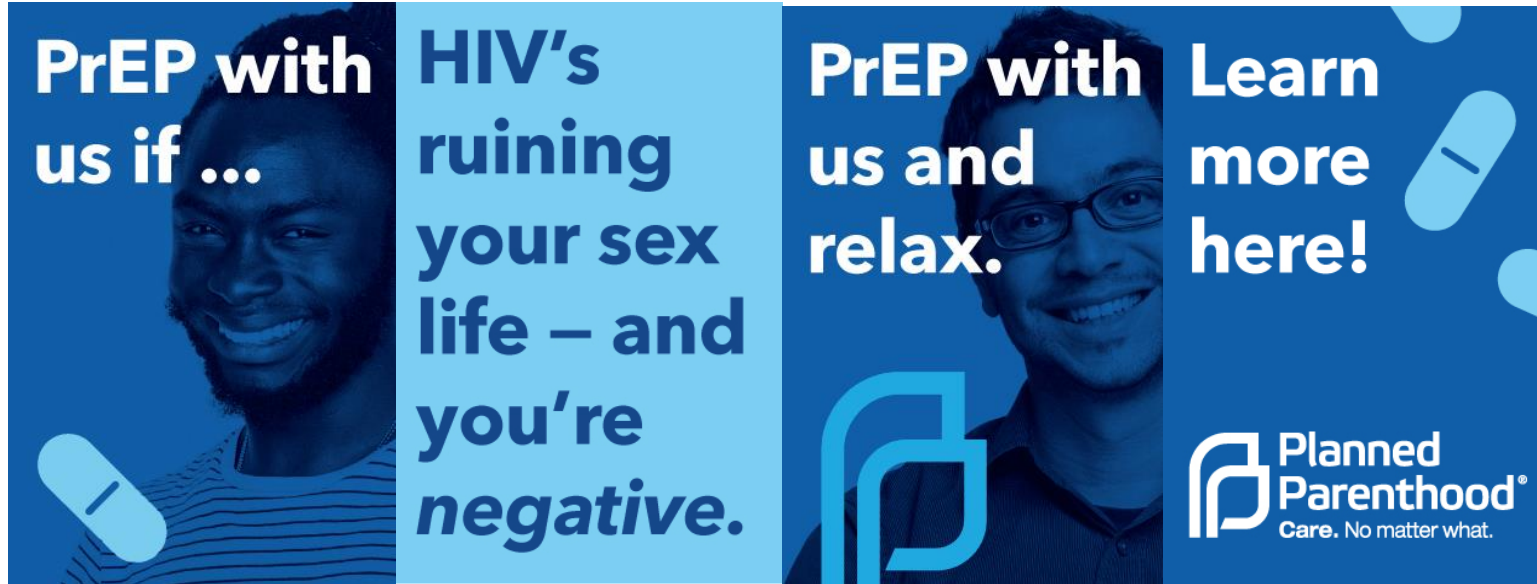


Planned Parenthood of Indiana and Kentucky (PPINK) ran ads on Grindr from May 20, 2017-September 19, 2017. The “PrEP with Us” campaign promoted PPINK’s PrEP services to Grindr users. Clicking on the ad linked the user to the PrEP page of PPINK’s [website](#).

Each of the 3 ads was a gif that cycled through 4 images.

1.



2.

PrEP with us if ...



You're mostly monogamous.

 **Planned Parenthood®**



Learn more here!

3.

PrEP with us if ...



Abstinence is *not* an option.

 **Planned Parenthood®**



Learn more here!