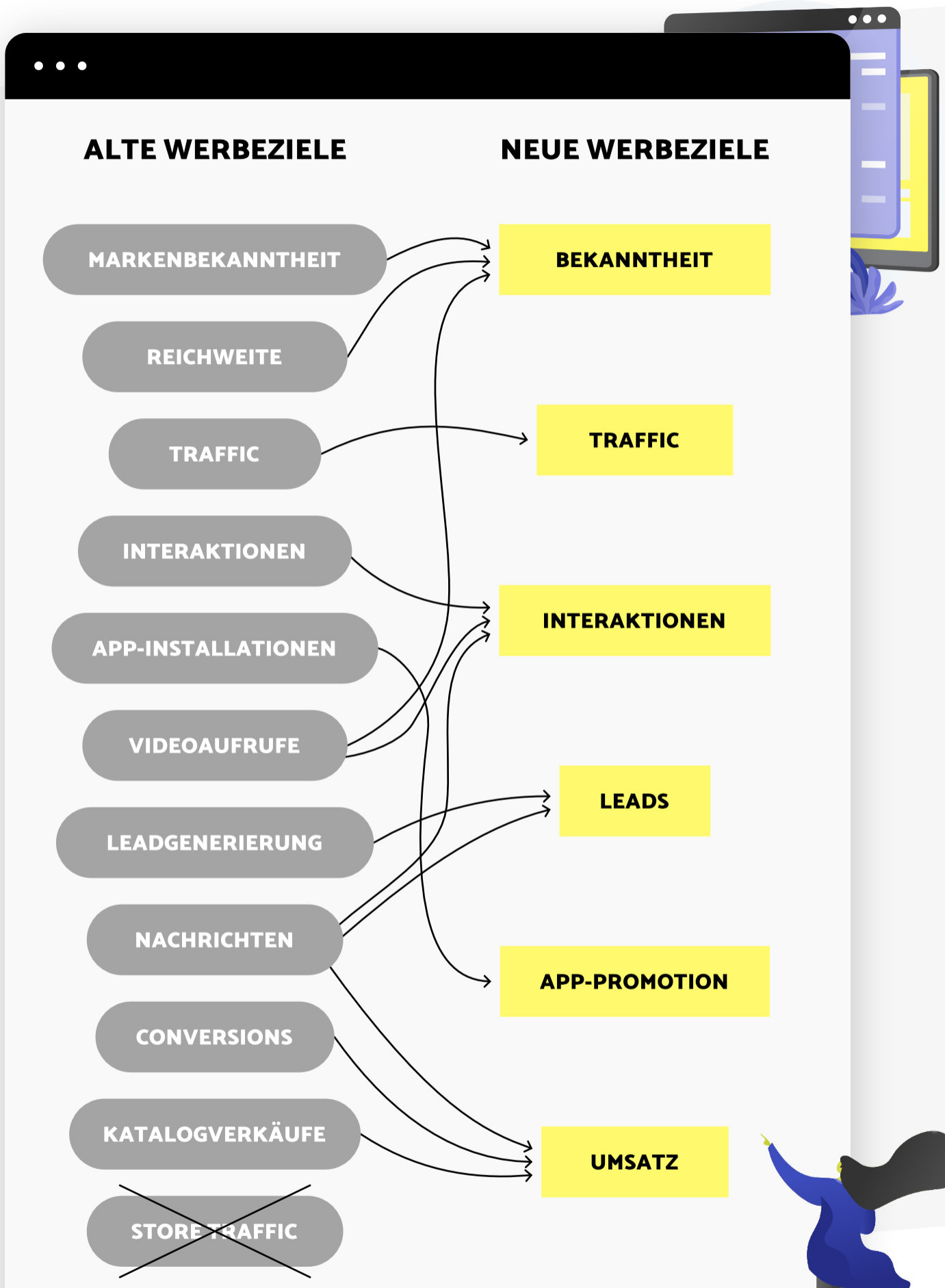FACEBOOK WERBEZIELE 2022