MARKETING PROJECTS MARCH 2019 - MARCH 2020

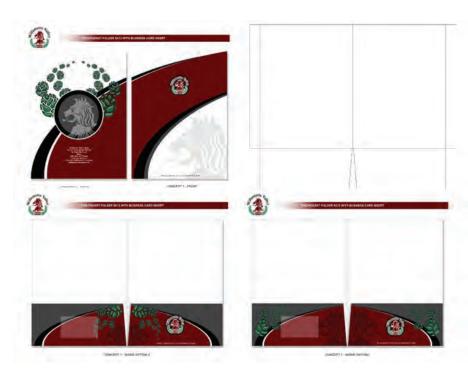


Prior to Full Time Employment (Contract)

• TRANSIT VAN FULL VEHICLE WRAP DESIGN AND LAYOUT



• 2-POCKET FOLDER LAYOUT



MARCH 2019

• CREATED ADOBE CREATIVE CLOUD 2019 ACCOUNT. DOWNLOADED AND INSTALLED ALL RELEVANT APPLICATIONS.



Dream bigger. Creative Cloud.

INSTALLED SPYDERX PRO CALIBRATION SOFTWARE. CALIBRATED MONITOR AND GRAPHIC SOFTWARE COLOR PROFILES TO ENSURE CONSISTENT REPRESENTATION AND REPRODUCTION OF COLOR SPACES.



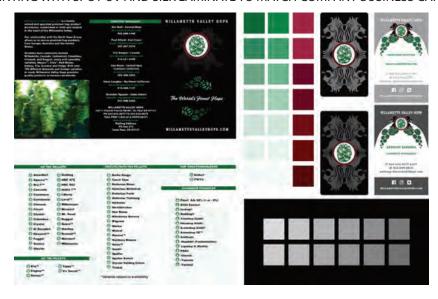
INSTALLED WACOM INTUOS GRAPHICS DRAWING TABLET SOFTWARE AND CONFIGURED FOR ADOBE APPLICATIONS



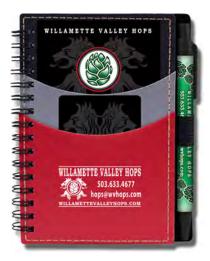
• BUSINESS CARD DESIGN AND LAYOUT FOR 11 EMPLOYEES. SOURCED PRINTING WITH SPOT UV AND SILK LAMINATE.



• TRI-FOLD BROCHURE DESIGN AND LAYOUT FOR MINI-NOTEBOOK INSERT. SOURCED PRINTING WITH SPOT UV AND SILK LAMINATE TO MATCH COMPANY BUSINESS CARDS.



• MINI-NOTEBOOK DESIGN AND LAYOUT. SOURCED PRINTING FOR 1 COLOR IMPRINT



March 2019

• Custom Pen Wrap - Design and Print Sourcing



• Hop History Graphic - Concept Design



• HopAid Label - Design and In-house Print



• Hop Overstock Email Header Design



• Mailchimp - Set up new account and integrate house lists

• Mailchimp - Design CBC Header logo and launch March campaign



• Custom Embossed Sign Tins - Design and obtain quotes



March 2019

• WVH Team Jersey concept



• LinkedIn Header Graphic



•2-Part NCR Forms redesign



• WVH Standardized email signatures



• Standardized Templates for Spot and Contract Lists



•2-Letterhead Design



• Compose internal email announcing Brandon's promotion

WVH Team,

We would like to congratulate Brandon Nguyen on his recent promotion to Northwest Territory Manager. He will continue to coordinate in-house sales when not travelling. Brandon has been with Willamette Valley Hops since October, 2016. His enthusiasm and attention to detail will be a great asset to the company and we wish him the best of luck in his new position.

