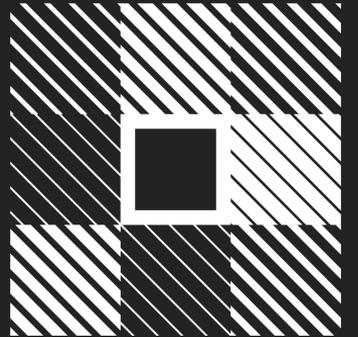


Digital Public Square

Healthy communities enabled by good technology.



It's Contagious!

Social media ads



Game focused

Targeting:

- Location: Canada
- Age range: 18-65+
- Interests: N/A
- Keywords: N/A

Game focused

Game focused ads directly prompt people to play *It's Contagious!* as a way to have fun while debunking COVID-19 rumours, and learning new information.

Images used



Game images



Illustrations

 **Digital Public Square**
Sponsored Like Page

This new game from Digital Public Square helps you learn about COVID-19 and stamp out misinformation.



Play It's Contagious!

ITSCONTAGIOUSGAME.COM Learn More

20 562 Comments 311 Shares

Like Comment Share

Game focused 1a

 **Digital Public Square**
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Learn and have fun – play It's Contagious! a game from Digital Public Square.



Debunk COVID-19 rumours.

ITSCONTAGIOUSGAME.COM Learn More

20 562 Comments 311 Shares

Like Comment Share

Game focused 1b

Game focused

Game images

Digital Public Square
Sponsored Like Page

Play It's Contagious – a game about debunking COVID-19 rumours and falsehoods!



Learn the facts about COVID-19

ITSCONTAGIOUSGAME.COM Learn More

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Game focused 2a

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Learn the facts about COVID-19 and help stop the spread of misinformation.



What has two thumbs and is fun to play?

ITSCONTAGIOUSGAME.COM Learn More

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Like Comment Share

Game focused 2b

Game focused

Game images

 **Digital Public Square**
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Play It's Contagious! – a game that makes debunking COVID-19 rumours fun.



Wary of COVID-19 misinformation?

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Game focused 3a

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It's Contagious! lets you learn about misinformation through fact-checked claims and verified sources.



Help stop COVID-19 misinformation

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Game focused 3b

Game focused

Illustrations

Digital Public Square
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Play It's Contagious! and separate fact from fiction.



Confused about COVID-19?

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Learn More

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Game focused 4a

Digital Public Square
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Like Page

Test and expand your knowledge about COVID-19 - Play It's Contagious!



