

MONTHLY REVIEW



MW

JUNE 2013

ACTIVATIVE

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**Ashes: Anglo-Australian Activation** > There's a strong Anglo force in Australia's ad industry (with several UK-trained marketers), but both are rapidly diversifying countries and few agencies or brands green light simultaneously running the same campaign in both markets. But The Ashes 2013 is an exception with several parallel campaigns.

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**Glastonbury: No Sponsors/Just Partners** > The festival aims to retain its ethos as a positive force for change by limiting itself to just a few 'partners' and no 'sponsors'. Since the 90s Greenpeace has been one of the 'Worthy Cause Partners' with its own activation field, while EE has inherited Orange's mobile festival alliance with a 4G network in 2013.

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**Tour De France: World's Biggest Annual Sports Event** > With a 3.5bn TV audience across 188 countries, 4,700 hours of coverage and 12m roadside spectators, sponsors are leaving the darker days of drug scandals and activation blackouts behind and activating hard around the 2013 Tour - which claims to be the world's biggest annual sporting event.

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**Wimbledon: Murray Marketing Mania** > 2013 saw several brands leave the traditional 'Pimm's & Strawberries' hospitality and premium tennis wordplay print copy behind with innovative work and value messages, plus the first player to wear Google Glass at The All England Lawn Tennis & Croquet Club and, of course, Murray marketing mania.

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**Brazil 2014 World Cup: People Protests** > Lines from current ad campaigns (eg Fiat and Johnnie Walker) have been used in Brazil's demonstrations that saw a public transport price protest become a broader social equality and anti-corruption protest around FIFA's Confederations Cup and highlighting discontent about World Cup spending.

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**Brazil 2014 World Cup: Soccer CSR** > One way to avoid being the focus of consumer protest is to build your event activation around a good cause, a CSR project or a grass roots initiative. Several forward-thinking brands, sponsors and football clubs in Brazil have been doing just this in the months leading up to the 2014 FIFA World Cup.

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**About Us** > Activative is a sponsorship intelligence and insights company committed to championing new partnership models, spreading leadership ideas, exploring original thinking and showcasing innovative, risk-taking activation. For details of publishing, monitoring and consultancy services visit us online at [W. www.activative.co.uk](http://W. www.activative.co.uk) T. [@activative](https://twitter.com/activative)

## The Ashes > Simultaneous/Parallel Anglo-Australian Activation

There has long been a strong Anglo force in the Australian ad industry (which includes a healthy representation of UK-trained marketers), but both are rapidly diversifying countries and few agencies or brands green light simultaneously running the same campaign in both markets. But The Ashes, it seems, is an exception. The 2013 series has seen several innovative - from rights owners (ECB/CA), sponsors (Buxton) and media owners (News Corp) - running simultaneous and parallel campaigns. For the rest of our 'Ashes Activation Snapshot' click [here](#).

### ECB/CA '#Rise' & '#FanFaceOff'

Late June saw the England and Wales Cricket Board (ECB) roll out a campaign based around social media activity and statistics called '#RiseForEngland'. Launched in build up to the Ashes, the ECB's web app focuses on social and stats comparisons by aggregating activity and calculating fan support for England/Australia. One element is the 'Fan Face Off' which charts the battle for social support by tracking which team is getting more 'tweets', 'likes' and 'shares'. The site tracks which team and players have the greatest social buzz. Thus taking one of the oldest rivalries in sport into the digital space. Cricket Australia, the Australian Cricketing Board, are also partners in the initiative and are simultaneously launching their own marketing and social media push on the other side of the world.

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### Buxton 'Who's Got the Bottle?'

In the pre-Ashes build-up during late June and early July Buxton Mineral Water partnered with NewsCorp-owned newspapers The Times and The Australian to launch the first ever joint Anglo-Australian campaign of its type - titled 'Who's Got The Bottle'. Buxton, the England and Wales Cricket Board's official water supplier, is running a parallel paper partner promotion across a supplement appearing in both The Times (in the UK) and The Australian (in Australia). It sees the drinks brand provide a platform for journalists from each paper will analyse the rivalry between the two countries. The special branded Ashes series supplement was published simultaneously on both sides of the world on 6 July and features a split reverse team-photo front cover on each newspaper's masthead.