• Sizzling Summer Specials Promo Graphic Design



• WVH Desktop Wallpaper Design



• Free Shipping Promo Design



• Envelope redesign and Sourcing

#10 ENVELOPE DESIGN • SINGLE WINDOW • PEEL-N-SEAL • 2 COLOR IMPRINT



imprinted Price:

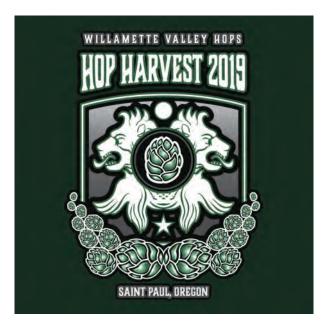
QTY 1000 \$173 QTY 2000 \$241 QTY 3000 \$309

QTY 1000 \$116 QTY 2000 \$232 QTY 3000 \$348

• The Power of Premium Hops Design Concept



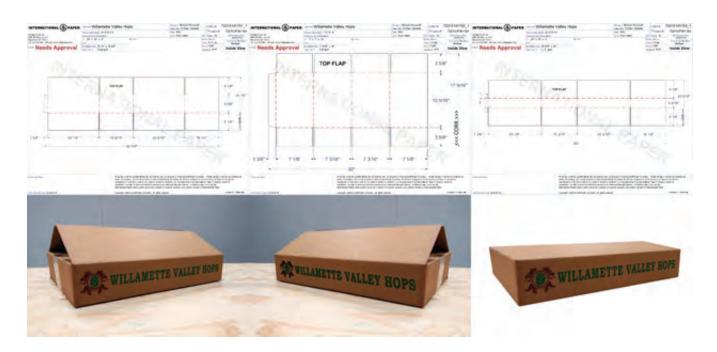
• Hop Harvest 2019 Logo Design



• American Craft Beer Week Design

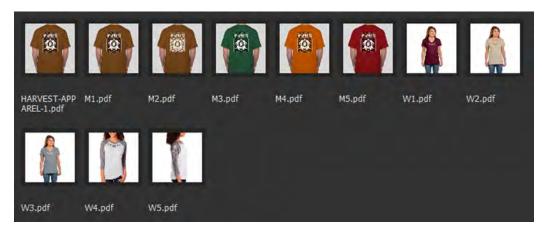


• Custom Printed Shipping Box Designs



May 2019

• Hop Harvest 2019 Apparel Design and Sourcing



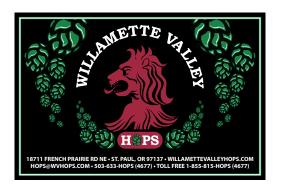
• Ken Moon Incognito and spot List Literature Design and Sourcing



• Hop Harvest 2019 Swag Bag Design



- Installed MS Forms and created test online survey
 - 4x6 Shipping Label Design and Sourcing



• St. Paul Rodeo Chute Sponsor Design



- Merged and updated Mailchimp Audience list from March campaign based on bounces and new leads in preparation for May Incgnito Campaign Launch
 - Mailchimp Incognito Campaign launch



"I THINK INCOGNITO IS GOING TO CHANGE THE WAY PEOPLE BREW."

- Dave Colt, Co-Founder & Head Brewer, Sun King Brewing Co.

BREW A BATCH AND TASTE FOR YOURSELF. CONTACT YOUR HAAS SALES REPRESENTATIVE TODAY.

GET THE SPECS, WATCH THE VIDEO—AND LEARN MORE AT JOHNIHAAS.COM

• Revised Contract and Spot List Shells to reflect No Minimums and Free Samples

May 2019

• General Swag Bag Design and Sourcing



• Apparel General Swag and Harvest Designs



• Green Hat Design and Sourcing



June 2019

Koozie Designs



• Animated .gif Banner Designs for Beer Connoisseur website



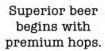
- Update Text for "About Us" in Beer Connoisseur Sponsor Profile
- Dry Bag for Unsinkables Dragonboat Team Sponsorship Design and Sourcing

Waterproof Dry Bag with Window



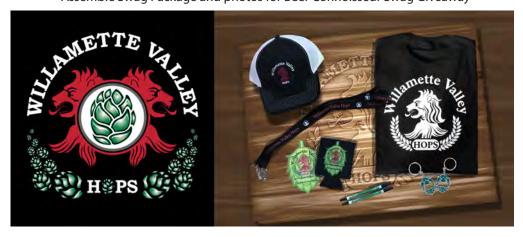
June 2019

• Portland Mercury Print Ad





- Set up WVH Shutterstock Account
- Contact InfoUSA regarding list purchases
- Assemble Swag Package and photos for Beer Connoisseur Swag Giveaway



