

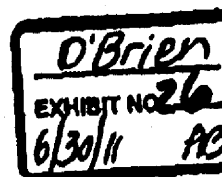
Ex. 26

13 Markets → 13  
Memo written day before 18-24

Target adult smoker 18-24

Pri- Post Planning doc.

Memo written before & after  
that clearly outline 18-24  
by same person.



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