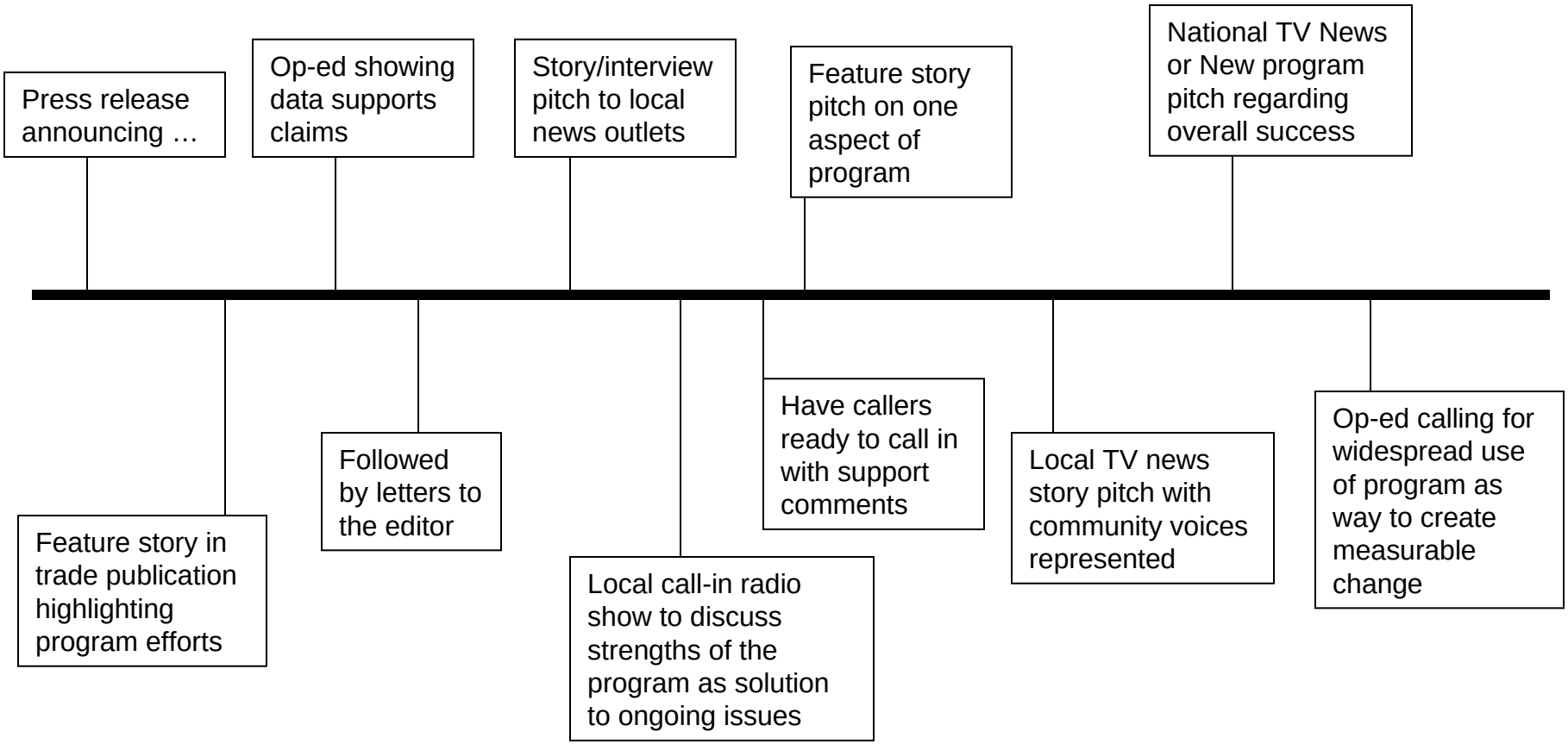Strategic Media Campaign Timeline