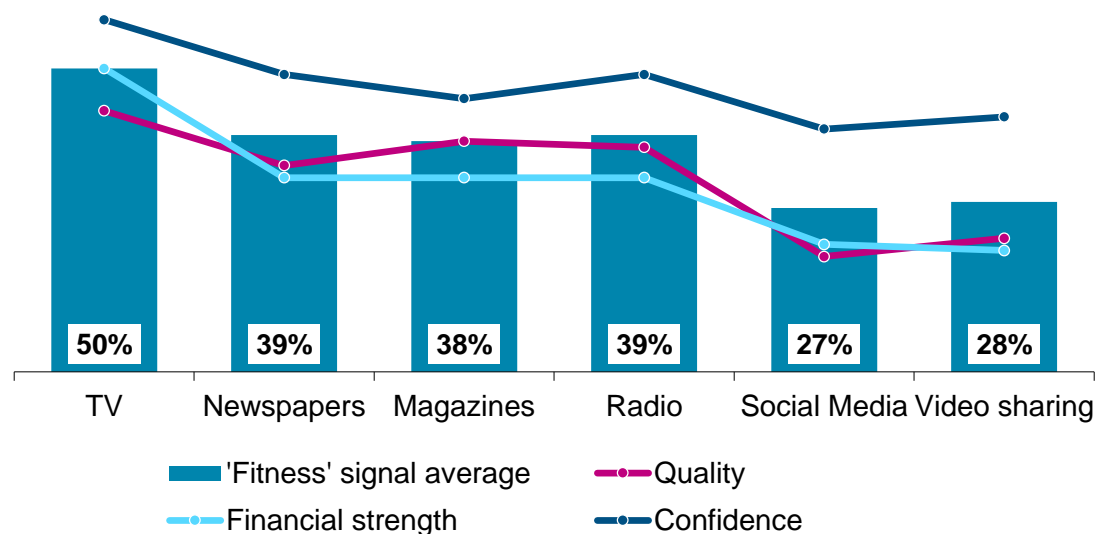


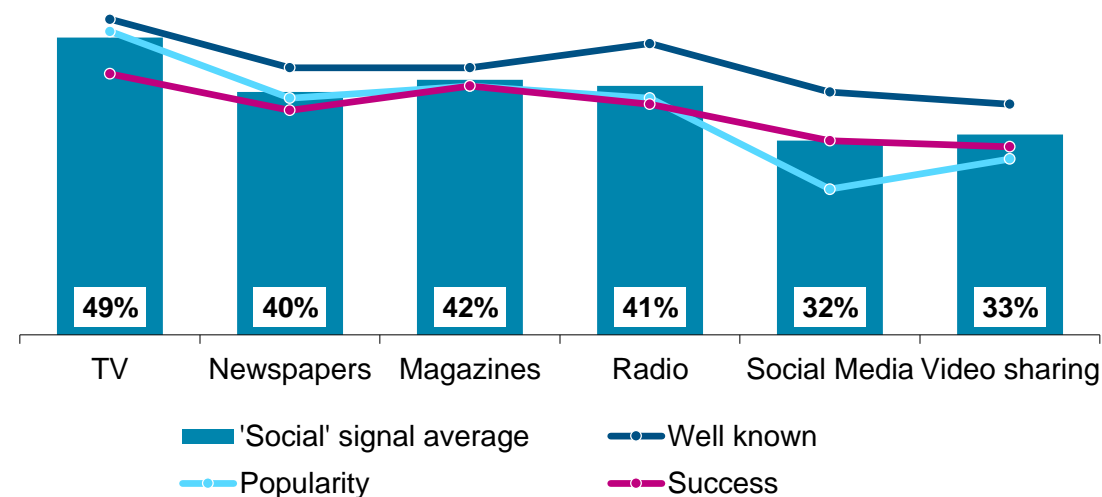
Perception of media « signals » on brands advertising



« FITNESS » signal overview



« SOCIAL » signal overview



« TRUST » signal