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### Wolf Blass 'Inspired Decisions'

With so much of the first Ashes test media coverage focusing on the decision-making of the two captains (particularly around their use of the DRS review system), it seems that Wolf Blass' decision to place the key decisions made by captains at the heart of its Sky Sports Ashes media partnership is an insightful and inspired choice. The Australian wine brand has appointed former England cricket captains Andrew Strauss and Michael Vaughan as ambassadors to front its Ashes broadcast partnership throughout this summer's series under the tagline 'Inspired Decisions'. Indeed, the deal extends to the return 2013/2014 test series in Australia this coming winter. The activity which revolves around vital cricket captaincy moments from their successful Ashes campaigns across history.

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## Glastonbury: No Sponsors, Just Partners

Glastonbury Festival aims to retain its ethos as a positive force for change both locally and internationally and part of this sees it limit itself to a few 'partners' and no 'sponsors'. Since the 90s Greenpeace has been one of the charities invited to operate at the festival where it has its very own field on which it promotes itself and its campaigns. The other organisations currently partnering with Glastonbury under the same 'Worthy Causes' category include Oxfam and WaterAid.

## Greenpeace's 'Save The Arctic Experiential Campaign'

2013 Glastonbury worthy causes partner Greenpeace turned its festival field into an Arctic landscape as it used its festival alliance to promote its current global campaign to save the Arctic. The charity has partnered with the iconic Worthy Farm music extravaganza since the 1990s and at Glastonbury 2013 Greenpeace invited music lovers to step through a snowy arch into the NGO's own frozen north Arctic landscape for an experiential campaign to Save The Arctic. This initiative was spearheaded by its centrepiece 'Explorers Camp', complete with an 'Arctic Dome' offering visitors an amazing immersive experience, an Arctic-themed sustainable skate ramp, an oil rig to explore the darker side of Arctic exploitation, an Arctic farmers' market (designed to ape a Svalbard village), sustainable cafe and hot springs and showers. The objective is to build a movement of millions of people to stand together in face of climate change and stop the destruction of one of the last untouched places on earth.

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## EE's 'Live-Streaming Glastonbury App' & '4G Tractor Network'

Festival partner EE has rolled out the official, free 2013 Glastonbury App, and, like sister brand Orange before it, the objective is simply to improve the festival experience through entertainment, sharing and utilities (and to showcase its 4G capabilities and to drive trial). The branded app offers everything from real-time news, line-up schedules, personal event planners (complete with alarms and clash alerts) and artist information, to GPS-enabled interactive mapping and social network plug-ins for sharing. Perhaps most innovatively, it includes live streaming content for Glastonbury fans without tickets. The BBC's live streams from Glastonbury can be played through the app during the festival weekend and the broadcaster has promised more than 250 hours of live coverage and streaming. It also includes musician biographies connected to song clips designed to help users discover and experience new music. It was back in May that EE first rolled out its Glastonbury marketing campaign, led by a ticket giveaway, as it aimed to leverage its first mover advantage in the 4G race and pre-empt the impact of competitor 4G network launches. The festival, which runs 26 to 30 June, has its own 4G for the first time ever as EE installs a Glastonbury-specific network that will provide campers and music lovers with considerably faster mobile internet speeds. In classic Glastonbury style, EE converted a tractor to patrol the site to act as a mobile Wi-Fi platform, in tandem with multiple charging stations to ensure festivalgoers stay connected.

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# Tour de France Sponsors Leverage World's Biggest Annual Sports Event

With a 3.5bn TV audience across 188 countries, 4,700 hours of coverage and 12m roadside spectators, sponsors are leaving the drug scandals behind and activating hard around the 2013 Tour. Main sponsor Skoda's focuses on reliability/dependability via its 10-year breakdown-free TdF partnership, while team sponsor Saxo Bank rolls out a short film series showcasing skills synergies between sport and sponsor, while retailer Halford's leverages the UK's cycling craze with a 'bikes for all' Tour de Britain campaign. See our Tour De France Best Of The Rest Snapshot here.