- Test converting .MP4 to .gif in Adobe Aftereffects
 - Update Spot Lists
- Contact Mark Hanken at Kegel Productions regarding tournament sponsorship

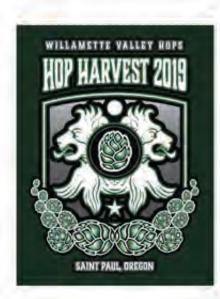
June 2019 • GRAPHITE / NEON GREEN CAP EMBROIDERY LAYOUT



• HOP HARVEST LOGO DESIGNS - ROUND 2











July 2019

- Resize and format WVH branding for in-house forms and documents
 - Contract list revisions
 - Spot Hops Postcard Design and Sourcing



• Tri-fold Updates



Gatorstep Designs



- Beer Connoisseur animated banner revisions
- Prepare screen files for ProGrafix Harvest Shirts
 - Hop Picking Token Replica Concept



• Tie-dyed Biker Tee Concept



WVH Logo Revisions

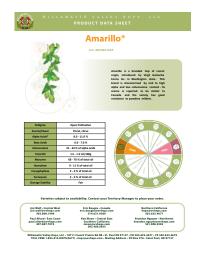
- Cleaned up Hop for cleaner reproduction in embroidery/ screen print processes.
- Inverted Hop in center of logo at Bruce's request.
- Adjusted the Hop Trails at the bottom of logo. We were having to make adjustments for embroidery and screen printing because the smallest hops were way too small.
- Removed gradient in all hops for more consistent reproduction across various processes.
- Assigned new Pantone color for the Green at Bruce's request to match a true hop color more accurately.
- Assigned new Pantone color for the Red. The previous Pantone tended to flash pink in printing process.



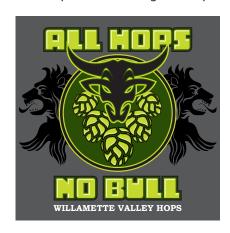
• Calapooia Backyard Bash Sponsorship Banner - Design and Source



- Product Data Sheets Locate and download 137 hop variety data sheets Haas.
 - Product Data Sheets Create initial design template



• All Hops - No Bull Design Concept



• Hop Logo Outdoor Lettering Reprint



July 2019

• Shipping Label - Round - Design and Sourcing



- Updated Company Profile page Bizyellow.com added photos
 - Gathered employee profile photos

August 2019

- Place Orders for Employee Gear and General Swag Restock
- Created Marketing Department Internal Approval Form



- Coordinate Meeting with Gatorstep regarding Coaster and Doormat Project
 - Standardize WVH Horizontal Logos



August 2019

• Fresh Hop Pickup Request Form Design



• Growler Tote Promotion Design



• Laser Engraved Bottle Opener Promotion Design

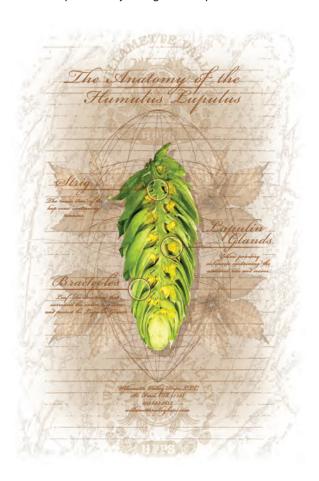


August 2019

• Fresh Hop Pickup Email Header Design

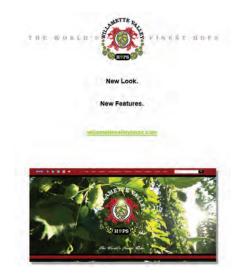


• Hop Anatomy Design Concept and Video



September 2019

- Create Product Data Sheets for Ariana and Callista
 - Mailchimp Revise and Update Audience Lists
 - Mailchimp Web Launch Campaign Design



- Marketing Research on the Benefits of Amazon Storefront to Drive SEO
 - Add LinkedIn icons to Territory Manger Pages
 - Business Cards Bill Delema Design and Source



- Updated Company Listing on Manta.com
- Updated Company Listing on Zoominfo.com
- Updated Company Listing on Yellowpages.com

September 2019

- Set up Image File for Outlook Web App Company Signatures
- Update all company email signatures with new green and inverted hop logo.
- Update all company email signatures with new green and inverted hop logo.



