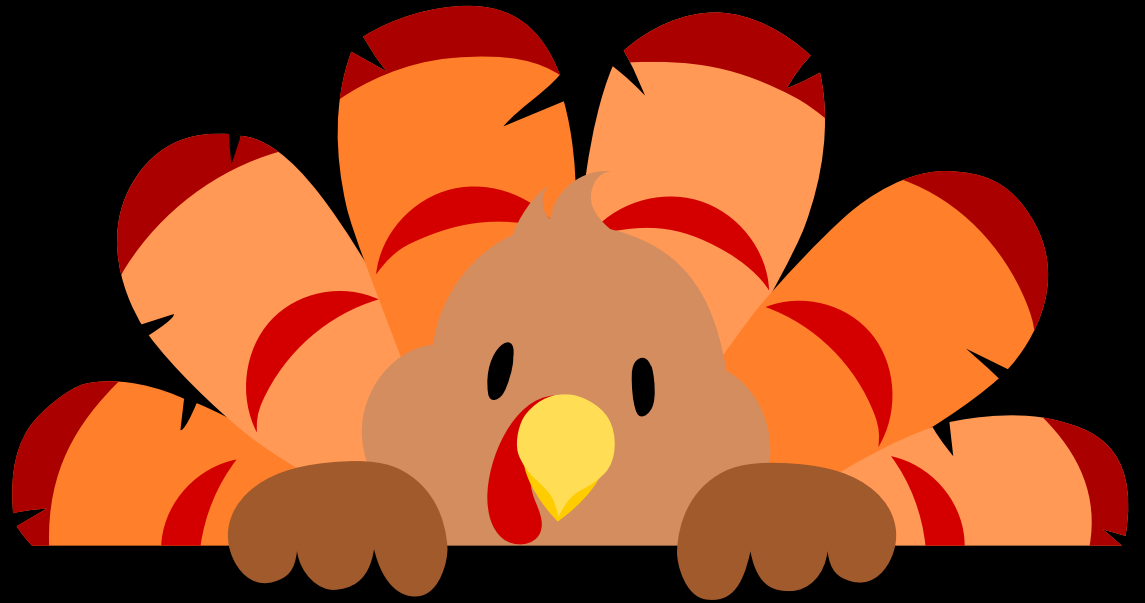
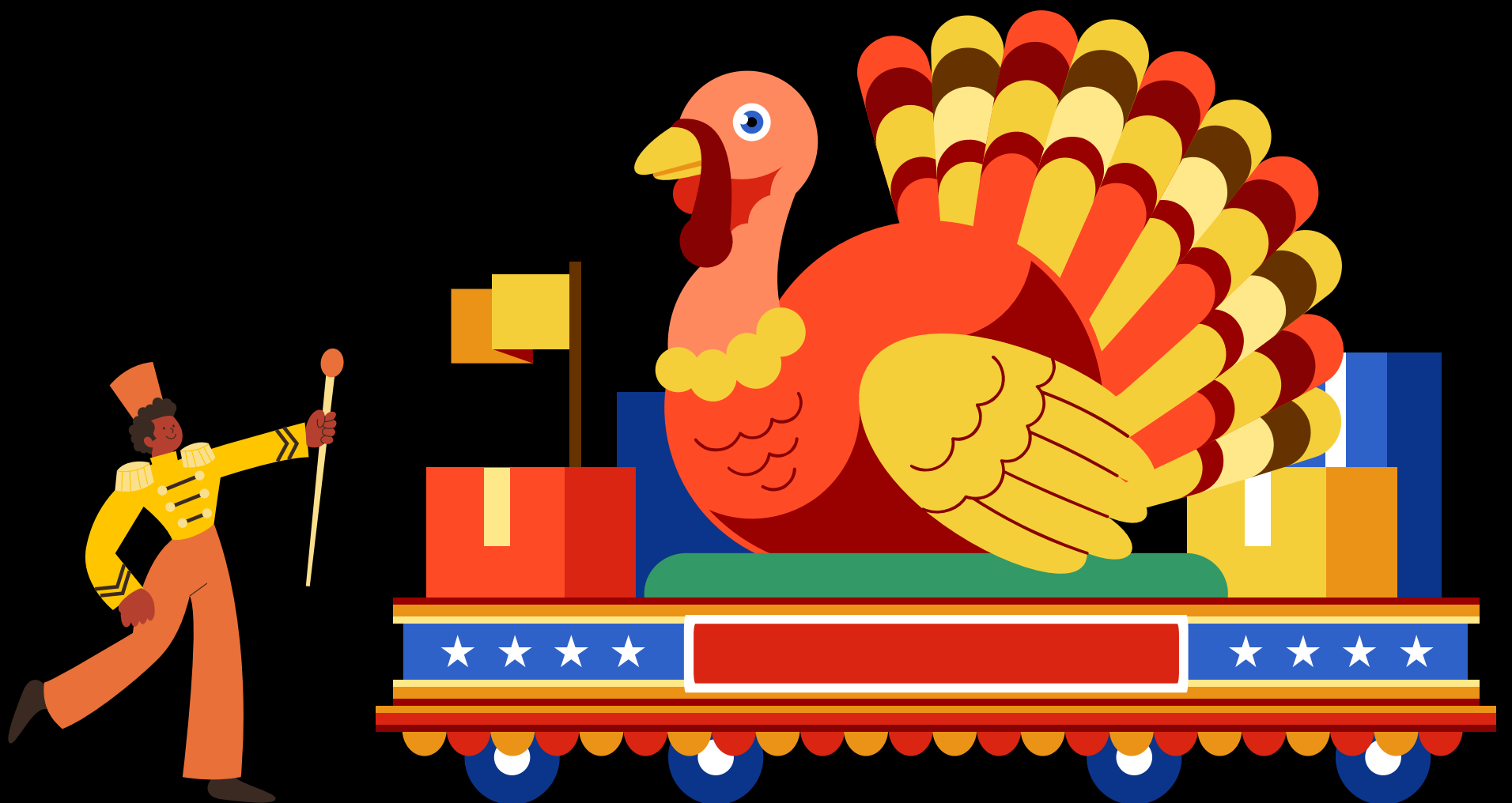


IF WE RAN A THANKSGIVING DAY PARADE



Here's what we'd post...



MAKE THE FLOATS THE CONTENT.

PEOPLE WANT TO SEE WHAT'S
COMING DOWN THE STREET.

POST ABOUT:

- Float reveals and sneak peeks
- Balloon inflation behind the scenes
- Favorite parade characters
- Float design and construction
- The best moments from past parades



BUILD THE HYPE!

GIVE PEOPLE A REASON TO COUNT DOWN TO THANKSGIVING MORNING.

POST THINGS LIKE:

- “Guess which giant balloon is making a comeback 🐔”
- “Your favorite parade moment might be back this year.”
- “The countdown to parade day is ON.”
- “Which float are you most excited to see?”



MAKE THE PARADE THE EXPERIENCE.

DON'T JUST POST THE FLOATS. POST:

- 🎭 Performer transformations
- 🎺 Marching band highlights
- 📱 Behind-the-scenes setup
- 😂 Funny moments and bloopers
- 🦃 Crowd reactions and family traditions



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