## Skoda 'Breakdown Free For 10 Yrs'

2013 is the car brand's record 10th year as the main sponsor of Tour de France and in a decade as official support vehicle there has not been a single Skoda breakdown on the Tour. This impressive factoid lies at the heart of the car brand's multi-market 2013 Tour de France TV spot which focuses on the theme of reliability and dependability. The brand's Tour spearhead activation is a specially developed film that dynamically sequences the manufacturer's involvement in 'Le Tour'. Its message - 'The team behind the teams' - focuses on how Skoda provides the support in every way necessary for a successful Tour de France and it also carries the brand's umbrella tagline 'Simply Clever'. The Czech car producer is also the partner for the Tour's 'White Jersey' for the best rider under the age of 25 and the official mobile app.

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## Saxo Bank 'Short Film Series & Game'

The Danish investment bank, principle title sponsor of the cycling team Saxo-Tinkoff, has rolled out a series of 10 videos featuring riders from its Tour De France team to promote its participation in the 100th edition of the world greatest bike race. The short films, all shot by photographer Fredrik Clement who has worked with the team for several years, all outline the riders' passion for cycling whilst simultaneously drawing parallels between the skills required for riders and those needed by the bank's traders. The campaign plan included a particularly long run-in time to build interest in and excitement around the Tour. Indeed, first teaser video premiered as far back as 27 March - timed to coincide with the start of the Tour of Flanders in Belgium. Seven of the films highlight one rider each, exploring their passion for cycling.

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## Halford's 'Tour De Britain'

Halfords new 'Tour de Britain' campaign, by Mother, initially launched in the mid June lead-up to the 2013 Tour De France as the UK bike retailer aimed to further capitalise on the UK's current cycling craze. Led by a spearhead TV spot featuring a fantastic race between all the various bike tribes and cycling segments found on British roads - from middle-aged men in lycra (MAMIL), to commuters, hipsters and kids - battling to climb up Box Hill in Surrey (where the 2012 Olympic Road Race was held). The spot, directed by Gary Freedman, ends with the tagline: 'Halfords - bikes for all'. The initial brief to Mother was to create a summer cycling anthem for Halfords, the UK's largest bike retailer, showcasing its range of bikes. The aim for Halfords' new campaign is to place the brand at the heart of the UK's growing fondness for cycling.

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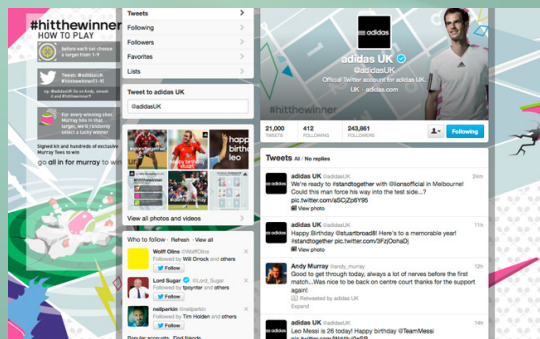
## Wimbledon 2013 Adds 'Innovation & Value' To 'Tradition & Luxury'

Leveraging Wimbledon has long been dominated by 'Pimm's & Strawberries' hospitality and premium brand print copy focused on 'tradition' and 'tennis wordplay'. Our 2013 Activation Overview shows some partners (eg Rolex & Lanson) continuing this old-school approach, but others (eg Evian, Jacob's Creek and adidas) being increasingly innovative and that 2013 even saw value-led ambushers (eg Lidl) and the first player to wear Google Glass at The All England Lawn Tennis & Croquet Club.

### Adidas '#HitTheWinner'

While British bookies are leveraging Wimbledon fever by offering to refund losing tournament winner stakes if Andy Murray wins the men's singles tournament, the British number one's own main sponsor adidas is running a real-time Twitter campaign based on Murray's liver performances called #HitTheWinner. Murray, who is taking to the SW19 courts in a classic adidas all-white tailored fit shirt, short and jacket combination, stars in a social media gaming campaign that rewards fans according to his tennis performances. The gaming initiative is supported by a YouTube film. The campaign, running on Twitter at @adidasUK, is based on a visual tennis court grid (with nine equal squares) and challenges fans to use the #hiththewinner hashtag to select the grid reference point that Murray will hit the set winning point from.