• Hopaid Label Revision (Internal) For Samples - Design and Print in-house

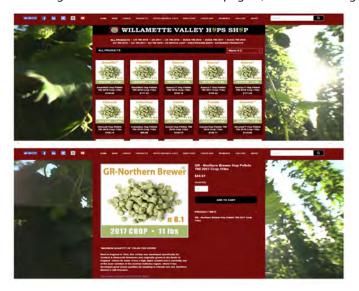


- Research integrated Storefronts vs. separate ecommerce sites
- Photograph Advanced Products for eCommerce Storefront

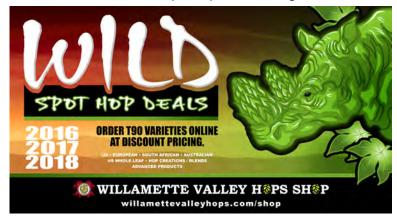


September 2019

- Laser Engraved Bottle Opener Source Production of 1 off Sample
 - Upgrade Wix account and install Storefront App
- Create product images and icons for eCommerce pages (time consuming 2weeks)



• Wild Deals Spot Hops Promo Design

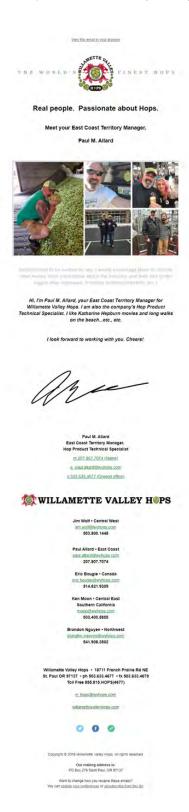


• Tri-fold for AMBQ Show - Design and Source



October 2019

- Business Cards Ken Moon Update Logo Design and Source
 - Update Current Spot List
 - October Mailchimp Meet the Territory Managers Template



October 2019

- Put together marketing materials for Ken moon San Diego Beer Festival
 - Holiday Ornament Design Concept



- Research google Ads and Shipping Calculator API for ecommerce pages
- Set up Contact Form: "Send (Paul) a Message" to capture customer data
 - Winter apparel designs Round 1



• Label design for Incognito samples - internal

INCOGNITO™ - Ekuanot™

A Hop Product made from a CO2 Extract of Hops 43,6% concentration of alpha acids by HPLC

Store at 9-5 °C (32-41 °F) - Patent Pending Confidential Formulation - Unauthorized Transfer or Analysis Prohibited

Produced in the USA by John I. Haas, Inc.

CAUTION May to use eye mission. Flush eye contact with plenty of water, get medical stlention.

For further information, relet to Safety Data Sheet for this product

BARTH-HAAS

INCOGNITO™ - Citra®

A Hop Product made from a CO2 Extract of Hops 47.54% concentration of alpha acids by HPLC.

Store at G-5 °C (32-41 °F) - Patent Pending Confidential Formulation - Unauthorized Transfer or Analysis Prohibited

Produced in the USA by John L. Haas, Inc.

CAUTION: May rause bye interior. Flush eye contact with plenty of water, get medical Attention.

For further information, releasts. Safety Data Sheet for this product.

BARTH-HAAS/GEOTTE

INCOGNITO™ - Mosaic®

A Hop Product made from a CO2 Extract of Hope 53.64% concentration of alpha acids by HPLC. -CONTENTS LAMB - LOTH 19:21016.2

Store at 0-5 °C (32-41 °F) - Patent Pending Confidential Formulation - Unauthorized Transfer or Analysis Prohibited

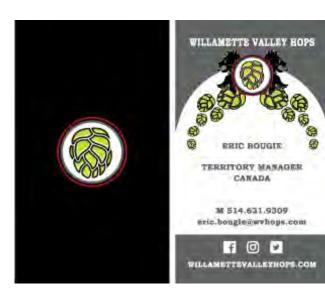
Produced in the USA by John I. Blass, Inc.

