



**EUROPEAN  
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## COVER PAGE AND DECLARATION

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## **Introduction**

The bottled water industry faces growing challenges and opportunities as consumer demand for sustainable products rises. Life Water Inc. is addressing this shift by launching Tranquil Water, a premium eco-friendly bottled water line using bio-plastic packaging. This initiative aims to position Life Water as a leader in sustainability, targeting environmentally conscious consumers and the high-end bottled water market.

Key objectives include increasing brand awareness by 25% in the first year, capturing 15% market share in metropolitan areas, and achieving 30% customer loyalty through community programs. With a \$200,000 annual budget, the plan includes strategies like premium pricing, customized 3D bio-plastic packaging, targeted advertising, shop promotions, and partnerships with eco-focused organizations. Performance will be tracked through KPIs for sales, retention, and sustainability impact to ensure the brand achieves its strategic goals.

## **1- Marketing Proposal (Brand Overview)**

“Tranquil Water” is the flagship range of products from Life Water Inc., a firm committed to offering water solutions without neglecting the aspect of environmental protection. Life Water Inc. was established in the year 2010 and over the years managed to earn a respectable place in the bottled drinking water sector thanks to delivering the promise of cleanness, fulfilling taste, and focusing on the health aspects of the consumers (Kotler & Keller, 2016). Apart from that, with the roll-out of Tranquil Water, Life Water Inc. aims to penetrate the market more deeply, by fighting the adverse effects of the environmental problems that are presented by the use of traditional plastic bottles for water packaging.

### **Mission Statement:**

“To provide pure, premium hydration while championing environmental sustainability through innovative packaging solutions.”

### **Vision Statement:**

“To lead the bottled water industry in sustainable practices, ensuring a healthier planet and healthier consumers.”



**Slogan: Pure Calm.**

The design captures a sense of calm and purity with colours and motifs that convey tranquillity and eco-friendliness.

### **Current Market Scenario**

The global bottled water market, projected to reach \$307.6 billion by 2028 (up from \$216 billion in 2020), faces challenges from plastic waste. Many consumers now favor sustainable brands, creating an opening for Tranquil Water with its bioplastic packaging.

### **Market Trends:**

1. **Sustainability:** Growing preference for eco-friendly packaging (Nielsen, 2018).
2. **Health Focus:** Demand for premium, healthier bottled water options.
3. **Digital Marketing:** Increasing reliance on social media for brand visibility (Chaffey, 2020).

**Challenges & Opportunities:** Tranquil Water competes with established brands and faces logistics and consumer trust hurdles. However, it can attract eco-conscious buyers, form green partnerships, and leverage digital marketing for growth.

## **Objectives**

The marketing objectives that have been set for Tranquil Water are aimed at building a significant foundation in the market, engaging the consumers and maintaining the growth of the company. These objectives meet the criteria of SMART objectives Specific, Measurable, Attainable, Relevant and Time-bounded.

### **1. Increase Brand Awareness by 25% within 12 Months:**

- Implement campaigns using digital marketing, social media influencers and the media in increasing brand awareness.
- Employ in-store marketing and point of purchase advertising in upmarket stores.

### **2. Targeted Market Penetration of 15% Against Selected Urban Areas Within the Year:**

- Concentrate on establishing distribution in large urban areas that have a large population share of green consumers.
- Work with upscale retailers and e-commerce websites to provide availability.

### **3. Encourage a 30% Customer Retention Rate Using Loyalty and Community Based Programs:**

- Create loyalty schemes that encourage consumers to come back and purchase again
- Get involved in the local area by running projects or events to make people feel part of the brand and encourage loyalty.

### **4. Reason for Promoting Bio plastic Packaging are to Make Sure 50% of The Population Acknowledges The Initiatives:**

- Raise consumer awareness of bio plastic's merits by use of marketing and product labels.
- Communicate lesser environmental impacts in all brand communications.

### **5. Sales to Report Annual Increases Of 20% Driven by Marketing Strategies:**

- Run special offers or discounts aimed at increasing sales.
  - Incorporate more sizes and variants of the product for different products lines for different consumer needs.
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## **Target Market Analysis:**

Tranquil Water focuses on the urban working population aged 25-45, especially women who lead an ecological lifestyle and do not mind spending some money on it.

