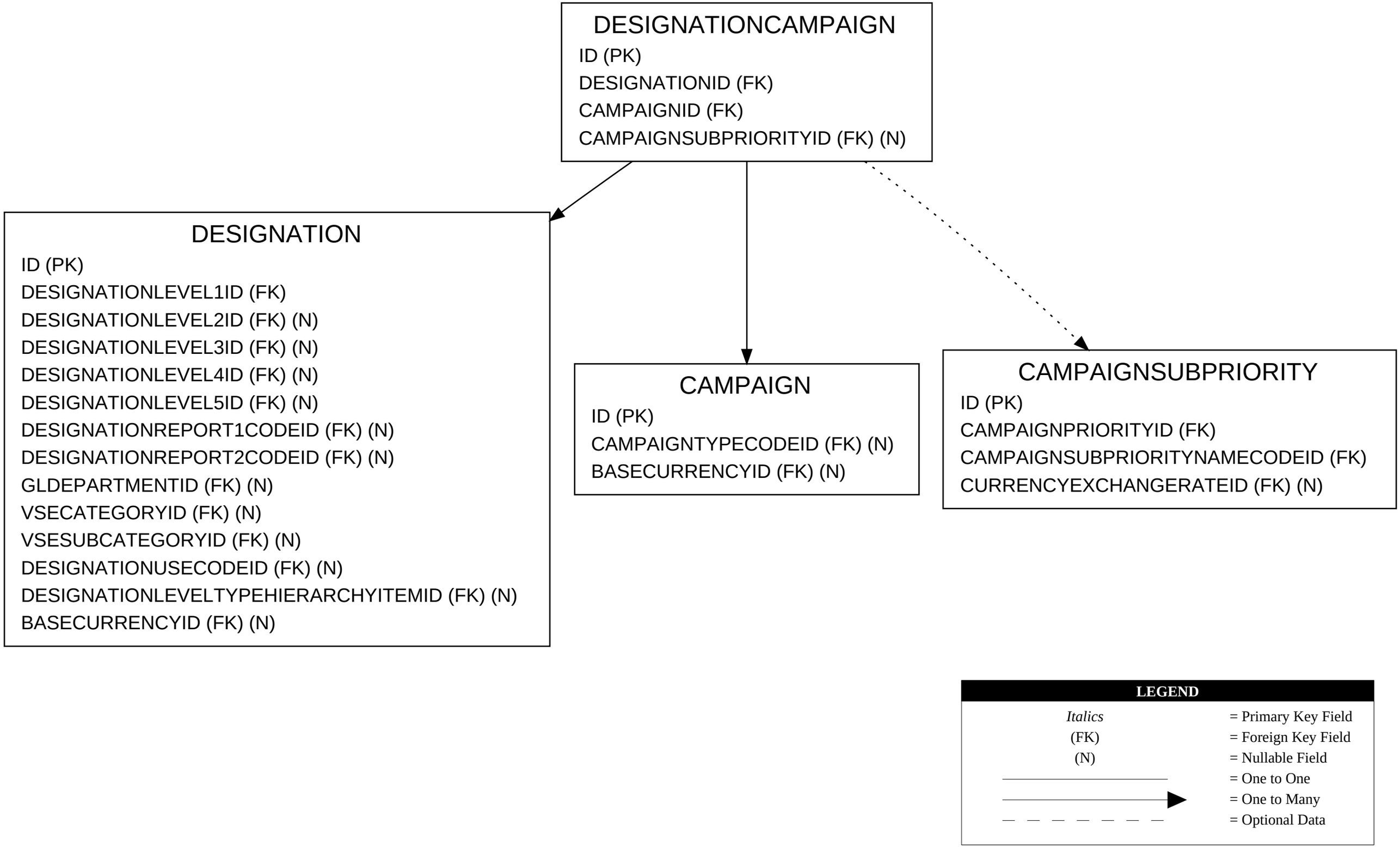DESIGNATIONCAMPAIGN