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### All England Club 'Wimbledon Awaits'

Mid June saw The All England Club itself launched a creative 'Wimbledon Awaits' campaign to build anticipation around the 2013 Wimbledon Championships. The local SW19 campaign, devised by agency Space, runs from the local train stations down to the Church Road grounds of the All England Lawn Tennis & Croquet Club itself. The executions use Wimbledon photographic imagery alongside various '\*\*\*\* Awaits' taglines- such as 'Tradition Awaits' and 'Drama Awaits' to engage visitors walking or driving from Wimbledon station to the tournament and the thousands queuing each day for tickets. The All England Club bought the media rights at Wimbledon train station and its exit archway, huge roadside outdoor sites, plus walkway areas, as well as several queue, information and programme sites.

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### Jacobs Creek 'Social Story'

Jacobs Creek is leveraging its position as the Official Wine Of Wimbledon with a new 360 degree campaign targeting 35 to 54-year-old consumers through a fairly traditional print and outdoor advertising campaign, couple with digital work, PR and in-store activation. The brand is expanding its ongoing 'Open Up' approach, which has been the focus of its tennis work for several years now and dominated its Australian Open campaign earlier this year (see previous case study), with above the line executions that drive consumers to a new Facebook-led Wimbledon initiative. The campaign asks players to share their 'Wimbledon Moment Of Memory' in story form with a maximum of 150 characters (supported by optional photos or video). The best stories win prizes ranging from hospitality experiences to Jacobs Creek picnic hampers.

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## Wimbledon 2013 > Murray Marketing Mania

There hadn't been a British winner of the Wimbledon men's title for 77 years, but on 7/7 Andy Murray finally did it. UK public interest was through the roof. BBC One's 17.3m peak audience was the biggest TV event thus far of 2013 and the most watched Wimbledon final since 1990. It is the highest audience for a Wimbledon final since at least 1990. Within 12 hours of victory his win had been mentioned 3.4m times on Twitter. Little wonder marketers tried to jump on the bandwagon in as close to real-time as possible.

### Adidas & Head 'Wimble Done'

When Murray became the first British man to win the tournament for 77 years, his victory saw his sponsors take to Twitter to celebrate. Sponsors including Adidas, Head and RBS took to Twitter to show their support: While long-term sponsor RBS Groups tweet said: 'Congratulations to @Andy\_Murray for making history today. We're immensely proud to have supported you over the last 10 years #DecadeWithAndy', both Adidas and Head tweeted with images using the tagline 'Wimble Done.' Clothes sponsor Adidas UK's tweet said: 'After the hurt, pain and tears. He came back. Stronger. Faster. Better. #allinformurray the 2013 Wimbledon Champion pic.twitter.com/88sHqXQqmW', while his racquet sponsor Head's message read 'Congratulations @andy\_murray - 2013 Wimbledon Champion. pic.twitter.com/LfFO1m53C1'. Even former sponsor Fred Perry sent a tweet of congratulations.

[Click here for further details >](#)



### Morrisons 'Murraywins'

At the start of the tournament UK supermarket giant Morrisons renamed its Wimbledon store 'Murraywins'. By swapping the letters of its name above the shop entrance, it aimed to demonstrate its support for Andy Murray. The circular piazza outside the supermarket had already been converted into an ad-hoc Murray Mount, complete with deckchairs and a big screen and loudspeakers to transmit the games live. Then, within a few hours of his historic win, workmen arrived with a mobile scaffold and changed the sign again - to 'Murraywins'. The retailer immediately tweeted: "Congrats to #Wimbledon Champion @andy\_murray! How are you celebrating? We've given our store a special makeover." The Queen, Prime Minister and David Beckham also tweeted Murray, but none of those illustrious, world famous names have a supermarket named after them

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### Robinsons 'Worth The Wait'

Wimbledon sponsor Robinsons released a new version of a 2009 ad, edited to incorporate Andy Murray's historic victory at yesterday's tennis final. A spokeswoman said Bartle Bogle Hegarty was "finally able" to run the ad, which originally aired in 2009. The TV spot features people celebrating a British champion and is accompanied by a voiceover that says, "it will happen again, and we'll be proud to be part of it". The ad has now been updated and ends with the line, "worth the wait wasn't it?". The brief was to capture the excitement of a British player winning Wimbledon. The ad brings the anticipation and excitement to life as it captures how the country would react if a Briton were to win Wimbledon. Robinsons has sponsored Wimbledon since way, way back in 1935 and is the second-oldest partner to the tournament after Slazenger.

