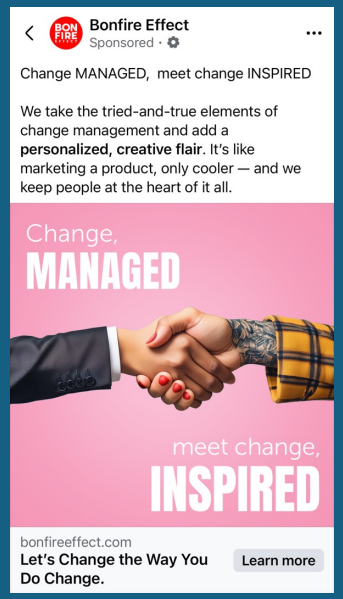
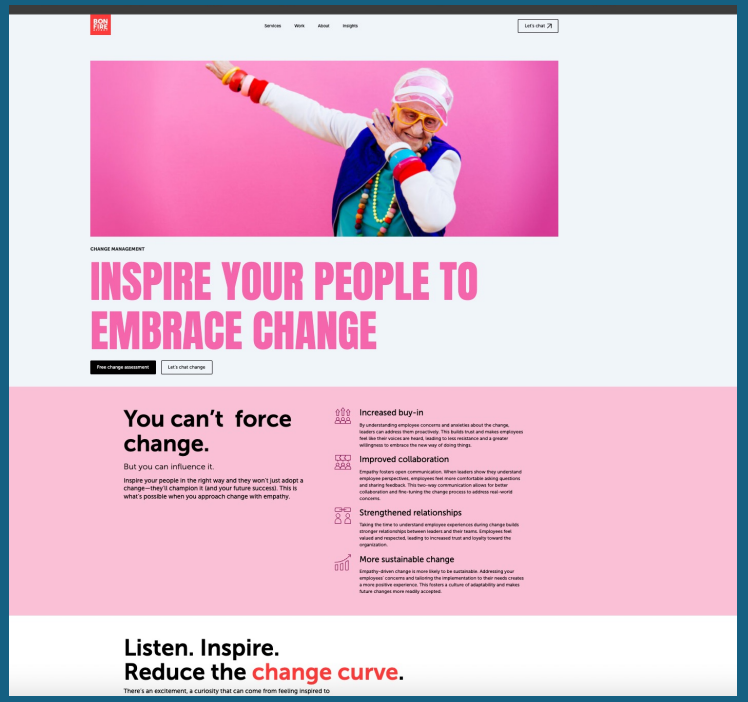
Change management campaign content

Ad concepting & copy



Landing page concepting & copy