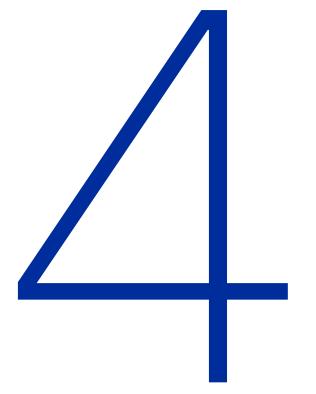
Their optimistic outlook and near consistent media habits make the Daily-ish Forecasters the perfect target for our campaign.



## Climate