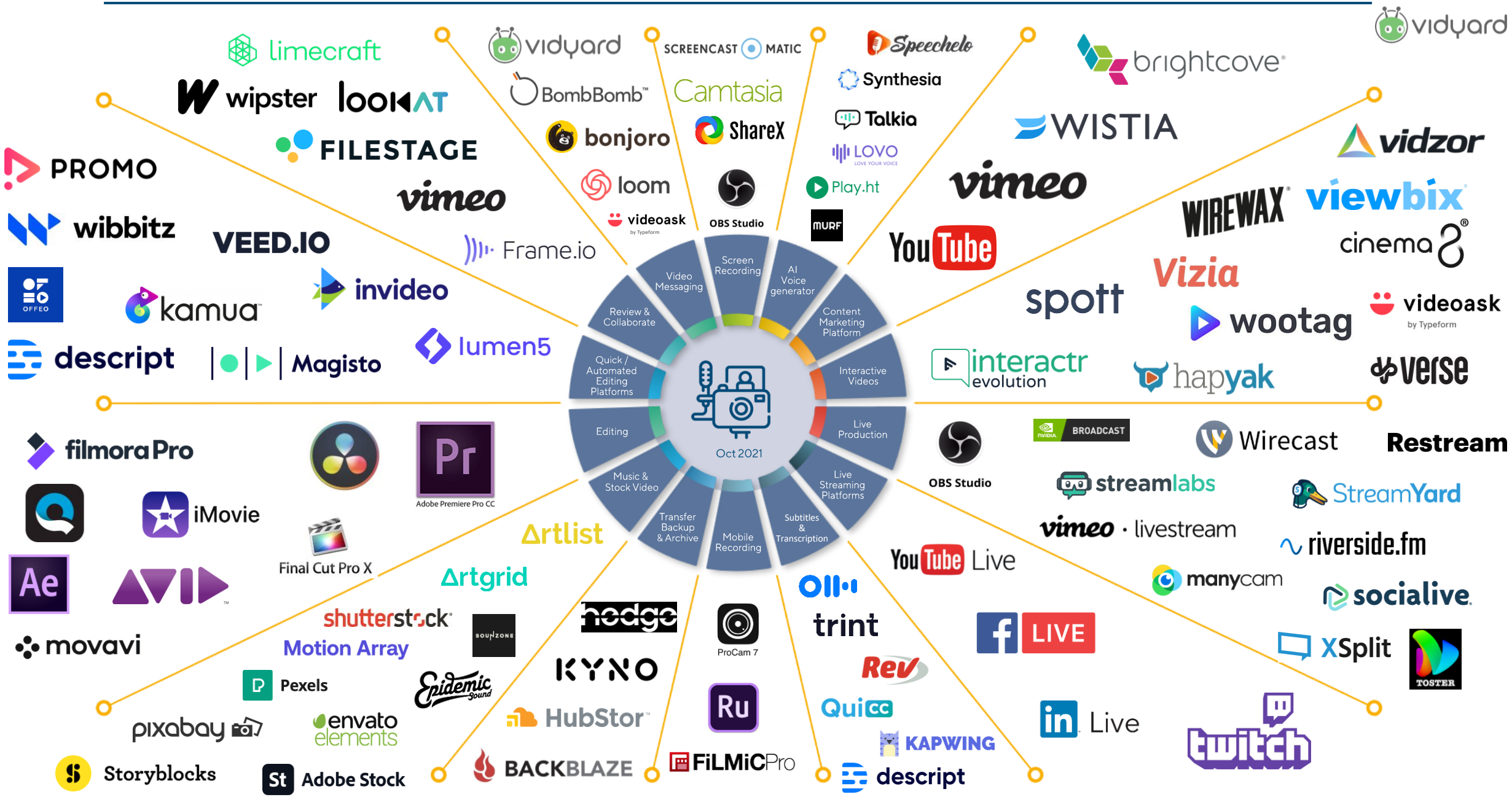Video Creation & Marketing Digital Ecosystem