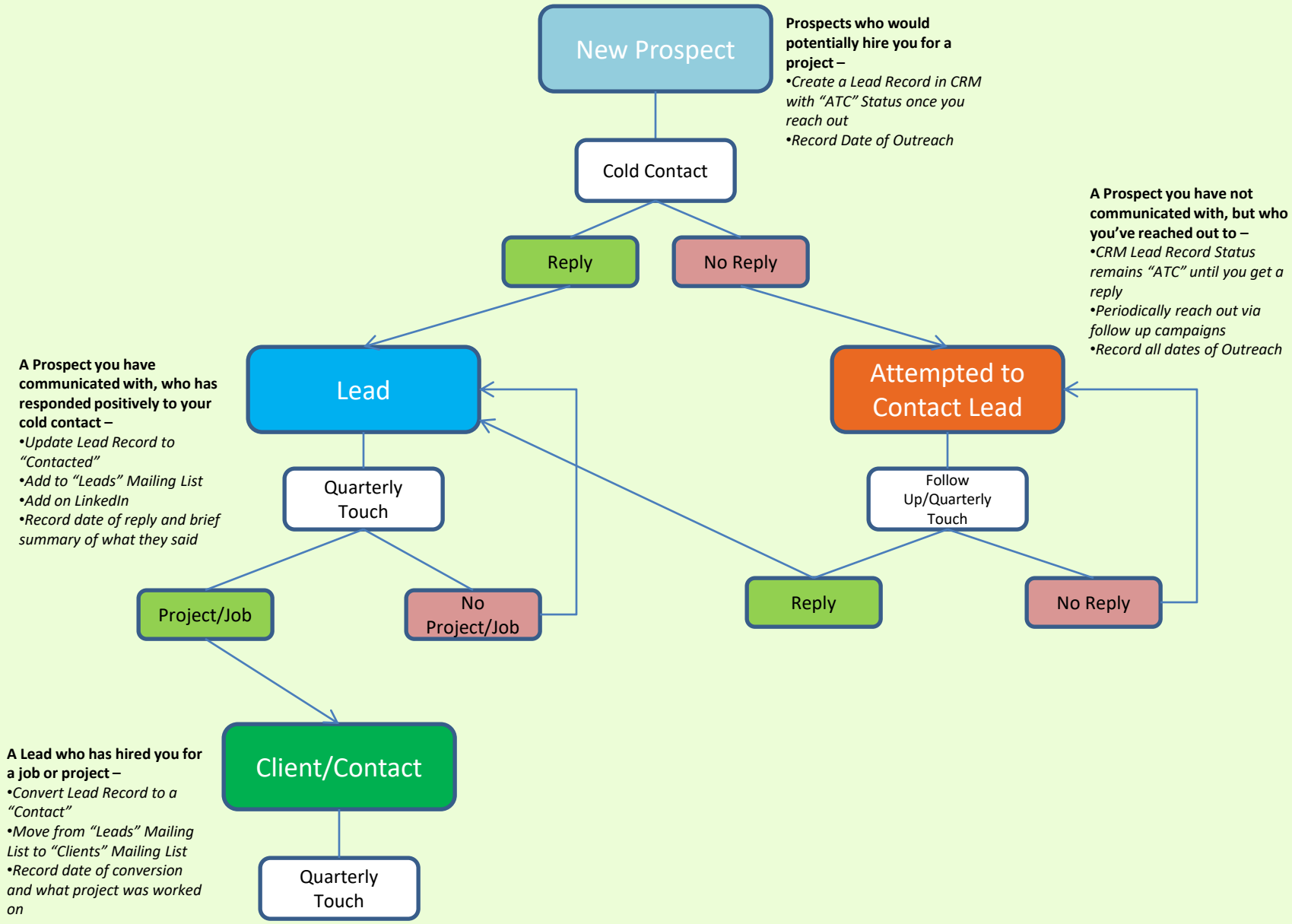Basic Voice-Over Marketing Flow