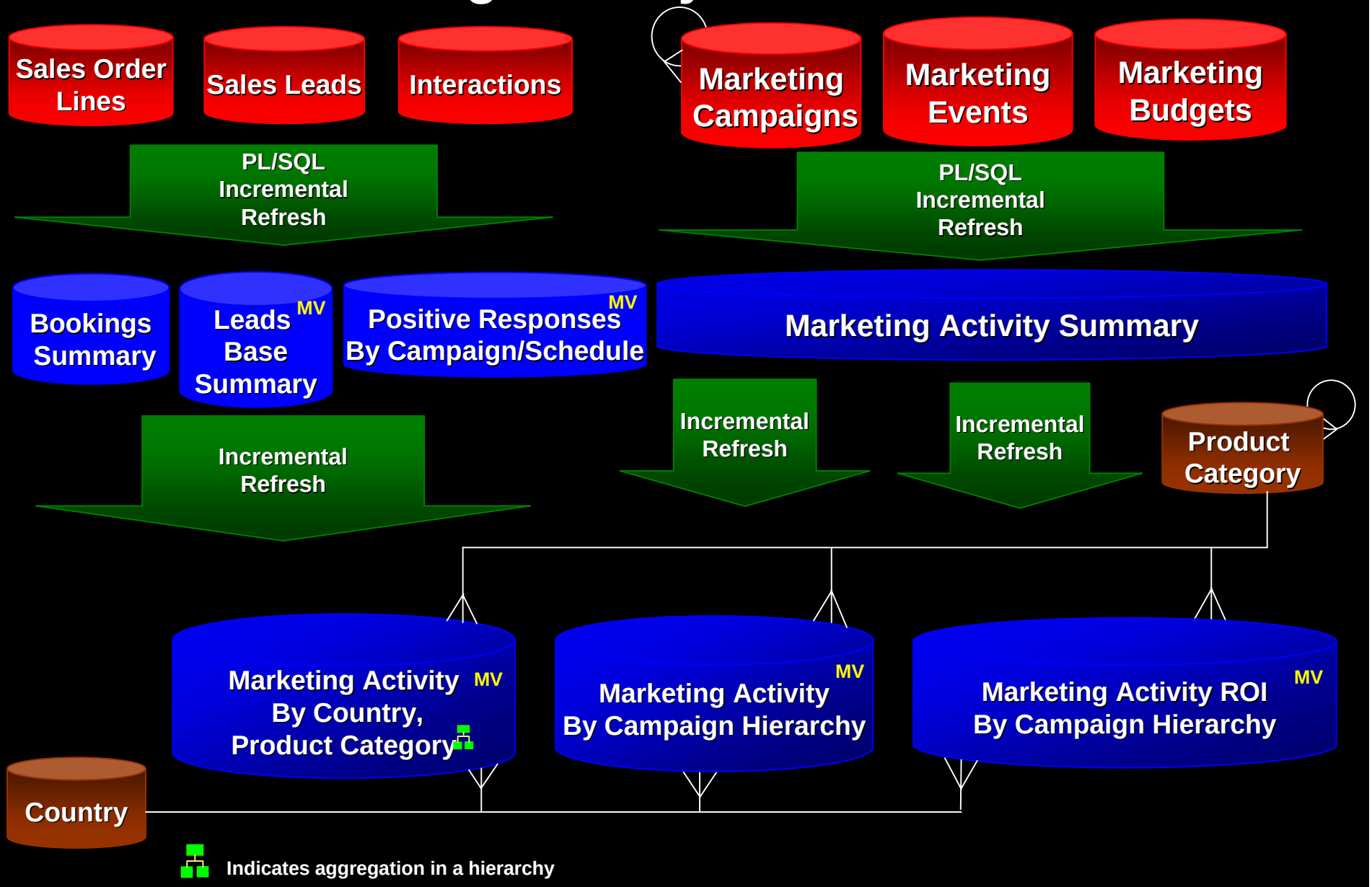Marketing Activity Summarization