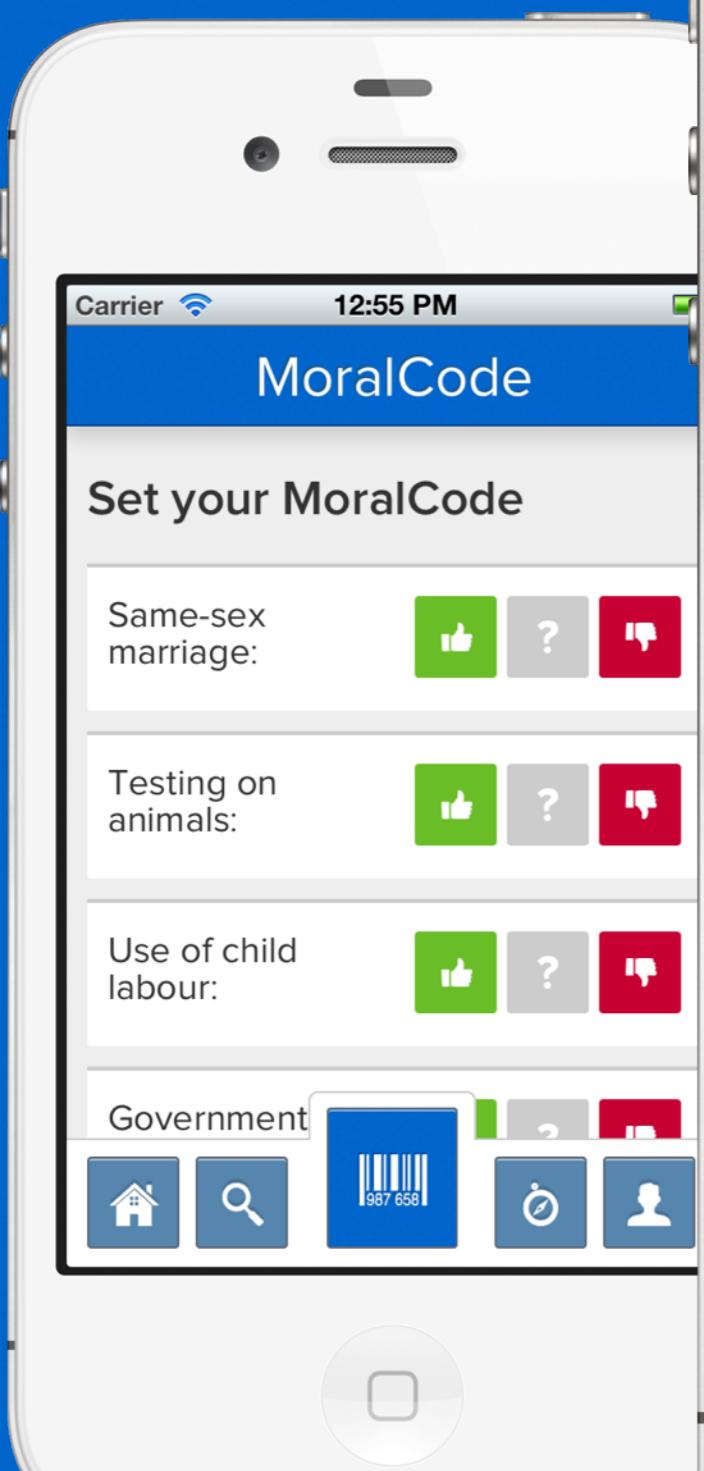
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So let's talk money.



