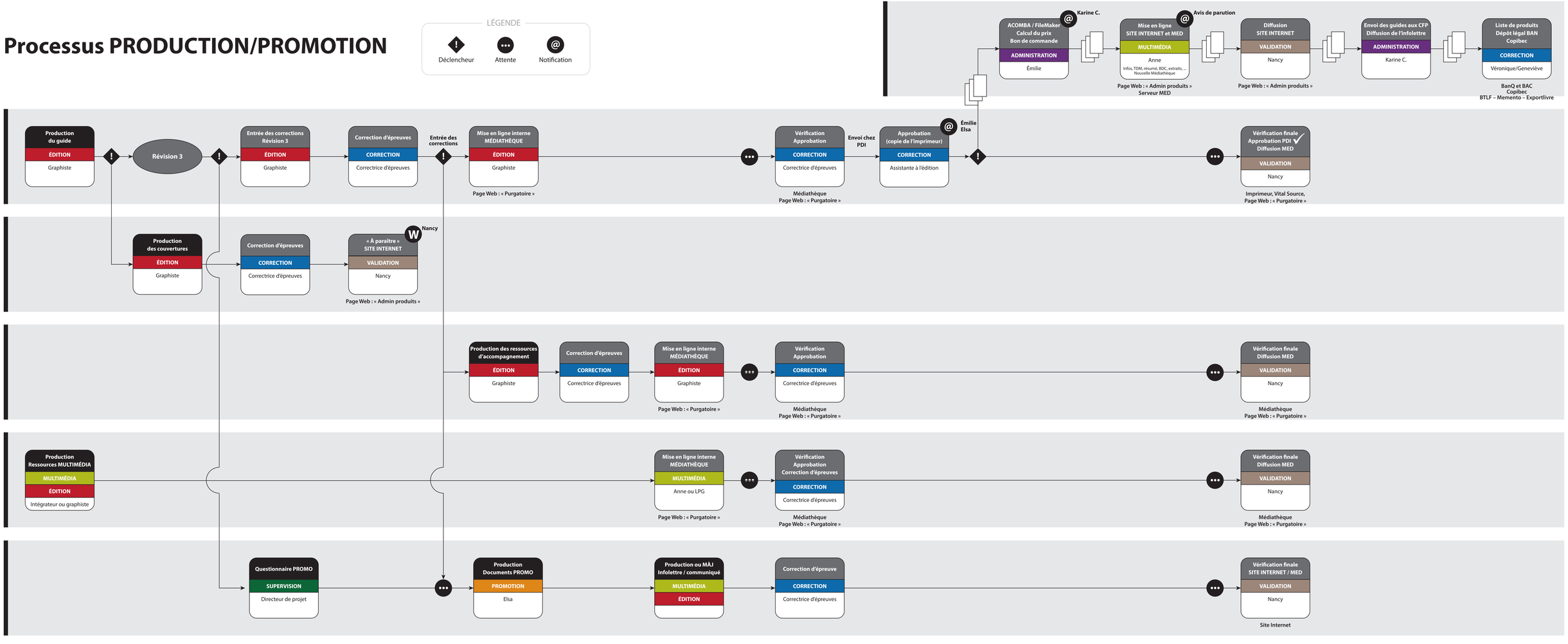Processus PRODUCTION/PROMOTION