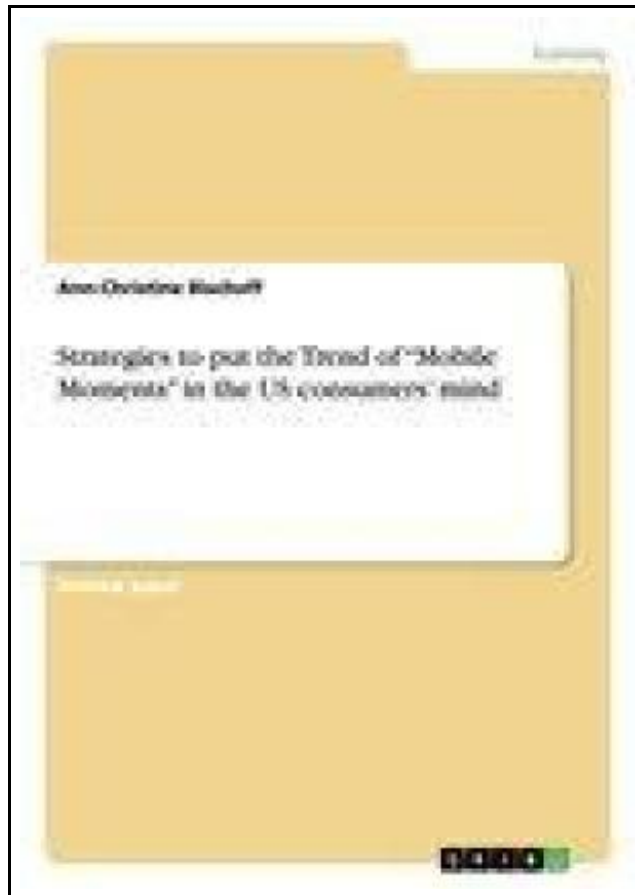


## Strategies to put the Trend of "Mobile Moments" in the US consumers' mind



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