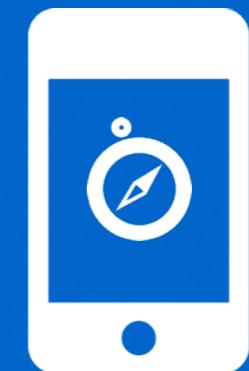
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COMMUNITY
CURATION



ISSUE
DATABASE



APP



CONSUMER PREFERENCE
AND BEHAVIOUR DATA



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**Consumer preferences are a
huge advertising opportunity...**

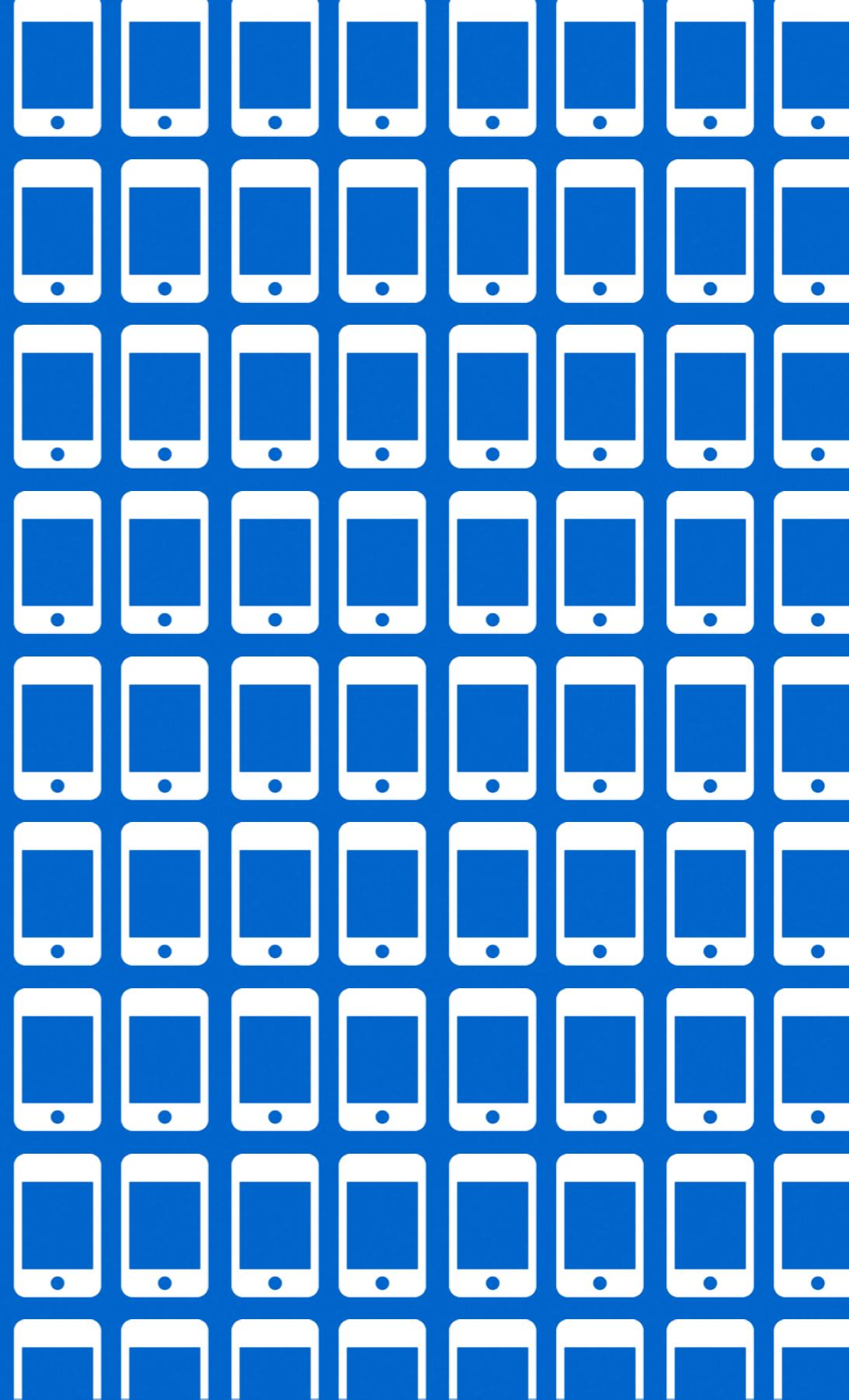
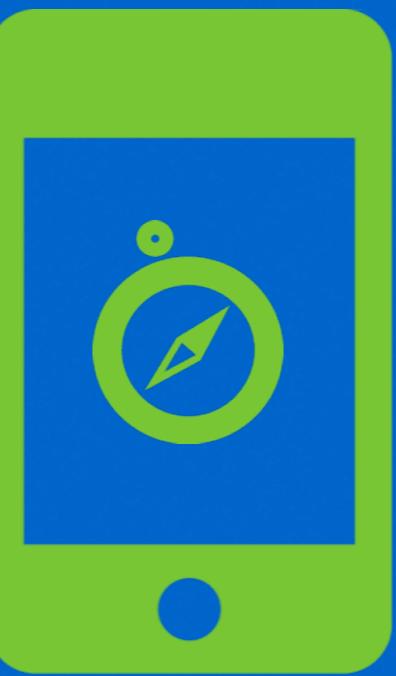
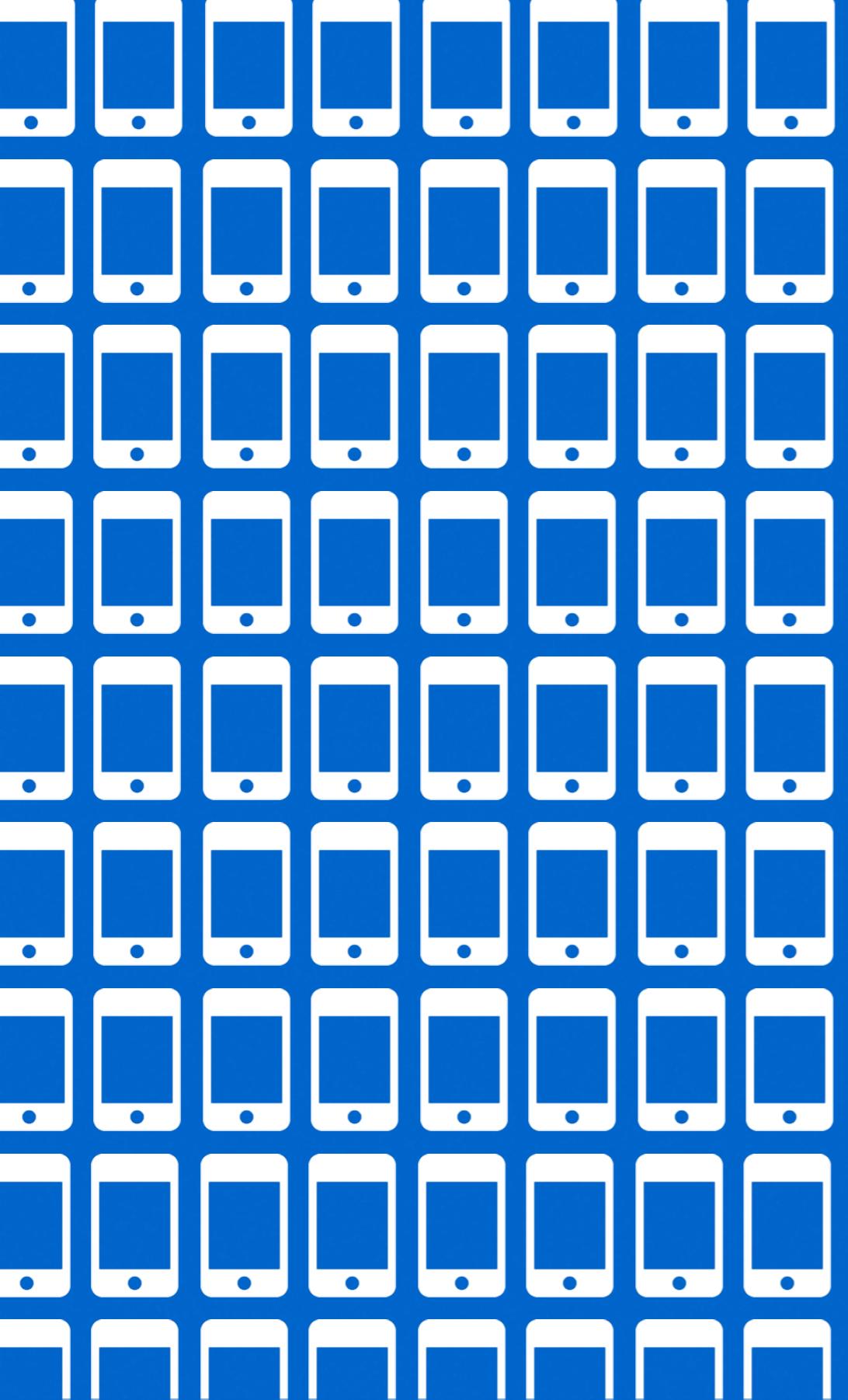
...but we need to stay
trustworthy.

