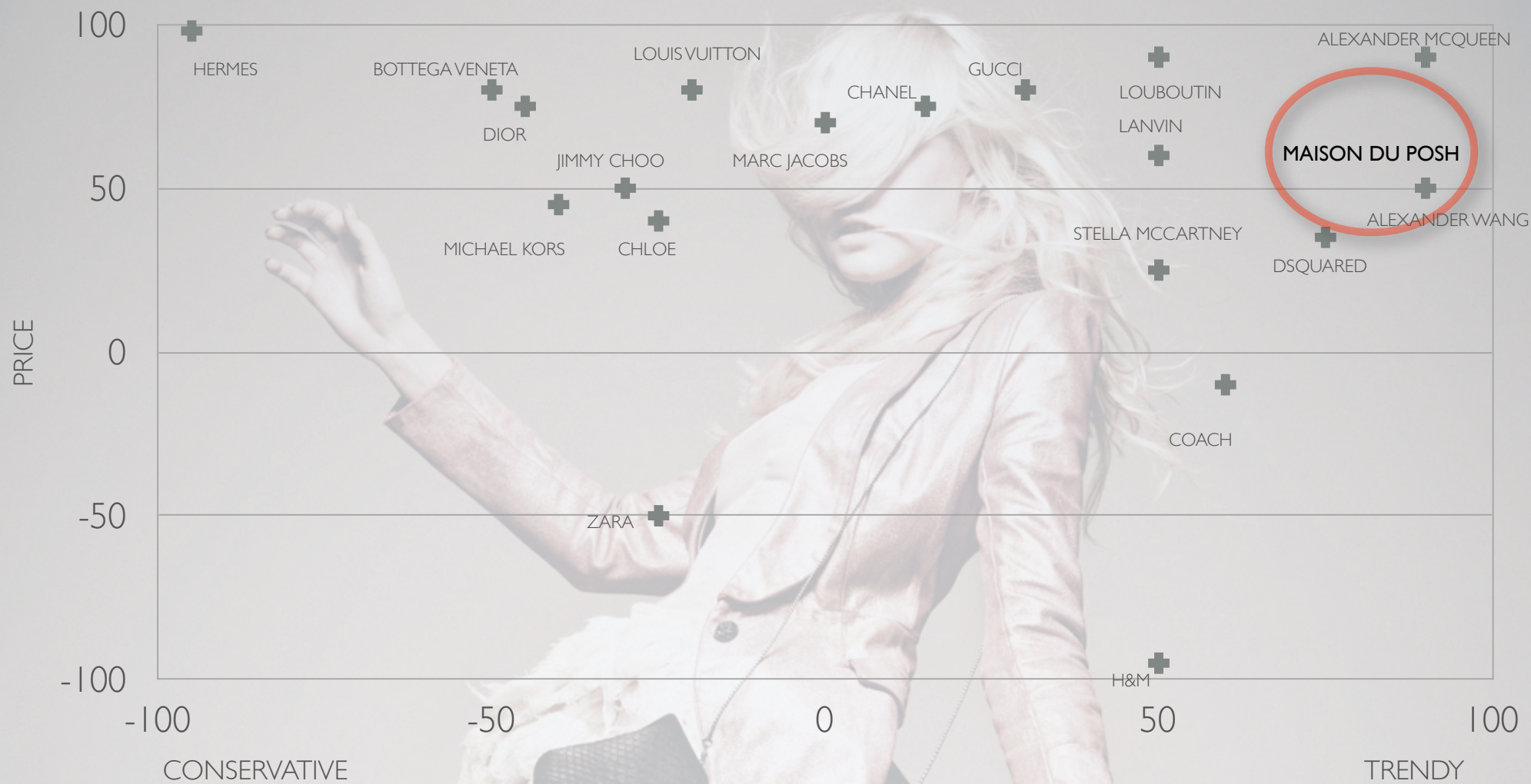




BRAND POSITIONING