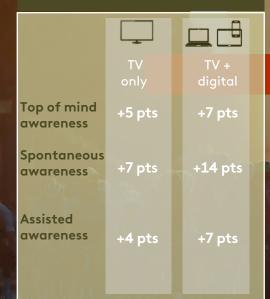
Brand benefits: increased brand awareness, image appeal, and strong attractiveness

AVERAGE AWARENESS GAINS



AVERAGE IMAGE GAINS



AVERAGE PURCHASE INTENTION GAINS