63%

of people surveyed are **okay**
with in-app advertisements...

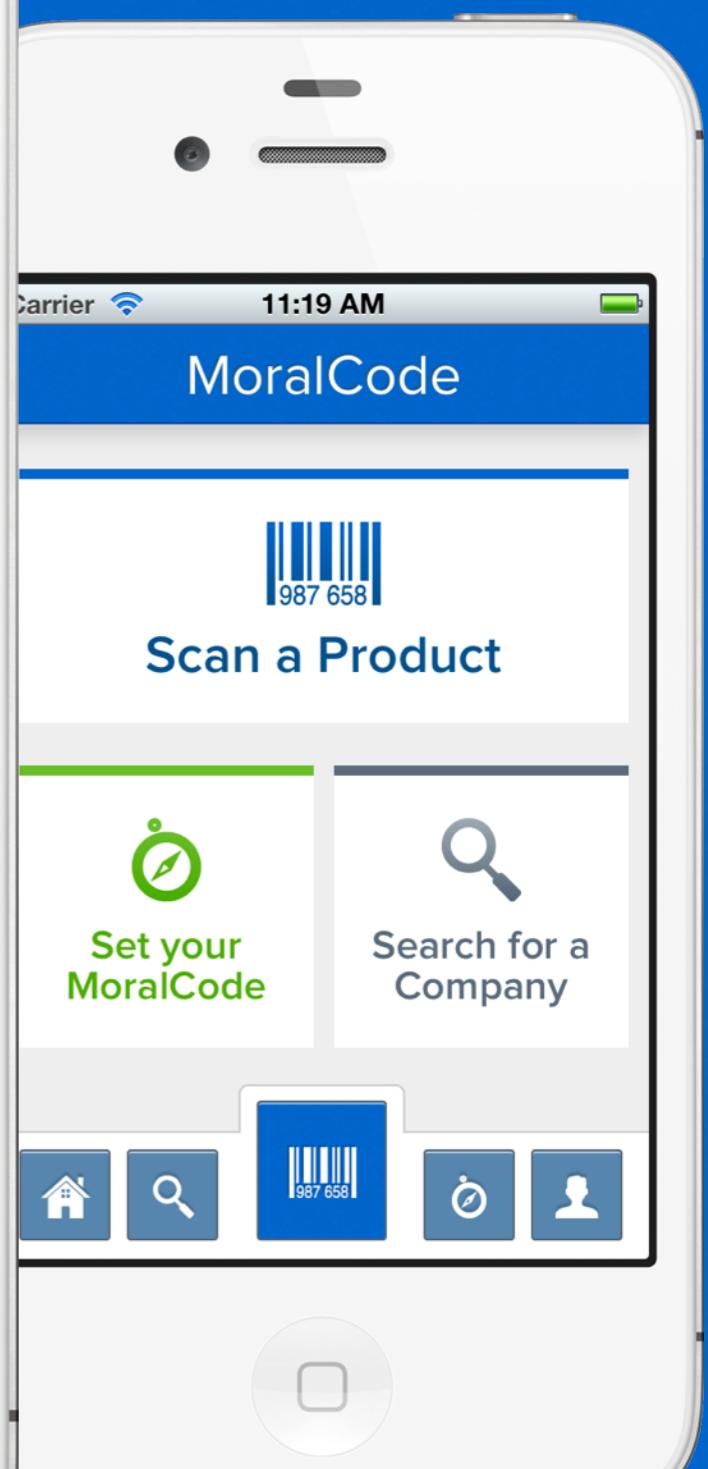
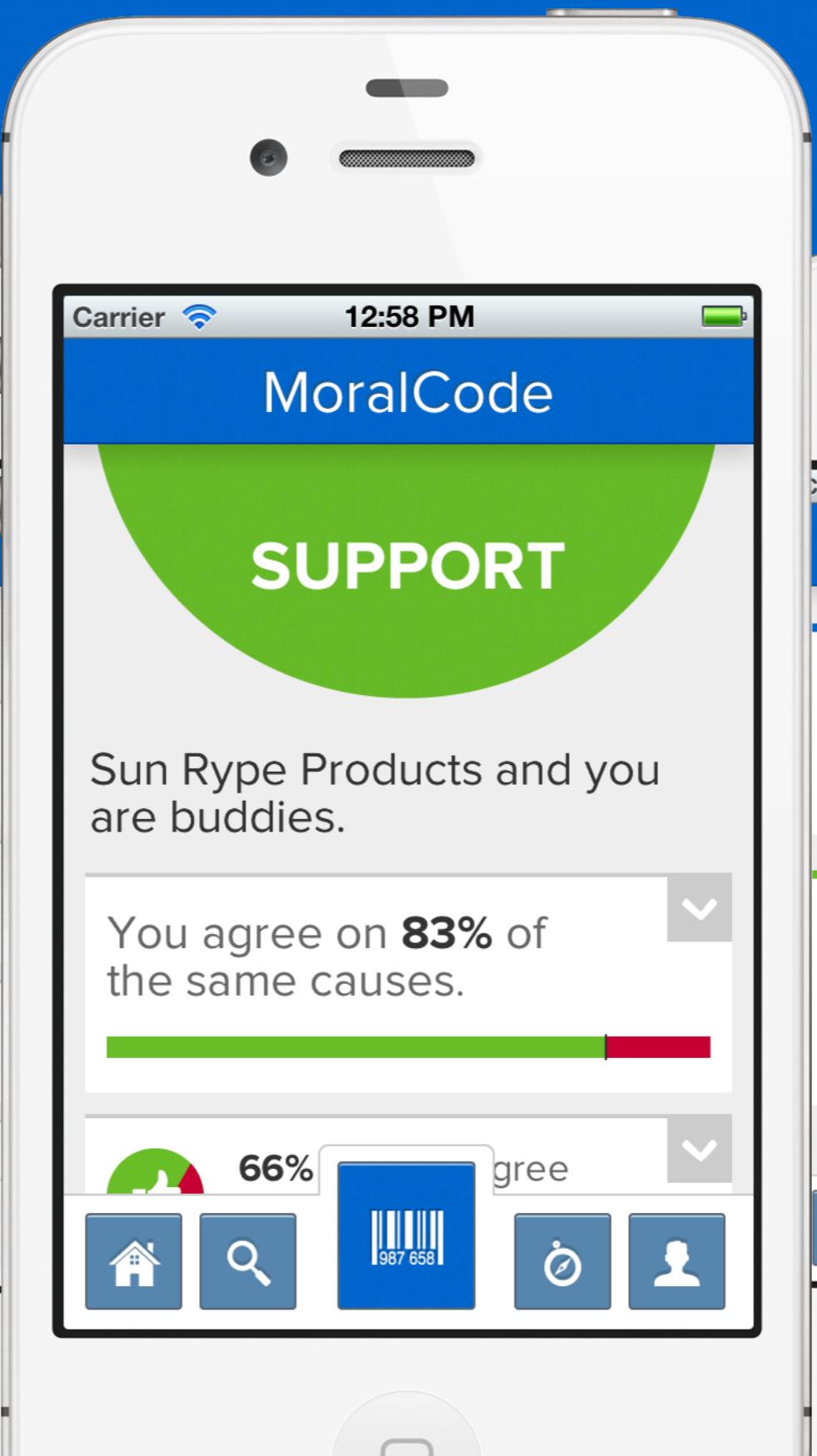
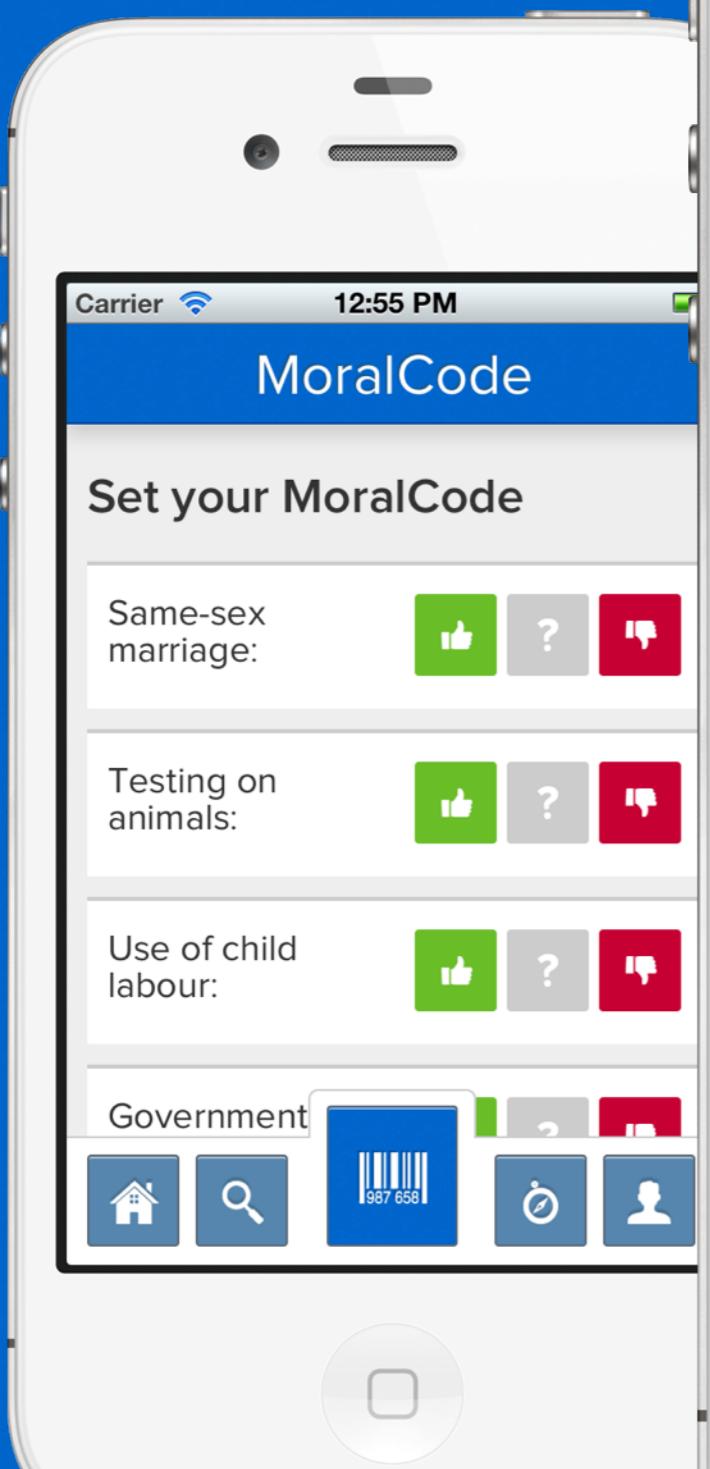
...Even if they don't
personally
agree with those
companies' beliefs.

Just so long as they don't
see those ads themselves.



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Strategic partnerships with
charities and advocacy groups.



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Thanks,
I'm Shawn Jansepar

shawn@mobify.com
@jansepar on GitHub

