





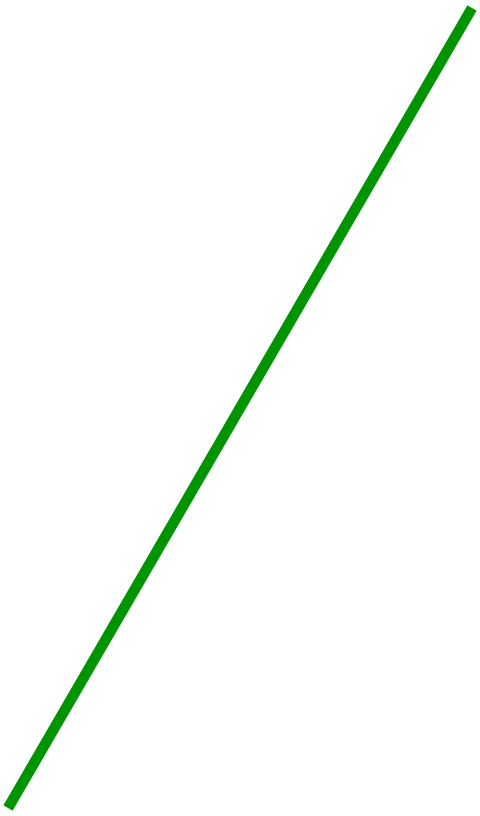
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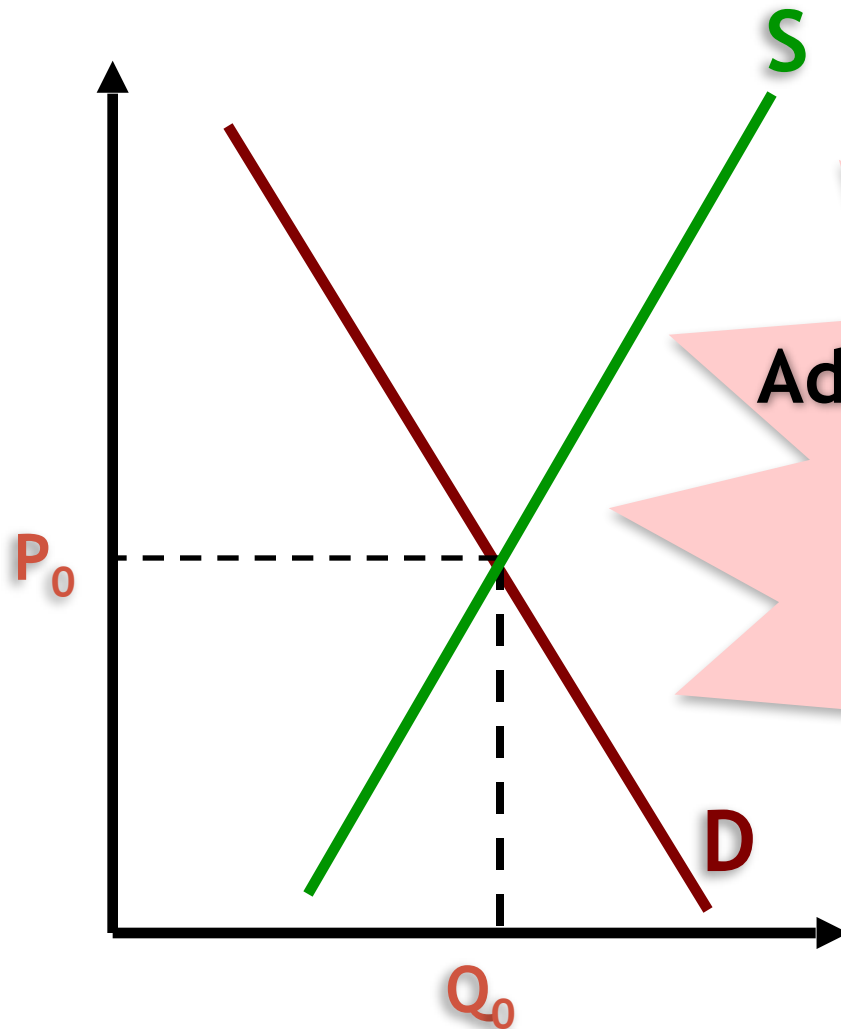
**Advertising campaign
to reduce
consumption**

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Consider the market for Coca



Consider the market for Coca



**Advertising campaign
to reduce
consumption**

Who is affected first?