### **○ Demographics:**

- **Age:** 25-45
- **Income:** Middle to upper-middle class
- **Location:** Urban, green communities preferred

- **Education:** Above average: usually college educated
  - **Psychographics:**
- **Values:** conscientious eating, wellness
- **Lifestyle:** Fit, active, eco-friendly
- **Behavior:** Discerning consumers who are ready to support correlating ideas and premium brands that are clear and stand for good ones
  - **Behavioral Traits:**
- **Motivation:** Good, drinkable water; environment-conscious
- **Buying Habits:** Engages in the purchase of 'green' products with eco-friendly design
- **Loyalty:** High when the product is both of good quality and sustainable.
  - **Segments:**
    1. **Urban Professionals:** health and convenience as driving forces.
    2. **Eco-Friendly Consumers:** make sure their purchases do not harm the environment.
    3. **Health** revolves around the concepts of hydration and wellness.

#### **Market Alignment:**

In terms of product performance, packaging and eco-compliance, Tranquil Water is of a high level that is appealing and therefore loyalty to the brand is easily attained among the market.

#### **Competitive Analysis:**

As it is with all premium bottled water categories, there are many brands who have established themselves as strong players appealing to the end consumer. Fiji Water, Evian, Voss, and Smartwater are some of the brands well-known in the market and which command significant loyalty from their customers.

- The existing market contains a number of players, including but not limited to, the following companies:
  1. **Fiji Water:**
    - **Opportunities:** They have managed to create a positive brand picture among potential clients as well as developed an interesting approach to water bottling by featuring bottles of water straight from natural artesian wells.
    - **Threats:** The limitations in market pricing because some countries have expensive pricing, poor environmental friendly packaging.

#### **2. Evian:**

- **Opportunities:** Many years of the business in selling bottled pure water and the widespread coverage of the targeted market.
- **Threats:** Use of conventional plastics, only basic stepwise improvements in eco-friendly designs.

### 3. Voss:

- **Opportunities:** Acceptable and easy-to-use bottle designs do well in their target market of high-end retail and hospitality outlets.
- **Threats:** Prices are not suitable for price-sensitive customers extending the range of the package; other packages employ the use of standard plastic.

### 4. Smart water:

- **Opportunities:** Most unique vapour distillation design, superior advertisement campaigns focusing on technology and purity.
- **Threats:** Inpackage designs encroachment of the environment issues such excessum; environmental issues are relevant in low priced global or regional markets; low priced premium image strategy products suffer competition from high priced ones.

## Competitive Advantages of Tranquil Water:

### 1. Bioplastics:

The introduction of biodegradable bioplastic bottles by Tranquil Water is a departure from other manufacturers who still use conventional plastic bottles. This creative packaging says innovation activism in minimizing waste. It also resonates with the segment of the population which is increasingly concerned with the issue of environmental protection (Nielsen 2018).

### 2. Sustainability Credentials:

In addition to packaging, Tranquil Water seeks to address its brand's image in terms of sourcing materials and fabricating its products in a green way. In contrast to other brands that have minimal sustainability practices, Tranquil Water is able to insulate herself from such brands.

### 3. Premium Quality and Purity:

Upholding a fairly consistent approach.

**Market Positioning:** *Tranquil Water* positions itself as a premium, sustainable bottled water choice that delivers both exceptional hydration and environmental responsibility. This dual focus on quality and sustainability provides a unique value proposition that addresses the core needs and values of its target market, setting it apart from established competitors.

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## Positioning Statement

“*Tranquil Water*—the eco-conscious choice for pure, premium hydration. Crafted with quality and bottled sustainably, *Tranquil Water* combines luxury with responsibility.”

This positioning statement encapsulates *Tranquil Water*'s unique value proposition, emphasizing both the high-quality nature of the product and its commitment to sustainability through the use of bioplastic packaging. It clearly communicates the brand's differentiation in the market, aligning with the values and preferences of its target audience.

