

Name/Big Idea:

What's the Story?

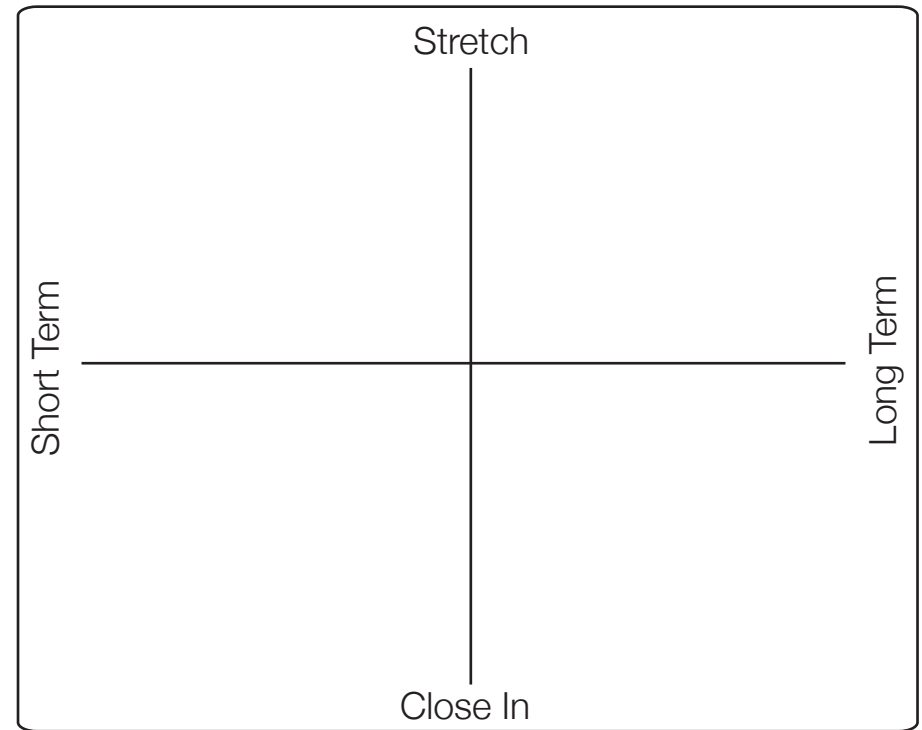
What's it Look Like?

Targeted Consumer:

Insight:

Benefits:

RTBs:



Fit to Brand