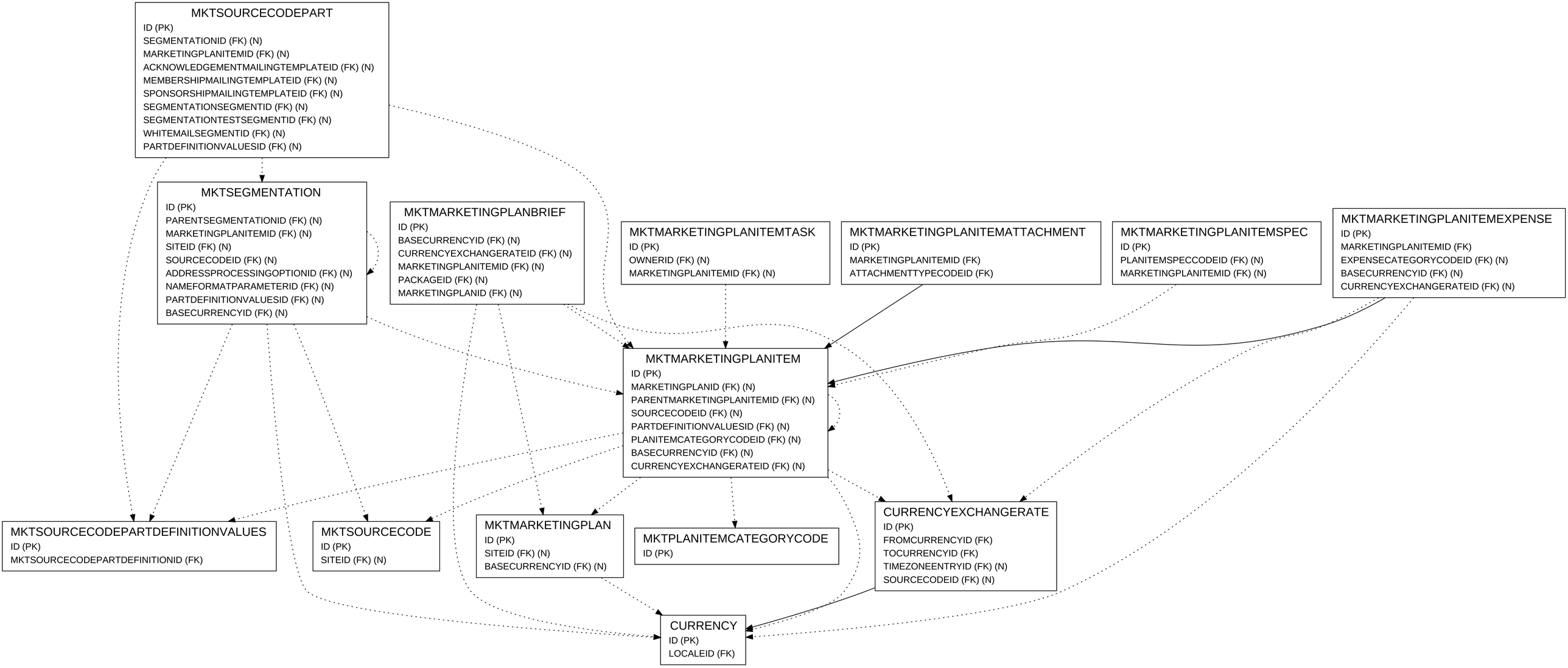MKTMARKETINGPLANITEM