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## **Marketing Strategy:**

The marketing strategy for Tranquil Water consists of the predefined **4Ps** of marketing, namely Product, Price, Place and Promotion which have been customized to the brand's unique selling propositions as well as to the needs of the target market.

- **Product Strategy**

Tranquil Water will take advantage of bioplastic bottles which is a new kind of, biodegradable but environmentally friendly packaging solution. This design will be clean and contemporary, with simple designs that communicate cleanliness and elegance. Major product aspects include:

- **Bio plastic Bottles:** These are bottles that are made from biological materials and therefore available from renewable material sources instead of traditional plastics (Porter, 1985).

- **Purity and Taste:** The water is harvested from controllably infested natural springs and hence it is safe and meets the highest standards of taste quality.

- **Packaging that Respects Nature:** Also, the stickers and other packaging materials will be bio-degradable to complete the life cycle of the product sustainably.

- **Packaging Design:** The bottle design will make use of light blue and green colors which are reminiscent of water and environmental motifs respectively.

The use of clear, transparent materials will showcase the water's purity, while the minimalist logo and labelling will reinforce the brand's premium image. Additionally, the packaging will include a QR code linking to a microsite detailing the environmental benefits of bioplastic and *Tranquil Water*'s sustainability initiatives.

**Product Line Extensions:** So far, there are plans for the flavored and extra giant cup but being environmentally friendly and indulging in quality remains priorities.

- **Pricing Strategy:**

This is because premium prices are a signal of quality, and sustainable packaging to address the public's environmental consciousness.

- **Single Bottle:** \$2.50 per half liter, about 10 percent more expensive than regular bottled water because of an environmentally friendly container.

- **Multi-Pack:** 6 bottles for \$13.50 to promote the sale of multiple bottles, that the company has stocked.



•**Subscription:** Biweekly delivery at \$35 and weekly delivery at \$25 to improve retention and outcome.

•**Value-Based Pricing:** Concerns quality and green factors in a niche segment in the industry.

- **Place Strategy:**

Sold in luxury stores and also available online for more access and coverage.

**Retail Channels:**

**1.High-End & Organic Stores:** There is an opportunity to place wet cat food in more prestigious stores like Whole Foods, Trader Joe or local organic stores, targeting customers concerned with their health and health of the environment.

**2. Specialty Health Stores:** Put products in target health conscious chains to complement the target.

**3. Hospitality Sector:** Consequently, stock foods in luxury hotels, fitness centers, and spa offering foods preferred by such consumers.

**4. Online Distribution**

- **E-commerce Platforms:** Market Tranquil Water on Amazon and any other website that deals specifically with organic and environmental friendly products.

- **Direct to Consumer (DTC):** Develop a DTC site that will include options for subscription and for bulk purchasing to help build better customer bonds.

**5. Geographic Targeting:** Start in cities, started or popular in America such as New York, Los Angeles, Chicago, and San Francisco. Grow depending on how well they are selling the products and the consumer desire for those products.

- **Promotion Strategy**

**1.Digital Marketing:**

**Social Media Campaigns:** Tranquil Water can use the following promotion on Social media; Instagram, Facebook and Twitter Promoting bioplastic and sustainability in the production of Tranquil Water. Targeted ads will target certain groups of people.

•**Point of Sale Displays:** Emphasise bioplastic bottles and other environment-friendly aspects to help grab the consumer's attention and make him buy on the spur.

•**Sampling Events:** Introduce products to targeted consumers by trials at selected distributors and eco-events.

Public Relations (PR)

- Press Releases:** (done both electronically and in writing) make sure you go for top newspapers and magazines and focus on the fact that Tranquil Water is an environmentally friendly and luxury product.
- Content Marketing:** Blog and video play to share information about sustainability, Eco-packaging and the advantage of premium water.  
Influencer Partnerships.
- Eco-Friendly Influencers:** Working with influencers on health issues and environmental protection will also attract more people.
- Health & Fitness Coaches:** Meet with trainers to help strengthen Tranquil Water's position as a health focused business.
- **Contextualize** the identified potential media placements for featured customers within the brand's context of an environmentally friendly consumer base. Benefits of bio plastic and sustainability in Tranquil Water's production. Targeted ads will reach specific audience segments.
- Point of Sale Displays:** Highlight bio plastic bottles and eco-friendly features to catch consumer attention and encourage impulse buys.
- Sampling Events:** Offer free samples at select retailers and eco-events to encourage trial and product awareness.

