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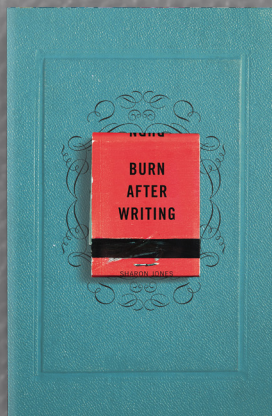
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• The #burnafterwriting hashtag on TikTok now has **67 MILLION VIDEO VIEWS**

• Major online advertising campaign on TikTok, Instagram, and Pinterest

• Influencer outreach to *Burn After Writing* fans on TikTok

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