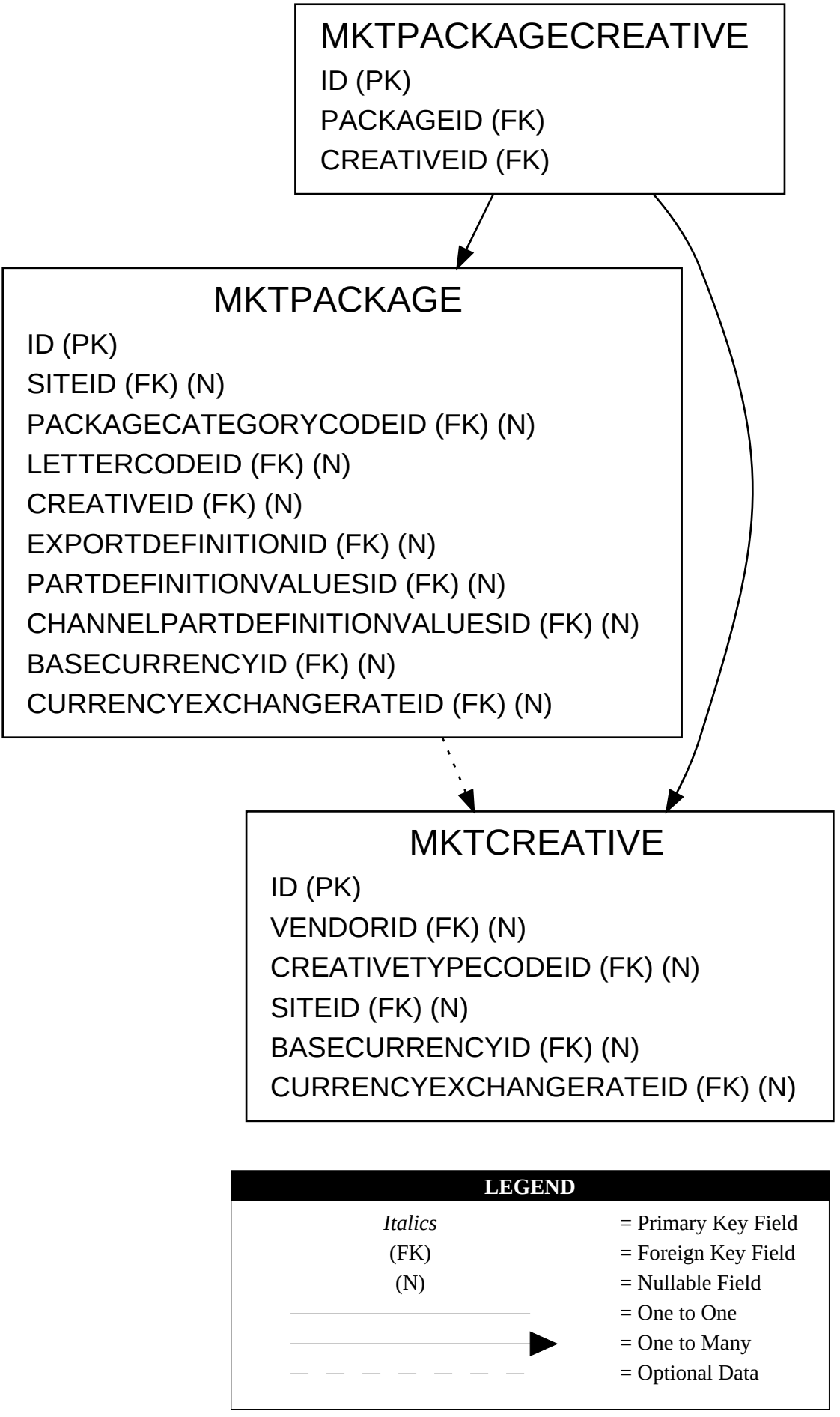MKTPACKAGECREATIVE