CAUTION: May cause eye virtation. Rush eye contact with plenty of water, get medical attention.

For further information, refer to Sufety Data Sheet for this product

BARTH-HAAS/GETOTE

•Business Cards - Eric Bougie - update branding - redesign



• The Beer Connoissuer - The Beer in Review - Full page print ad designs



• Holiday promotional ideas - Greeting Cards, etc.



• Variety-specific small sample labels - internal



• The Hop Pendulum long sleeve shirt - sleeve graphics



• Fresh hop Festival - Sponsor Graphic



• Winter skull cap design

C918 Port Authority® Fleece Beanie





- Top 50 Craft Brewers target list: Compiled a list of what should be the most updated names and info I could get on the brewmasters and decision makers for the top 50 Craft Breweries in the US by volume according to BA.
 - Modified email signatures company wide to reflect holiday business hours.
 - Create Title Graphic for Willamette Valley Hops Blog Page



• Build WVH Blog Page

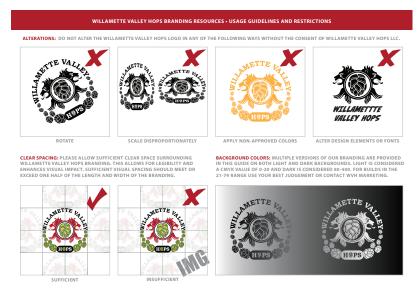


• Blog Post: Quebec's Microbreweries Convention



December 2019

• Build WVH Branding Resources Guide in .pdf format



LEGAL: ALL WILLAMETTE VALLEY HOPS BRANDING RESOURCES 2018 WILLAMETTE VALLEY HOPS, LIC AND MAY NOT BE USED OR REPRODUCED WITHOUT THE EXPRESS CONSENT OF WILLAMETTE VALLEY HOPS LLC, DO NOT MODIFY THE WILLAMETTE VALLEY HOPS LGO IN ANY MAY INCLUDING CHANGING THE PROPORTION, DESIGN OR COLOR. IF TECHNICAL LIMITATIONS AND/OR PRODUCTION PROCESSES PREVENT PROPER REPRODUCTION OF APPROVED COLORS, USE ONE-COLOR ALTERNATIVES PROVIDED IN THIS PROSINGES GUIDE, CONTACT WILL AMETTE VALLEY HOPS LLC MARKETING POPERATION TO 30.873.4677 DE PRAIL ID. G.C. ALKINS-WEIVEDS CO.

