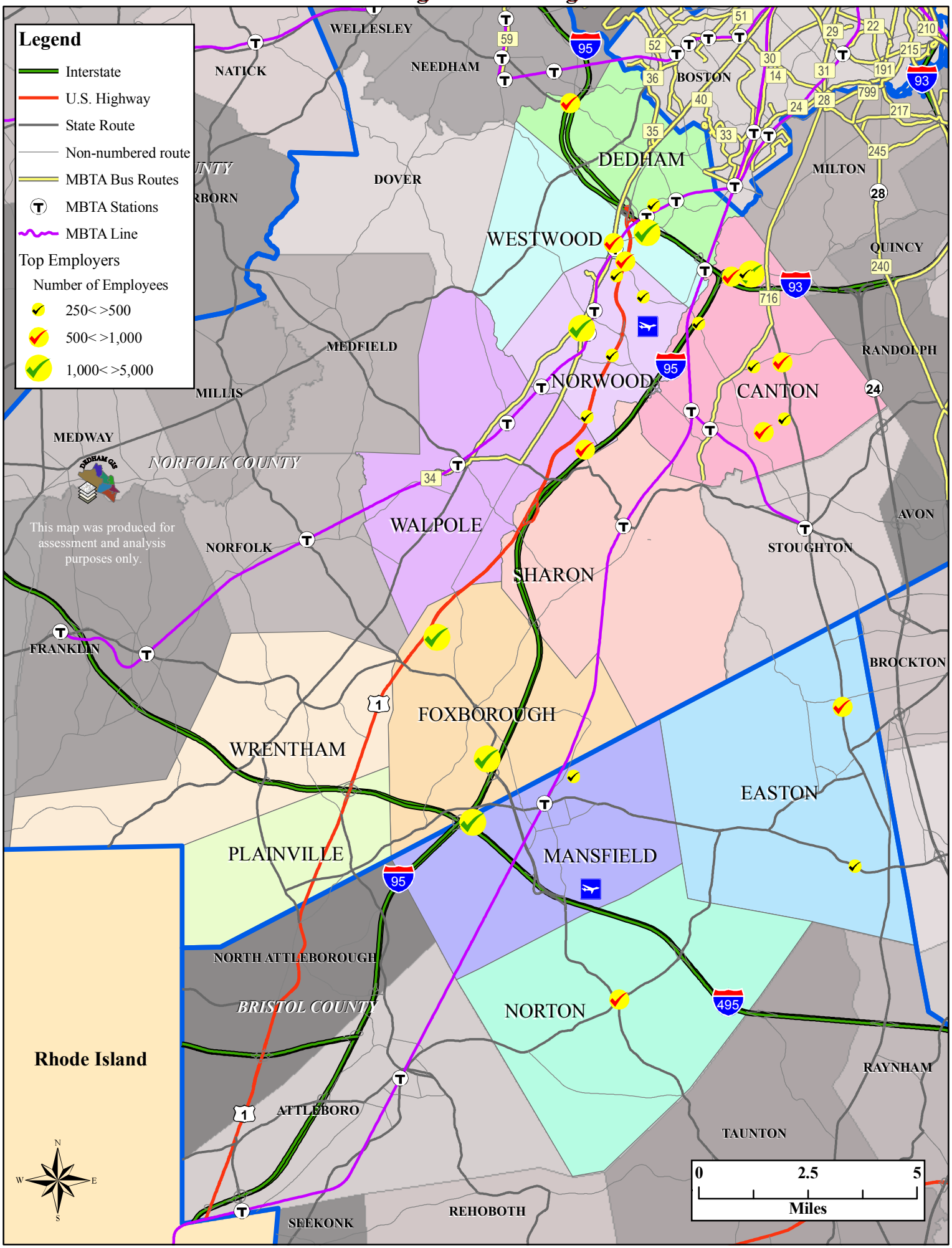Regional Branding