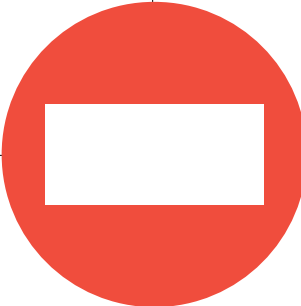


Your Worksheet

Earned Media	Advertising
Facetime	Digital Marketing



Key:

- Current Spending
- Marketing Shifts to Make
- Best Employee Recruiting Marketing