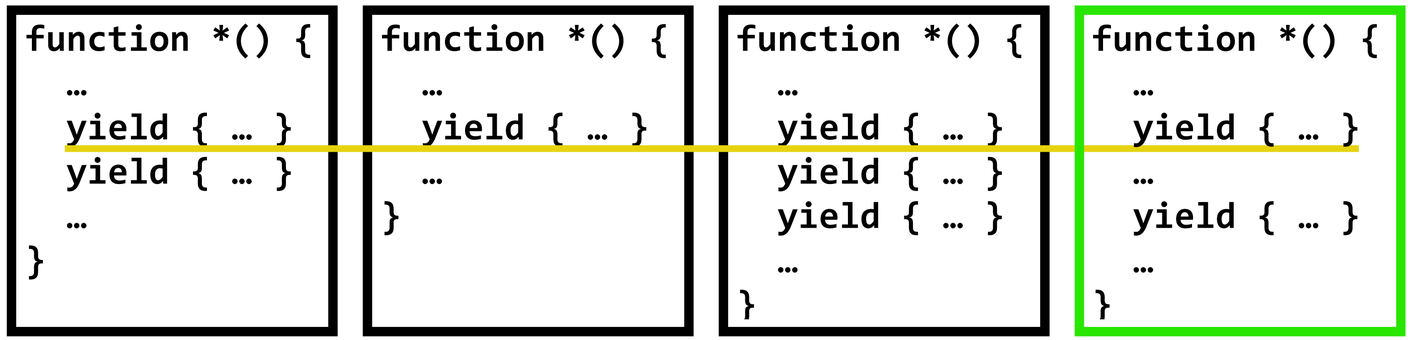
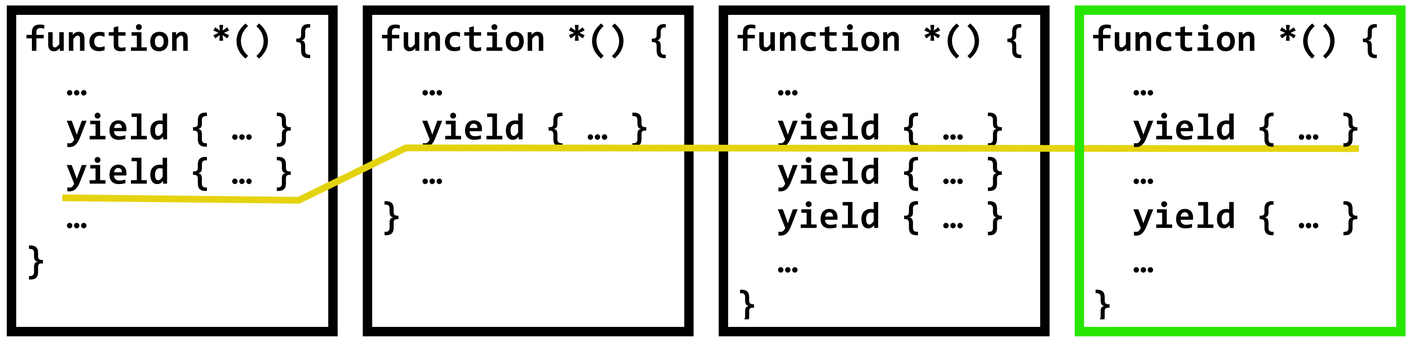
Positive and negative incrementality



Positive and negative incrementality