[Click here for further details >](#)





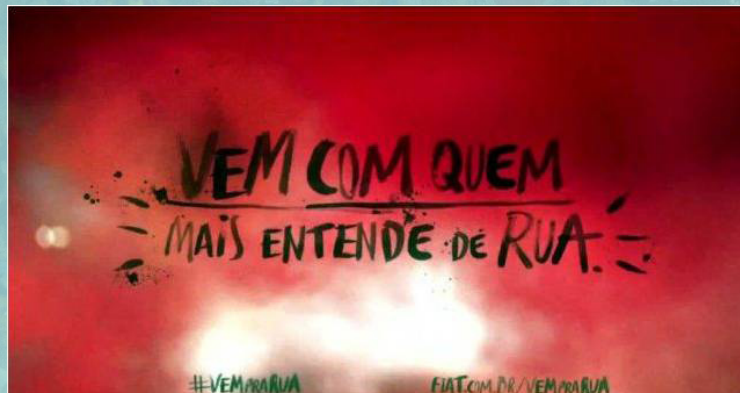
## Brazil 2014 World Cup > Campaigns Hijacked By Consumer Protest

Slogans from current marketing campaigns - from brands such as Fiat and Johnnie Walker - have been incorporated into the street demonstrations in major cities in Brazil. Whilst the unrest originally began as a protest against public transport price rises, but blew up into a more broad-based social equality and anti-corruption protest leveraging FIFA's Confederations Cup and highlighting discontent about lavish government World Cup spending. This serves as a warning for World Cup sponsors who must heed consumer sentiment to avoid backlash.

### Fiat 'Come To The Streets'

Brazil is a market where advertising often quickly becomes part of the popular culture (indeed, some Brazilian advertisers are actually celebrities in their homeland) and protesters were quick to pick up ad themes that fit their cause. Fiat's recent 'Come to the street' ("Vem para a rua") campaign was intended to celebrate the Confederation Cup, but the slogan was hijacked by demonstrators who carried signs with the ad's tagline (which even became a trending topic on Twitter with the hashtag #vempraru). The TV spot's catchy soundtrack includes lines such as 'Come to the street, because the street is the biggest grandstand in Brazil' were used as chants and songs as protestors shouted 'calls to action' in streets across the country. This adoption of the campaign's creative into the consumer protests prompted a statement from Fiat which said that the campaign, created by Leo Burnett Tailor Made (Sao Paulo), was originally developed only to capture Brazilians' enthusiasm for soccer. The subversion of ads has become so popular now that it even has its own term - 'subvertising'. The tactic is proving increasingly popular among political, social and eco activists worldwide.

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### Johnnie Walker 'A Sleeping Giant Awakes'

Protesters also seized upon the tagline 'The giant woke up' ('O gigante acordou') from agency Neogama BBH's latest Brazilian campaign for whiskey giant Johnnie Walker. Again, just as was the case with the Fiat campaign, this ad tagline was taken up as a protest slogan and it too became a trending topic on Twitter as #ogiganteacordou. The copy came from a blockbuster special effects movie-style TV commercial, filmed in Rio de Janeiro, which shows the iconic Sugarloaf Mountain awakenen - the rock is revealed to actually be a sleeping giant which gets up and walks away. The spot is a metaphor for Brazil itself.

The huge stone man erupts from the mountainside and strides off toward the sea. The ad, which ran nationally across Brazilian TV, finishes with the phrase 'The giant is no longer sleeping. Keep Walking, Brazil.' Indeed, a popular consumer video posted on Facebook in Brazil includes a mashup of edits from the street protests, as well as screen footage from the Johnnie Walker spot along with the Fiat "Come to the street" soundtrack. The consumer-created protest webfilm even finishes with a tagline twist on the Johnnie Walker strapline that reads: 'Keep Fighting, Brazil.'

[Click here for further details >](#)



## Brazil 2014 World Cup > CSR Campaigns Focus On Health & Ecology

One way to avoid being the focus of consumer protest is to build your event activation around a good cause, a CSR project or a greass roots initiatives. Several forward-thinking brands, sponsors and football clubs in Brazil have been doing just this in the months leading up to the 2014 FIFA World Cup.