## **Public Relations (PR)**

- Press Releases:** Distribute to top newspapers and magazines, emphasizing Tranquil Water's eco-friendly and luxury qualities.
- Content Marketing:** Use blogs and videos to educate on sustainability, eco-packaging, and the benefits of premium water.

## **Influencer Partnerships**

- Eco-Friendly Influencers:** Partner with influencers promoting health and eco-friendly lifestyles to reach a wider audience.
- Health & Fitness Coaches:** Collaborate with trainers to strengthen Tranquil Water's health-centric image.

## **In-Store Promotions**

- Target media placements for featured customers aligned with the brand's eco-conscious audience.

## **Sustainability Initiatives**

- CSR:** Accentuate brands values through cleaning up of the environment, planting of trees and conducting conservation awareness and sensitization.

•**Environmental Non-Profit Collaboration:** Introduce the ideas of holding the eco-events and promotions together with NGOs.

## **2- Educational Campaigns**

•**Bio plastic Benefits:** Highlight bio plastic's environmental friendly features thus not allowing negative implications on its biodegradable nature out shine other features.

•**Sustainability Commitment:** Include value creation, an assessment of stakeholders, and engaged consumer participation through direct storytelling of brand sustainability.

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## **Implementation Plan**

The implementation plan includes the stages of marketing and launching Tranquil Water in an orderly and timely manner.

Phase	Timeline	Actions
Brand Development	Month 1-2	Finalize logo and slogan, develop branding assets, design packaging, and prepare marketing materials.
Digital Launch	Month 3-4	Initiate social media campaigns, launch the official website, and begin influencer outreach.
Retail Placement	Month 5-6	Secure partnerships with high-end retailers, set up in-store displays, and conduct sampling events.
Promotional Campaigns	Month 7-9	Execute targeted digital ads, host community engagement events, and roll out PR campaigns.
Evaluation and Scaling	Month 10-12	Analyze sales data, assess campaign effectiveness, refine strategies, and expand distribution to additional markets.
Continuous Improvement	Ongoing	Monitor KPIs, gather consumer feedback, and adapt marketing strategies to evolving market conditions.

## **Resources and Responsibilities:**

• **Marketing Team:** Oversee the creation and implementation of marketing goals. Control digital campaigns along with counter-arguments with influencers and public relations management.

• **Sales Team:** Develop retail alliances, control in-store activities, and assist with product availability in relevant territories.

• **Design Team:** Approve the logo and packaging design. Develop advertising materials and in-store displays.

• **External Partners:** Work with influencers and other media and environmental organizations to support marketing activities.

## **Milestones:**

- 1. Brand Launch:** Development of branding elements and formal introduction of Tranquil Water.
  - 2. Retail Rollout:** Introduction of products into the primary retail outlets and the beginning of sales promotions.
  - 3. Digital Campaigns:** Initiation of extensive internet campaigns and outreach to celebrities.
  - 4. Community Engagement:** Involvement in sustainability fair and activities for environmental causes.
  - 5. Market Expansion:** Assessment of early market penetration tactics and expansion to additional cities.
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## **Budget**

Contingency planning involves preparing a detailed budget for marketing strategy in order to allocate the available resources optimally. The budget needed for the launch of the Tranquil Water project has been estimated at \$200,000 which will be spread across various marketing activities.

