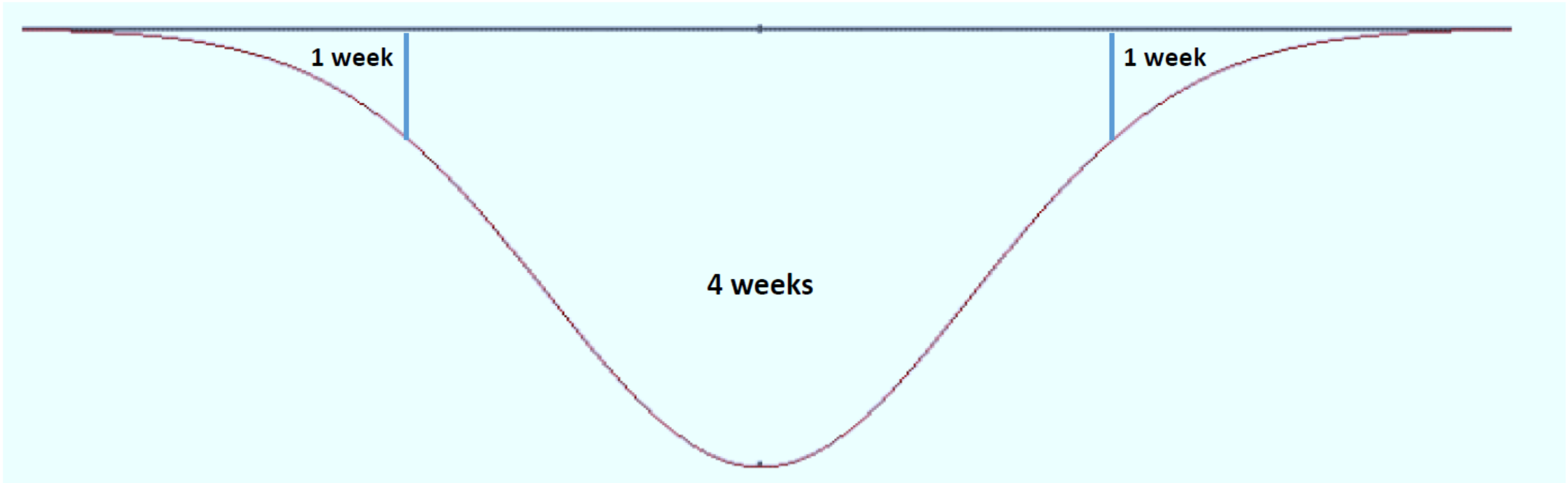


The DIP is real + inevitable. It's MOST of the campaign.



How can you design a marketing plan to mitigate it?