Stop the spread of COVID-19 rumours

ITSCONTAGIOUSGAME.COM

Learn More

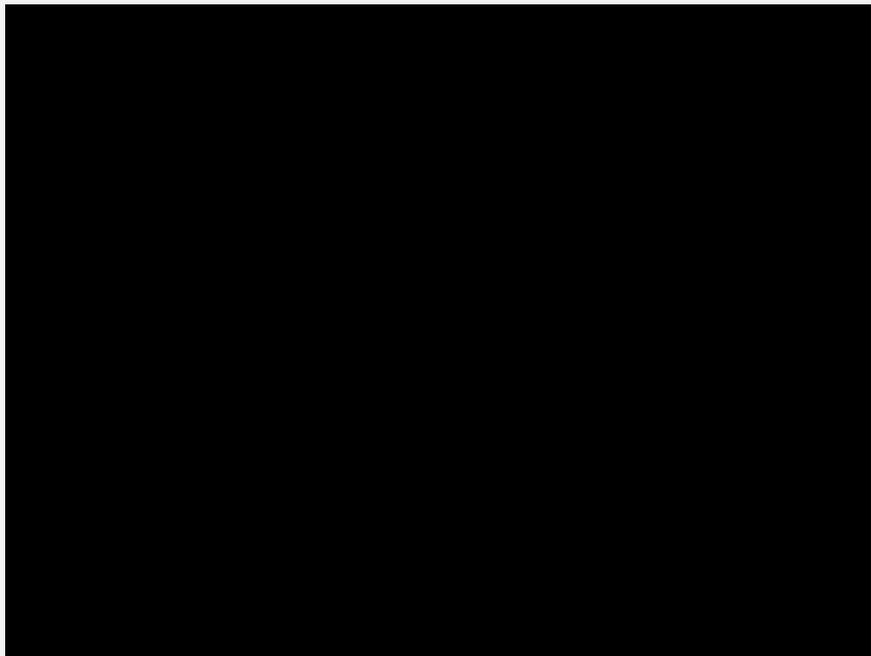
20 562 Comments 311 Shares

Like Comment Share

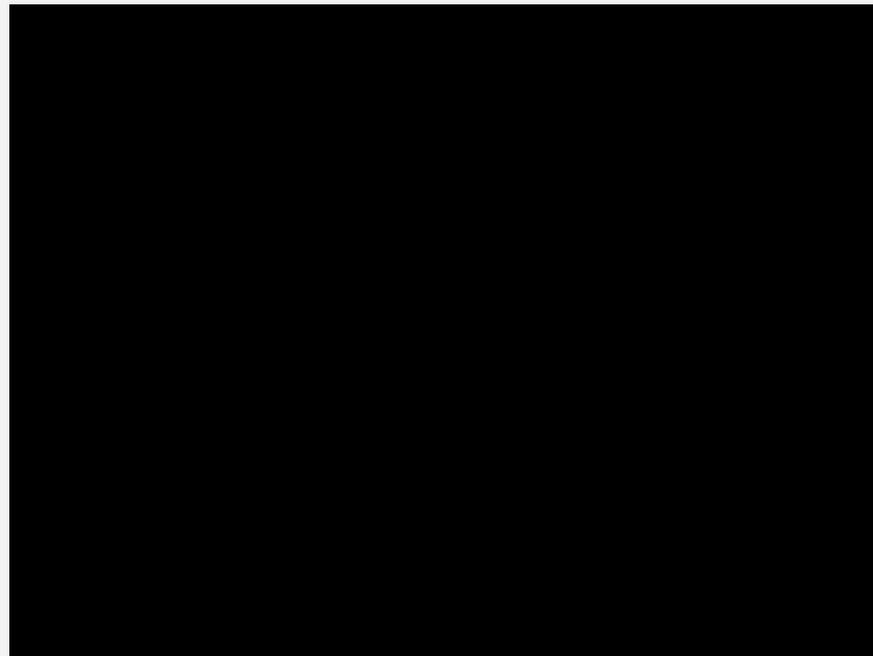
Game focused 4b

Game focused

Illustrations



Game focused 5a



Game focused 5b

Game focused

Videos

Accuracy Focused

Targeting:

- Location: Canada
- Age range: 18-65+
- Interests: N/A
- Keywords: N/A

Images used

Accuracy focused

Accuracy focused ads promote the game by focusing on encouraging people to learn accurate information about COVID-19.



Digital Public Square
Sponsored

Like Page

See what you know about COVID-19—play It's Contagious!



Misinformation is contagious.

ITSCONTAGIOUSGAME.COM

Learn More

20 562 Comments 311 Shares

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Accuracy focused 1

Digital Public Square
Sponsored

Like Page

Learn what's true or not with It's Contagious.



How much do you know about COVID-19?

ITSCONTAGIOUSGAME.COM

Learn More

20 562 Comments 311 Shares

Like Comment Share

Accuracy focused 2

Accuracy focused

Digital Public Square
Sponsored

Like Page

Play It's Contagious! to learn the real facts about COVID-19 to crush misinformation.



Will the COVID-19 vaccine be mandatory?

ITSCONTAGIOUSGAME.COM

Learn More

20 562 Comments 311 Shares

Like Comment Share

Accuracy focused 3

Digital Public Square
Sponsored

Like Page

COVID-19 stories are everywhere. Learn what's true and what's not with 'It's Contagious'.



Cut through the noise.