Category	Amount (USD)	Description
Digital Marketing	\$60,000	Social media ads, content creation, SEO, email marketing.
Influencer Partnerships	\$30,000	Collaborations with eco-friendly and wellness influencers.
In-Store Displays and Sampling	\$40,000	Design and setup of retail displays, sampling events.
Public Relations (PR)	\$20,000	Press releases, media outreach, feature articles.
Sustainability Initiatives	\$20,000	Sponsorship of environmental events, community engagement.
Packaging and Design	\$10,000	Finalizing bioplastic packaging, label design.
Contingency Fund	\$20,000	Unforeseen expenses and additional marketing opportunities.
Total Estimated Budget	\$200,000	

## **Rationale Behind Budget Allocation:**

- Digital Marketing:** It is critical to focus on digital marketing because a great percentage of online presence helps to penetrate into the market due to the desired audience attaining the brand's equality.
- Influencer Partnerships:** The influencer marketing strategy leads to the delivery of the brand's message through credible and trusted individuals in the green and wellness segments.
- In-Store Displays and Sampling:** Product-on-shelf remonstrance along with sampling campaigns work actively on the target audience, leading to trial and off-take of the product.

•**Public Relations:** It is very important that the local population accepts the product and the company through the appropriate PR as well as advertising campaigns which help in building these markets.

•**Sustainability Initiatives:** Brands engage the communities and the locality in its activities through sponsorship as a way of making people believe that the brand is committed to sustainability which is what consumers believe in and that creates loyalty for the brand.

•**Packaging and Design:** Priolife understands how important packing is & not only does high-quality & green packing sell up the product on the shelves but equally informs about the product attributes.

•**Contingency Fund:** Allocating some amounts to cover costs that were not planned is important as it enables the company to take advantage of emerging marketing strategies and campaigns.

## **Metrics and Evaluation**

Effective measurement is critical to assess the success of the marketing strategies and ensure that *Tranquil Water* meets its objectives. The following key performance indicators (KPIs) will be used to evaluate the effectiveness of the marketing efforts:

### **1. Building the Brand:**

• **Monitoring of Social Channels:** Collect data on the number of impressions, reach and engagement (likes, shares, comments) across different social media platforms.

• **Distribution surveys:** Carry out Internal survey before and after the campaigns to determine the effectiveness in brand recognition and level of awareness.

### **2. Increasing Sales:**

• **Retail Sales Performance:** Watching the figures of sales made by the partner retailers and the e-commerce sites.

• **Subscriber Statistics:** Keeping an eye out for increasing the number of subscriptions and recurrent orders via the direct to the consumer route.

### **3. Customer Loyalty Indices:**

• **Repeat Purchases:** Frequency of repeat purchases by customers.

• **Participation in Loyalty Programs:** Level of enrollment and active participation in loyalty programs available.

### **4. Digital Interactivity:**

• **Web Traffic Analysis** – Utilization of Monitoring and Reporting Channels such as Google Analytics to track the web traffic, bounce, and conversion rates.

• **Email Response Rates:** Response rates of emails sent out in relation to the campaign, including open rates, clicks, and conversions.

## 1. Effects on the Environment:

- **Bio plastic usage metrics:** Assess the total number of bio bottles that have been manufactured and supplied during a certain time period.
- **Sustainability Partnerships:** Evaluate the outcomes of engaging equity access organizations with indicators like trees planted or waste avoided.

## 2. Customer Insights:

- **Reviews and rating:** Track the reviews and rating of the company on e-commerce websites and social networks.
- **Focus groups and feedback sessions:** Carry out qualitative study in order to gain an understanding of consumer attitudes and behaviour.

## Evaluation Methods:

- **Monthly Reporting:** Prepare reports on monthly basis for performance tracking against KPIs so as to detect changes and corrective measures.
- **Quarterly Reviews:** Evaluate the result of marketing methods used every quarter and review the strategies and activities to do based on the findings.
- **Continuous Monitoring:** Use of any available analytics for the campaign coupled with real-time performance data to ensure effective management of the campaign.

## Tools and Software:

- **Google analytics:** For checking how well a website performs and the behaviour of users on the site.
  - **Social media analytic tools:** Hoot suite or scooters for measuring how well social media are working.
  - **Customer Relationship Management (CRM) Systems:** To strategize interaction with customers and potential customers at all stages in the customer cycle.
  - **Survey Tools:** Applications like Survey Monkey or Qualtrics that allow for surveys to be given and feedback to be received from consumers.
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## 2-Social Media Public Relation Campaign:

### "Life Water - Hydration with a Purpose"

Campaign Purpose and Motives: The “**Hydration with a Purpose**” campaign is intended to showcase the various eco-friendly practices and innovation that Life Water has committed to, coupled with addressing the recent negative comments by Miss Leono that caused controversy. The campaign will highlight the environmental conservation measures promoted by Life Water, the sustainable practices adopted in product manufacture, and the positive impact the company seeks to achieve in the environment.

