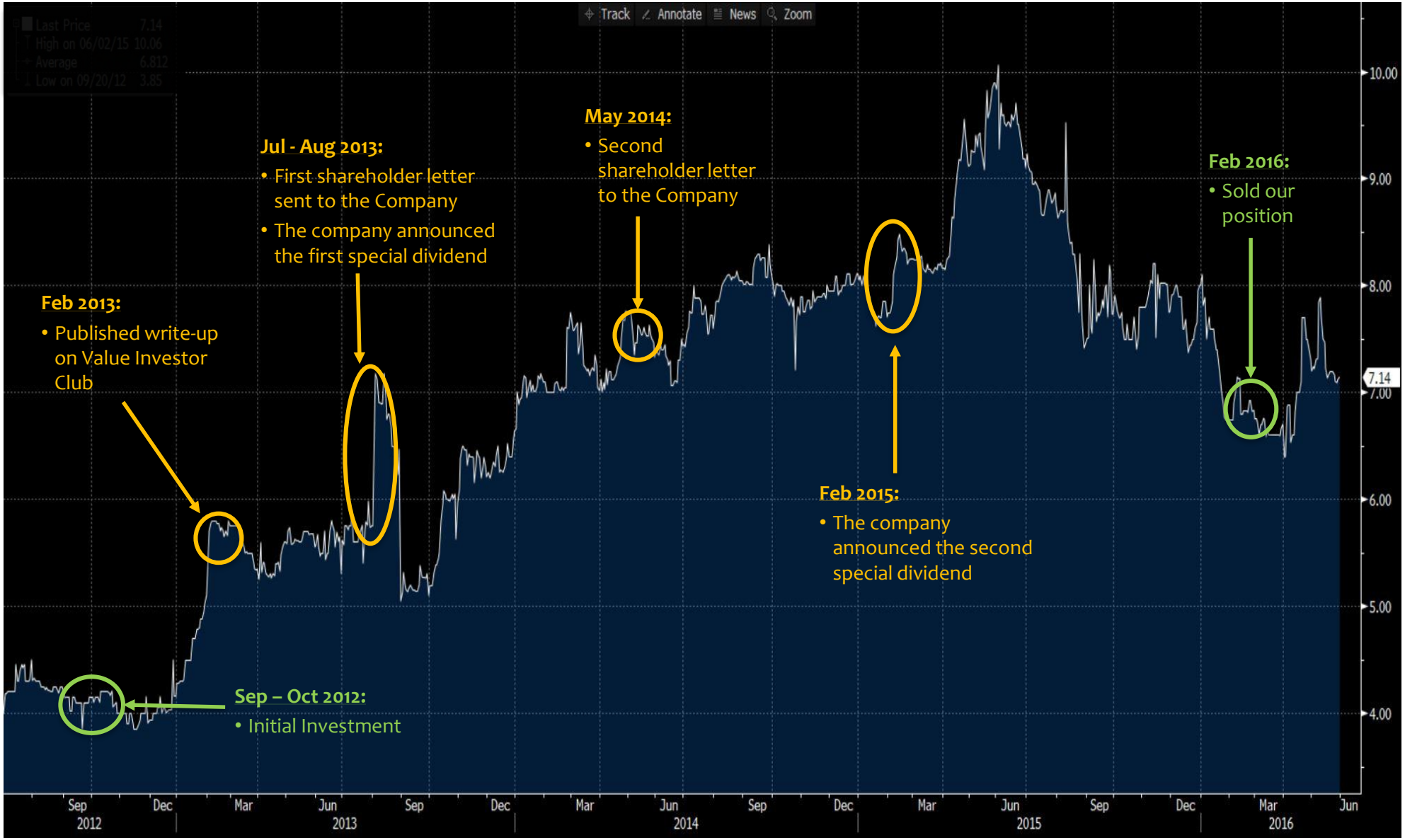CASE STUDY: Clear Media (100 HK)