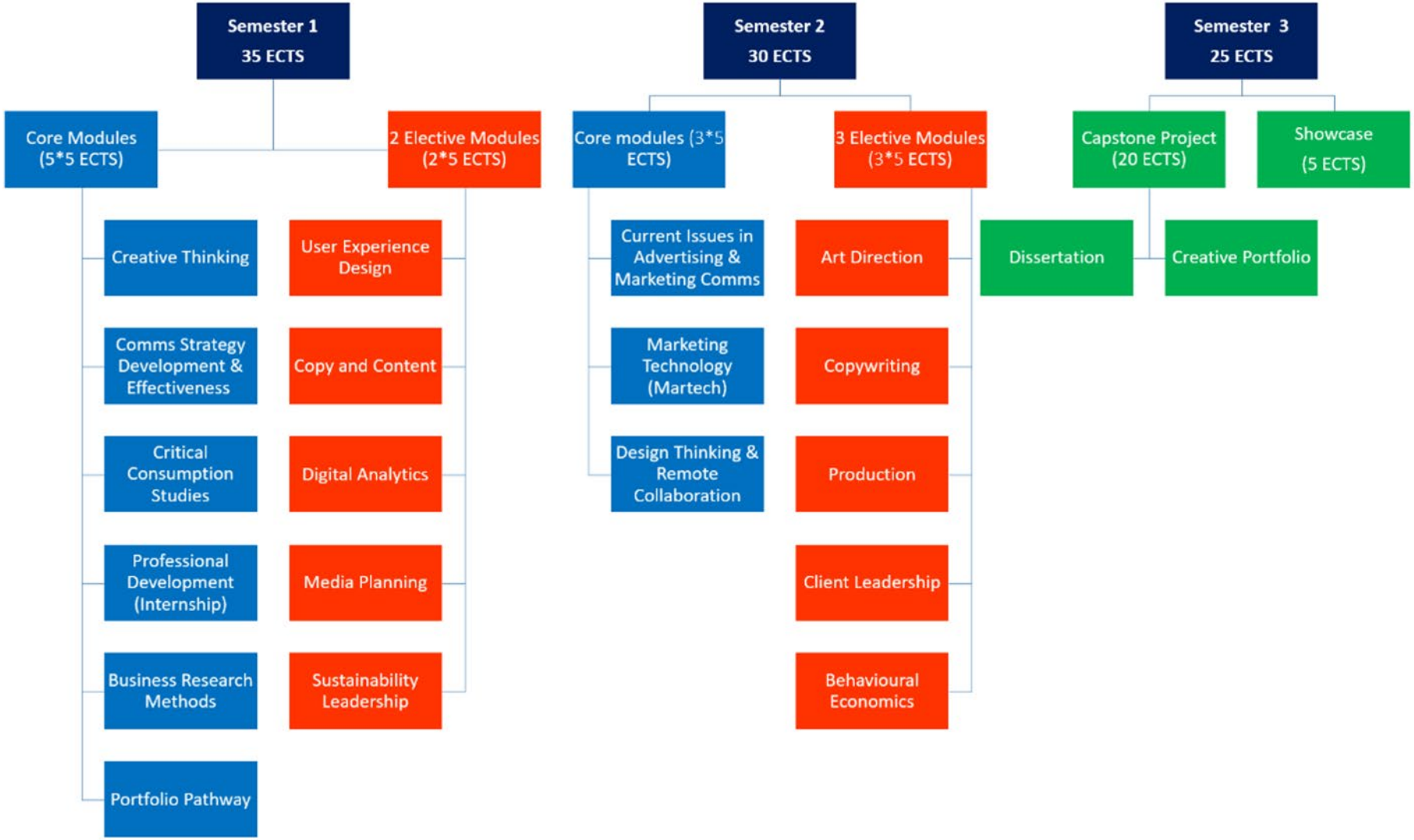MSc in Advertising and Creativity