Through the means of accountability, engagement, education, and others, trustworthy image of the company will be established in order for Life Water brand to inhabit the niche of sustainable water provision.

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#### Campaign Goals:

1. **Life Water’s Environmental Commitment Should be Restated:** Make efforts to emphasize Life Water’s promise to be an eco-friendly brand such as the use of bioplastic containers instead of plastic ones and encouraging conservation of plastic, among other things.
  2. **Counter the Message by Miss Leono with Openness and Responsibility:** Reiterate Life Water’s advocacy for diversity and explain misrepresentation regarding the company’s position on its environmental stewardship that was prompted by her remarks.
  3. **Fostering Positive Participation of Community:** Mobilize consumers to embark on the mission of Life Water by engaging in measure that fosters the environment.
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#### 1. Campaign Hashtags

- #HydrationWithPurpose
- #DrinkLifeWater
- #EcoLifeWater

Purpose: Connect posts, boost engagement, and share Life Water's eco-friendly focus.

#### 2. Timeline 4 Weeks

- Week 1: Campaign Launch & Response to Miss Leono
- Weeks 2-3: Highlight Sustainable Practices
- Week 4: Community & Environmental Initiatives

#### 3. Strategy

- **A. Addressing Comments**
  - **Video Statement:** CEO addresses comments, affirming Life Water’s eco-focus and inclusivity.
  - **Message:** "Our products hydrate and contribute to a healthier planet."
- **B. Educational Posts**
  - **Eco Timeline:** History of eco-friendly changes like bioplastic.
  - **Bioplastic Explained:** Benefits of bioplastics in reducing waste.

- **Documentary:** Video on waste-to-product transformation, featuring employee and partner stories.
  - **C. Community Engagement**
    - **Challenge:** Followers post with #HydrationWithPurpose for donations to local projects.
    - **Eco Champion:** Highlighting eco-conscious followers with rewards.
  - **D. Influencer Partnerships**
    - **Collaborate** with green influencers for live Q&As and eco-content sharing.
  - **E. Eco Roundtable Live Stream**
    - **Panel:** Discussion with eco-experts and Life Water leaders on reducing waste.
- 4. Sample Posts**
- **Launch Post:** Video by CEO on #HydrationWithPurpose commitment.
  - **Educational Carousel:** What is Bioplastic post explaining benefits.
  - **Challenge Post:** Encouraging followers to post for environmental donations.
- 5. Metrics & Monitoring**
- **Engagement:** Track likes, shares, and hashtags.
  - **Influencer Impact:** Assess reach and Q&A turnout.
  - **Sentiment Analysis:** Track brand perception shifts.
  - **Community Participation:** Count #HydrationWithPurpose posts.
  - **Traffic & Sales:** Monitor social-driven website traffic and sales.

## Conclusion

The Hydration with a Purpose campaign exemplifies Life Water's dedication to sustainability and its resolve to address environmental concerns in the bottled water industry.

By introducing Tranquil Water, featuring bio-plastic packaging, Life Water establishes itself as a leader in sustainable hydration solutions. The campaign transparently responds to consumer feedback, showcasing the company's proactive approach to rebuilding trust, strengthening its brand image, and demonstrating its commitment to eco-friendly innovation.

Through eco-focused content and strategic influencer partnerships, Life Water highlights its vision of sustainable practices while meeting the needs of environmentally conscious consumers. Collaborations with ecological organizations and community-driven initiatives further enhance the brand's values and deepen its connection with the target audience. These efforts emphasize Life Water's role as a responsible, eco-conscious leader.

By promoting Tranquil Water and fostering trust and transparency, the campaign solidifies Life Water's reputation as a thought leader in green products. This focus on sustainability, community engagement, and innovation ensures long-term benefits, positioning the brand for growth in the premium bottled water market and contributing to a more sustainable future for the industry.



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