**Instagram Tests Consumer Product Reminders, Launches @creators**

In a move to become more e-commerce driven, Instagram is testing a tool with select brands that enables them to integrate a "Set Reminder" call to action for consumers who want to opt in to receive product launch updates and has a new sticker for Stories to hype the new products. The platform is also launching @creators, a branded account that encourages long-form content development with tips, tricks, insights and tutorials some of which are highlighted by leading influencers, including comedian Adam Waheed and dancer Susie Meoww.

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[***https://www.engadget.com/2019/09/30/instagram-reminders-fashion/?guccounter=1&guce\_referrer=aHR0cHM6Ly93d3cyLnNtYXJ0YnJpZWYuY29tL3JlZGlyZWN0LmFjdGlvbj9saW5rPWh0dHBzJTNBJTJGJTJGd3d3LmVuZ2FkZ2V0LmNvbSUyRjIwMTklMkYwOSUyRjMwJTJGaW5zdGFncmFtLXJlbWluZGVycy1mYXNoaW9uJTJGJmVuY29kZWQ9bFJlakR3bGpma21SenZCb2F2Ymxjc2FsdmxKZg&guce\_referrer\_sig=AQAAANJIxRDjUvQR-lzzEsUV6cnhY1hZdysdbp9Yx4AXOvKKblw8Y1b-31ypRdxnpZE0xoxvRysoGG-ByHxkCeRBnSTiNahJuhand-xMLYEaAISt8DIb9Li57QtBJGeaLarPIkqVTJQRwmueSD4C6AZVW-B2qk4IVc\_XUD-rUsxmcFjM***](https://www.engadget.com/2019/09/30/instagram-reminders-fashion/?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cyLnNtYXJ0YnJpZWYuY29tL3JlZGlyZWN0LmFjdGlvbj9saW5rPWh0dHBzJTNBJTJGJTJGd3d3LmVuZ2FkZ2V0LmNvbSUyRjIwMTklMkYwOSUyRjMwJTJGaW5zdGFncmFtLXJlbWluZGVycy1mYXNoaW9uJTJGJmVuY29kZWQ9bFJlakR3bGpma21SenZCb2F2Ymxjc2FsdmxKZg&guce_referrer_sig=AQAAANJIxRDjUvQR-lzzEsUV6cnhY1hZdysdbp9Yx4AXOvKKblw8Y1b-31ypRdxnpZE0xoxvRysoGG-ByHxkCeRBnSTiNahJuhand-xMLYEaAISt8DIb9Li57QtBJGeaLarPIkqVTJQRwmueSD4C6AZVW-B2qk4IVc_XUD-rUsxmcFjM)