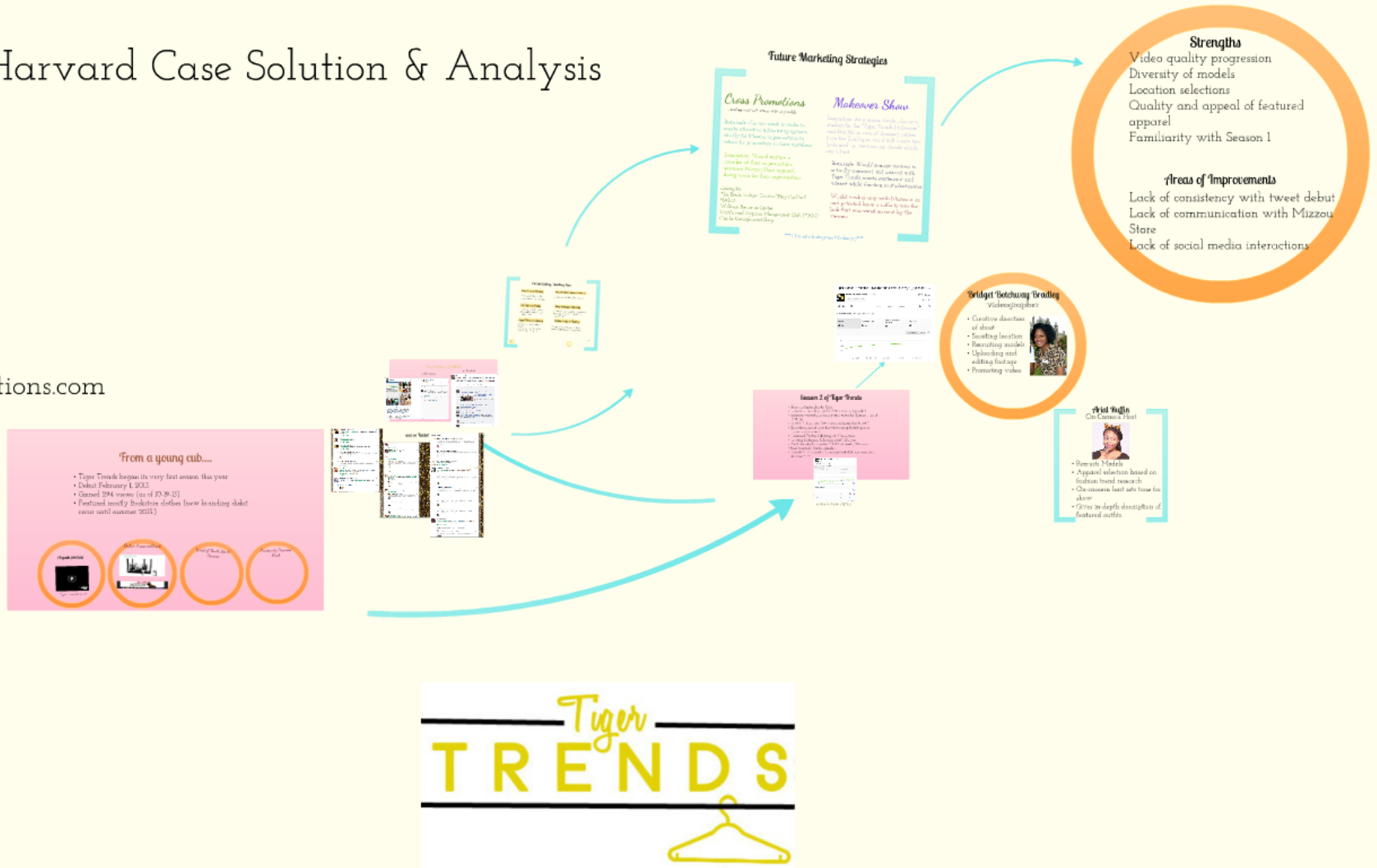


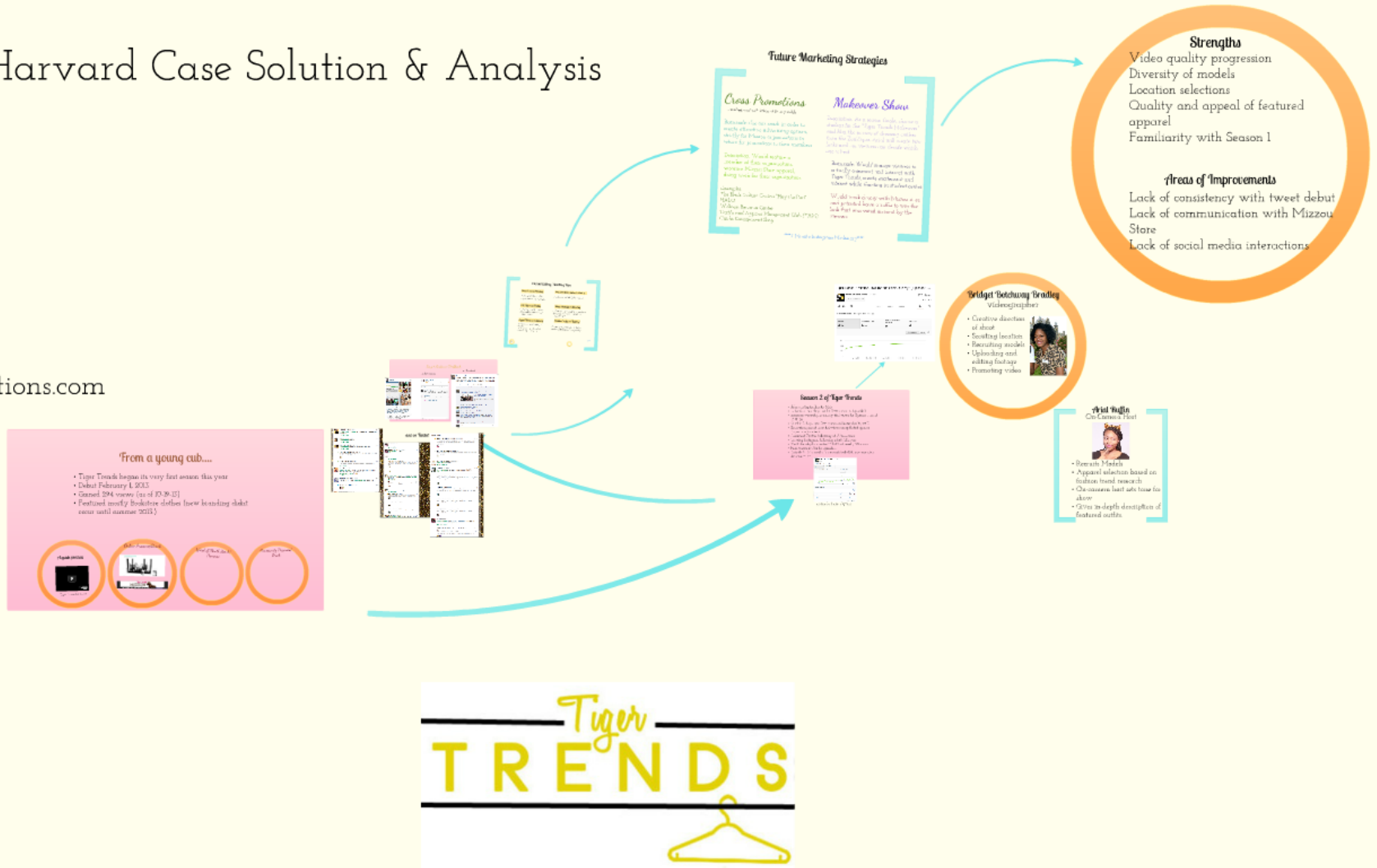
Tiger Trend Harvard Case Solution & Analysis

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From a young cub....

- Tiger Trends began its very first season this year
- Debut February 1, 2013
- Gained 294 views (as of 10-19-13)
- Featured mostly Bookstore clothes (new branding didnt occur until summer 2013.)

A quick preview



Tiger Trends first debut!

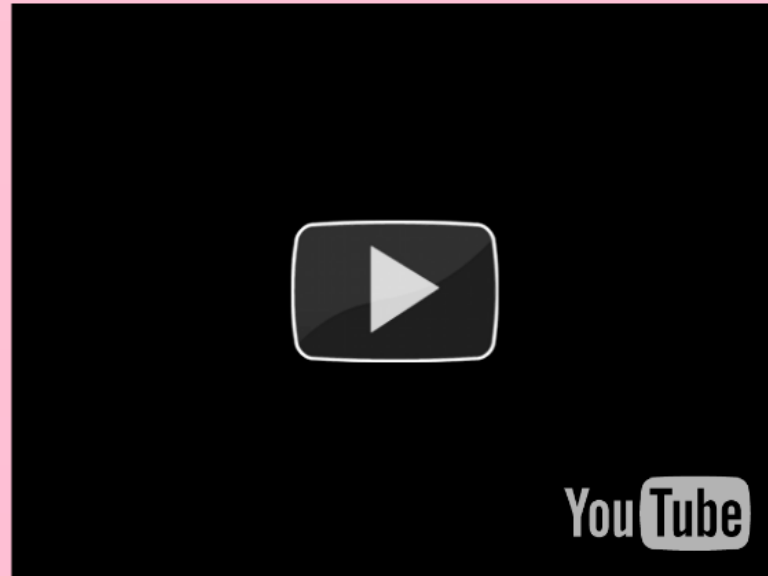
Online Presence/Reach



Word of Mouth Reach/
Presence

Community Presence/
Reach

A quick preview



Tiger Trends first debut!

Online Presence/Reach



*Word of Mouth Reach/
Presence*



*Community Presence/
Reach*

Season 2 of Tiger Trends

- debut on September 10, 2013
- in the first four days we hit 300 views for Episode 1
- consistent viewership at nearly 400 views for Episode 1 (as of 10-19-13)
- Within 5 days over 300 views on September 19, 2013
- Each video has at least 100 views except latest episode (tweet malfunction)
- Consistent Twitter following at 187 followers
- Growing Instagram following at 65 followers
- YouTube playlist created 10-16-13, at nearly 50 views.
- Peak views at 370 for episode 1.
- Episode 5: Estimated minutes watched=124, average view duration=120

