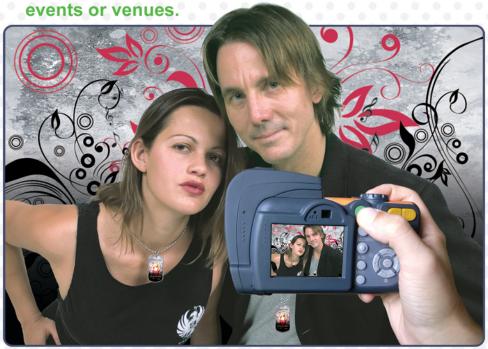


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Brand ambassadors capture photos of consumers at



2. Consumers receive an individually coded photo access tag with campaign branding.

