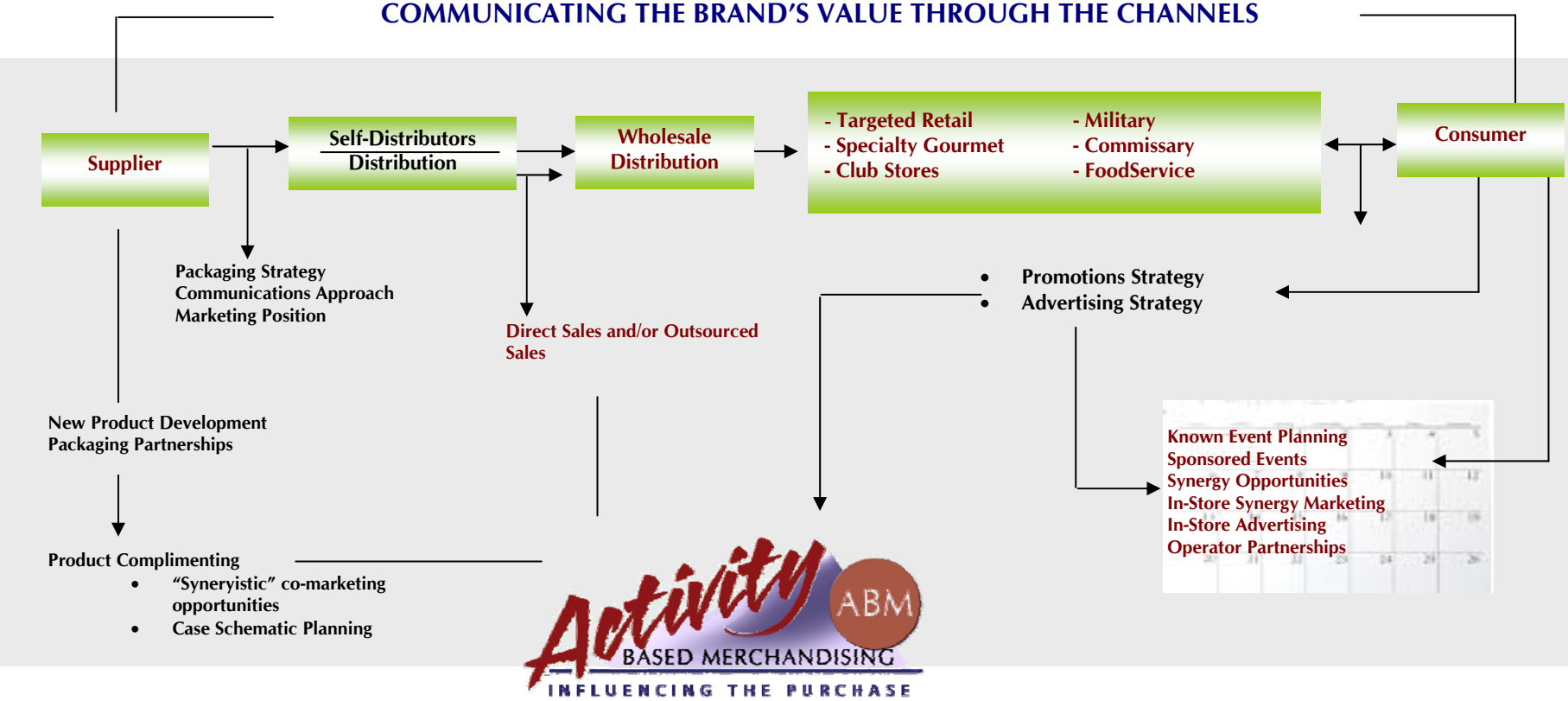
COMMUNICATING THE BRAND'S VALUE THROUGH THE CHANNELS



Activity ABM
BASED MERCHANDISING
INFLUENCING THE PURCHASE