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## SLICE AND PINTEREST PARTNER FOR *MADE YOU LOOK*, A NEW VIDEO SERIES DELIVERING REAL TALK ON FASHION AND BEAUTY TRENDS BEGINNING APRIL 23

The *so.da original* Represents Pinterest's  
First Venture into a Series Format for the Platform in Canada

Hosted by Slice Style Expert Tracey Moore, Inspiring Episodes and Pins  
Will Be Released Monthly on [Slice.ca](https://www.slice.ca) and Pinterest Canada



Slice style expert Tracey Moore. Image courtesy of Slice.

Watch the premiere episode of *Made You Look* [here](#).

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### For Immediate Release

**TORONTO, April 23, 2020** – [Slice](#)™ and **Pinterest** are bringing audiences expert tips on inclusive fashion and beauty in the new *so.da original* mid-form series [Made You Look](#), beginning **April 23**. In each episode, Slice style and beauty expert **Tracey Moore** will deliver real talk for real women as she explores the latest trends, tests the newest products and offers tips and tricks for feeling your best. New episodes will be released on the third Wednesday of every month on [Slice.ca](https://www.slice.ca) along with associated episode Pins on the [Pinterest Canada](#) profile.

*Made You Look* explores all things fashion and beauty, with authenticity and inclusion at the core of the conversation. With a unique perspective and industry experience in her back pocket, Slice style expert Tracey Moore will help audiences with revamping their wardrobes, exploring new styles, upping their skincare routines, testing out the hottest makeup trends, and more. The first two episodes include:



- **Episode 1:** Building a Spring capsule wardrobe with 15 classic items
- **Episode 2:** (May 20): Using styling tips and tricks to look luxe on a budget

“The depth and strength of our social content in Canada has allowed so.da to continue to garner unique partnerships and deliver exceptional results for our original short form series. Our first two so.da original series garnered over 24 million impressions, and we’re excited to partner with Pinterest Canada on our latest series *Made You Look* and layer in a new way for users to experience this content and extend the reach of this content even further,” said Dervla Kelly, Senior Vice President of Marketing and so.da, Corus Entertainment. “Combining Slice’s reputation as a trusted source for premium lifestyle content with Pinterest Canada’s influence and reach to millions of women, this series will deliver inclusive fashion and beauty content to a wide audience of Canadians on multiple interactive platforms.”

*Made You Look* is the first video series to launch on the [Pinterest Canada](#) profile. Pinterest is a visual discovery app that users tap into to find ideas for their life including home decor, dinner recipes, beauty and style inspiration, and more. Around the world, more than 335 million people use Pinterest each month to find ideas across life’s moments big and small, from what to cook for dinner, how to decorate their home, and what to wear and how to style their look. In Canada, people save more than 5 million ideas (Pins) each day on Pinterest and according to comScore, there are more than 14 million monthly unique visitors.

Slice is where real women, real talk. From style, beauty and everything that’s on the outside, to wellness, ambition, and everything that’s on the inside, Slice has it covered. Additional videos and lifestyle content can be found at [slice.ca](#).

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#### **SOCIAL MEDIA LINKS:**

**#MadeYouLook**

**Follow Slice** on Twitter [@slice\\_tv](#), Facebook [@Slice](#) and Instagram [@slice\\_tv](#)

**Follow Corus PR** on Twitter [@CorusPR](#)

**Slice™ is a Corus Entertainment Network.**

#### **About so.da**

so.da is a full-service, specialized social digital agency offering strategy, community management, content production, analytics and social listening, talent and influencer integration. In addition to managing Corus’ vast portfolio of brands in the social space, including Food Network Canada, HGTV, Global TV, Slice and W Network, so.da works with many of Canada’s leading brands to support their social strategy and content production. The agency’s deep understanding of the space has led to above average engagement rates, watch times and lower CPEs. Last year alone, so.da content was viewed over six billion times. For more information about so.da and its services, visit: [soda.corusent.com](#)

#### **About Corus Entertainment Inc.**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company’s portfolio of multimedia offerings encompass 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation



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software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children's book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV and Nickelodeon Canada, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at [www.corusent.com](http://www.corusent.com).

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