

#LoveCoats - key results campaign

Media coverage:



#LoveCoats trending on social media



Overall media value

\$100,425,74

Print

Total ad value
\$30,208.08

Total PR value
\$70,217.66

Opportunity to see
1,633,100

Publications

- Gulf News **UAE**
- Khaleej Times **UAE**
- Alhayat **Pan Arab**
- Aliwaa **Lebanon**
- Elbilad **Algeria**
- Kul Al-Usra **UAE**

Number of people reached via social media

235,539



from

23

countries

including



1,250 TIGER Girls involved

#LoveCoats

display at AidEx

2000+
aid & development experts
attending at Brussels Expo

Lasting legacy

#LoveCoats
project will keep rolling

TIGER Girls
will pass on their
clothing design skills
to younger girls