

Revealed: The People Behind an Anti-Breitbart Twitter Account | The New York Times

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Just after the 2016 election, an anonymously run Twitter account emerged with a plan to choke off advertising dollars to Breitbart News, the hard-edge, nationalist website closely tied to President Trump's administration.

The account, named [Sleeping Giants](#), [urged people](#) to collect screenshots of ads on Breitbart and then question brands about their support of the site. Sleeping Giants correctly guessed that many companies did not know where their digital ads were running, and advertisers were caught off guard as the account circulated images of blue-chip brands in proximity to headlines like "Birth Control Makes Women Unattractive and Crazy."

As hundreds of brands [blocked](#) their ads from appearing on Breitbart, and the account expanded to put pressure on certain Fox News shows, the people behind Sleeping Giants maintained their anonymity — until this week.

Source: [Revealed: The People Behind an Anti-Breitbart Twitter Account - The New York Times](#)