### Skol 'I Love / I Care Rio'

Beer brand aims to improve Rio de Janeiro's beaches prior to World Cup 2014. Brazilian light beer Skol 360° has partnered with the NGO Movimento Rio Eu Amo Eu Cuido (translated as the 'I love, I care Rio Movement') to help improve the famous beaches of Rio de Janeiro. The brand is asking people to make suggestions on how to improve the beaches on the campaign website and Facebook page. The improvements can refer to infrastructure, public transport or sports recreation. Visitors to the campaign site will be able to vote for their favourite suggestions and the five best will be implemented. The campaign is being financed with the profits from a special edition 269ml beer that is being sold exclusively in Rio. The campaign was launched with an event on the Copacabana beach, where attendants were invited to write their ideas on yellow post-its (to match Skol's brand colour). Skol's beach-improvement campaign takes a similar strategy to projects from alcohol brands Barefoot Wine and Corona, both of which have been championing cleaner beaches for a number of years. But Skol's effort moves beyond just cleaning up, to think about other improvements that could make a difference to beach-goers in Rio de Janeiro.

[Click here for further details >](#)



### Sport Club Recife 'Immortal Fans'

Sport Club Recife is known for having some of the most passionate fans in Brazil. They are fans from birth to death. Ogilvy Brazil pushed their passion further as no other football team has done before, by creating a new kind of fan: the Immortal Fans. Their hearts, eyes, lungs... could keep cheering for Sport Club Recife even after death. This campaign won a grand prix in the category promo and activation lions in Cannes. "Immortal Fans", an organ donor advertising campaign associated with Brazilian soccer club Sport Club Recife, has been awarded the Promo & Activation Grand Prix at Cannes International Festival of Creativity 2013. The "Immortal Fans" donor card was developed to help club fans associate organ donation with after-death support for their football team. Cards, available for download through an app, or received by mail, showed family members that in the event of death organ donation would be preferred. The campaign included television commercials featuring real patients on transplant lists who promised to keep donors' passion for Sport Club Recife alive. Some 51,000 fans declared themselves donors—more than could fit into the team's stadium—and organ donation increased by 54 percent in a year (according to the agency).

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The activation of sponsorship rights is now more creatively and strategically complex than ever – but the potential rewards are far greater too. The challenge for sponsorship marketers is to keep up with the most relevant ways of maximising value and to keep ahead of the competition.

Activative provides intelligence and insights services that help our clients – rights owners, brands, agencies and professional services – stay at the forefront of this evolving landscape. We focus on emerging strategies and tactics, original and innovative ideas, future facing media and new technologies across the sponsorship community – from sports, music, arts and culture, to education, ecology, cause and corporate social responsibility.

Our role is to advise, analyse, explore, filter and stimulate marketers across the entire space – from traditional sponsorships, to brand tie-ins, strategic collaborations and commercial partnerships. Activative provides clients and subscribers with trends insights, activation stimulus, creative idea generation, competitor/sector analysis and strategic planning. Through our interactive trends, reports and showcases, publishing, online monitoring source and our research and consultancy we guide sponsorship professionals through this changing space.

The old sponsorship model, based on one directional brand-biased claims, vanilla hospitality, badging brands with logos, eye-ball metrics, cost per thousand, reach and frequency, is being replaced by one based on authenticity, customisation, dialogue, interactivity and permissive engagement. Sponsorship is flourishing in this new communications environment as brands seek symbiotic passionate platforms around which to build consumer conversations.

So Activative looks beyond the sponsorship stalwarts of logo rights, arena billboards, shirt sponsorship, celebrity spokespeople, on-pack ticket promotions and traditional above-the-line advertising, and focuses on original ideas and fresh initiatives that leverage new technologies and trends, including: ambush and guerrilla work, branded content and entertainment, blogs and social media, consumer creation and generation, experiential and interactive, gaming and video, utilities, word of mouth and relationship marketing.

We seek out the unconventional, champion daring ideas and analyse breakthrough thinking. The team is committed to innovative thinking. We are not a mouthpiece for the profession, the rights holders or the sponsors themselves. The real value in our work lies in linking trends and making connections, exploring new ideas and identifying original approaches. We offer independent research and objective analysis and use this to make directional insights and actionable recommendations. <

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