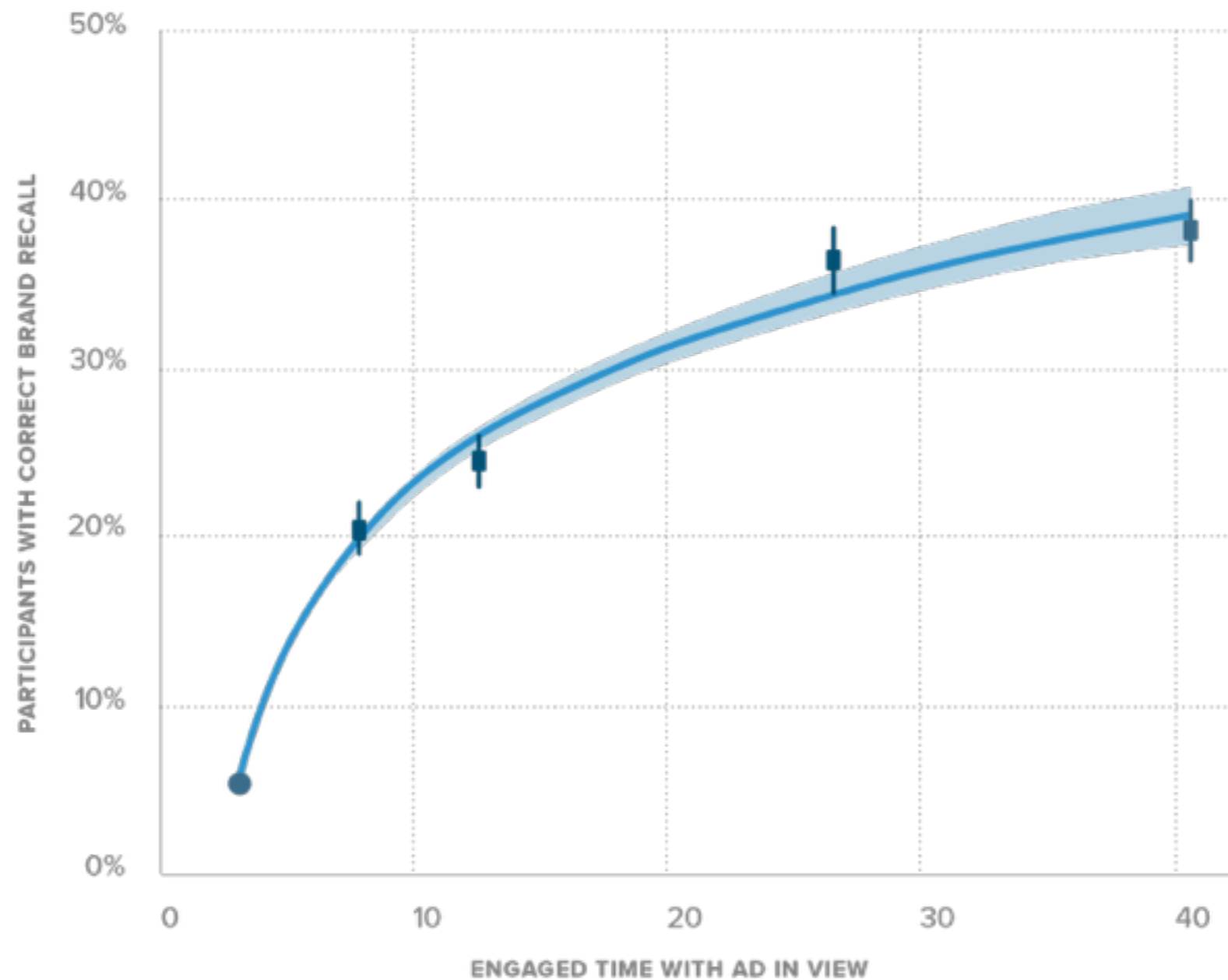


What drives brand recall and recognition?



Advertiser capital allocation is unrelated to performance