ITSCONTAGIOUSGAME.COM

Learn More

20 562 Comments 311 Shares

Like Comment Share

Accuracy focused 4

Accuracy focused

Country focused

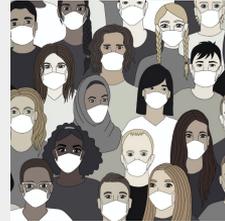
Targeting:

- Location: Canada
- Age range: 18-65+
- Interests: N/A
- Keywords: N/A

Country focused

Country focused ads state that protecting yourself from COVID-19 misinformation is a way to help protect Canada, and explains that It's Contagious is a resource to learn about COVID-19.

Images used



Digital Public Square
Sponsored

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Help protect your country from COVID-19. Play It's Contagious! and learn about COVID-19.



Help protect your country from COVID-19.

ITSCONTAGIOUSGAME.COM

Learn More

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Country focused 1a

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Like Page

Playing It's Contagious will help you fight misinformation and protect Canada.



COVID-19 misinformation hurts Canada

ITSCONTAGIOUSGAME.COM

Learn More

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Country focused 1b

Country focused

Digital Public Square
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Like Page

Help protect your country from COVID-19. Play It's Contagious! and learn about COVID-19.



Help protect your country from COVID-19.

ITSCONTAGIOUSGAME.COM

Learn More

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Country focused 2a

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Playing It's Contagious will help you fight misinformation and protect Canada.



COVID-19 misinformation hurts Canada

ITSCONTAGIOUSGAME.COM

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Country focused 2b

Country focused

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Help protect your country from COVID-19. Play It's Contagious! and learn about COVID-19.



Help protect your country from COVID-19.

ITSCONTAGIOUSGAME.COM

Learn More

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Country focused 3a

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Playing It's Contagious will help you fight misinformation and protect Canada.



COVID-19 misinformation hurts Canada

ITSCONTAGIOUSGAME.COM

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Country focused 3b

Country focused

Family focused

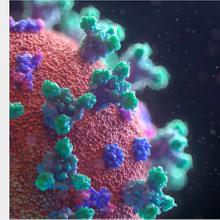
Targeting:

- Location: Canada
- Age range: 18-65+
- Interests: Parents, Married people
- Keywords: N/A

Family focused

Family focused ads state that protecting yourself from COVID-19 misinformation is a way to help protect your family, and explains that It's Contagious is a resource to learn about COVID-19.

Images used



Digital Public Square
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Like Page

It's Contagious can help debunk misinformation that could be harmful to you and your family.



Help protect your family from COVID-19

ITSCONTAGIOUSGAME.COM

Learn More

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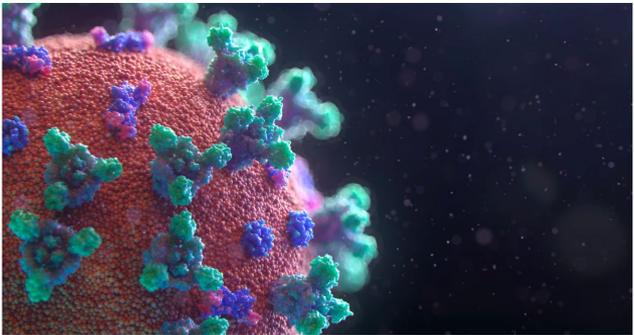
Like Comment Share

Family 1

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Misinformation could harm your family. Misinformation helps the virus spread. Play It's Contagious! and learn the facts about COVID-19.



Misinformation could harm your family

ITSCONTAGIOUSGAME.COM

Learn More

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Family 2

Family focused

Digital Public Square
Sponsored

Like Page

It's Contagious is a quiz based game aiming to stop the spread of false and inaccurate COVID-19 information



Help protect your family from COVID-19

It's Contagious! can help debunk misinformation that could be harmful to you and your family.

ITSCONTAGIOUSGAME.COM

Learn More

20 562 Comments 311 Shares

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Family 3

Digital Public Square
Sponsored

Like Page

It's Contagious is a quiz based game aiming to stop the spread of false and inaccurate COVID-19 information



Help protect your family from COVID-19

It's Contagious! can help debunk misinformation that could be harmful to you and your family.

ITSCONTAGIOUSGAME.COM

Learn More

20 562 Comments 311 Shares

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Family 4

Family focused