• Build online database and file transfer protocol for WVH Branding



• Promotional Pint Glass Lavout

DISCOUNT MUGS 1602 GLASS 1.28 EA. = \$92.16 SETUP: \$49.00 MMIPPING: \$109.00 TOTAL: \$349.16 87A: 12/30 - 12/31



December 2019

• Winter apparel final revisions and sourcing



• Blog Posting: McEmenamins Brew fests



• PR Campaign: WVH Plush Lion for donation to local Police and Fire Departments

6" LOVABLE LION WITH LOGO T-SHIRT \$6.18 EA. MINIMUM 50 7 DAY TURNAROUND



December 2019

• WVH Happy Holidays Wallpaper



January 2020

• Update Ken moon contact information on all web pages and literature

• T-shirt Design

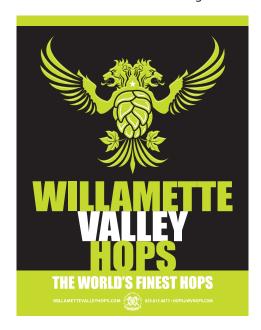


January 2020

• Blog Posting - Culmination Brewing Beer Release



• Promotional Poster Design



• Blog Posting - American Hop Convention



January 2020

• CBC Tabletop Display Concept 1

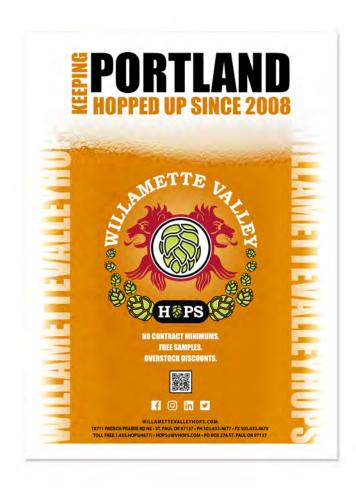


• Statement Envelopes redesign - Internal



January 2020

• Portland Mercury Craft Beer Issue - Full Page Print Ad



• CBC Team Apparel Designs



• Blog Posting - USDA National Hop Report



• Vehicle Wrap Design - Round 1



- Update and reorder all business cards for CBC
 - Tech Tips Graphic for Newsletter



• Free Shipping Graphic for Newsletter

FREE SHIPPING ON ANY CONTRACT PULLS OR SPOT ORDERS PLACED FEBRUARY 17-29, 2020.

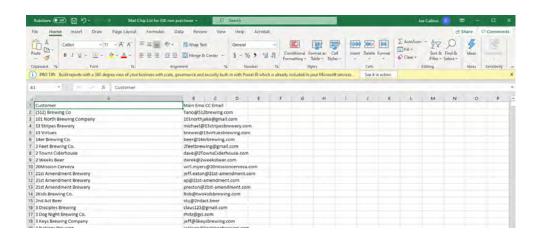


WILLAMETTEVALLEYHOPS.COM

• Newsletter Title Graphic



• Update and Import Customer Email List for Mailchimp Campaign



• CBC Booth Graphic for Newsletter



• Revise email signatures company wide to add CBC footer



• The Hop Messenger February

View this sense in your brancher



The Hop Messenger - February 2020 Edition



FREE SHIPPING FEBRUARY!

Willamette Valley Hops announces the First Annual Free Shipping February. Current customers receive FREE SHIPPING on any contract pulls or spot orders placed February 17-29, 2020, 2019 crops are ready Contact your Ter

Mention PROMO CODE: FSF2020 when placing your order to qualify for Free Shipping offer. Offer valid for contract holders and outstomers who have purchase within the past 12 months only.



The USDA Releases 2019 National Hop Report:

IN USUA NETBEASE AND RESIDENT PRESENT PRESENT SAYS THE ABOVE THE PROPERTY OF T

Click here to view the full report.





2020 Craft Brewers Conference & BrewExpo America:

Willamette Valley Hops will once again be attending the CBC in 2020. Stop by Booth #16061 and speak to one of our Territory Managers to see what's new!

craftbrewersconference.com



INCOGNITO TH

MAXIMUM HOP FLAVOR. MINIMUM PROCESS LOSS.

INCOGNITO™ is a 100% all-natural hop product crafted to deliver highly concentrated flavor while maximizing brewing efficiency and reducing process loss. Available in Citra®, Mosaic® and Ekuanot™ varieties.

MAKING IT EASIER THAN EVER TO BREW HOP-FORWARD BEERS.

Today the love of nog-forward beers is driving brewers to use more hops than ever before. Every brever knows: the more pellets you use, the more beer you lose in the process. Now there's INCOGNITO, an all-instural hop fixed product specifically designed to be used in the whitpool—and to deliver the impactful, variety-specific flavor outcomes brewers want.

"We offer our customers support from our Hop Product Technical Specialist on all Advanced Products purchased from Willamette Valley Hops.

Cack HERE for more information.



TechTip with Hop Product Technical Specialist, Paul M. Allard.

"Incognito" is 100% hops, and zero vegetative material. We have helped many craft brewers to introduce it to the whitpool. Brewers report a significant increase is worth yeld and easier cleanay than hop pelets or cryo, incognito" performs well over a large lemperature range and produces great flavor and profits. Yelpical dosing is 55-52 grams bibl. Give me a call and we can discuss your specific application."

- Paul M. Allard

Contact Paul



Jim Wolf - Central West Contact Jim 503.800.1448

Paul Allard • East Coast 207.807.7074

Eric Bougle - Canada

514.621.9309

Ken Moon - Central East CA, UT, NV, AZ

Brandon Nguyen - Northwest

e hops@wyndos.com

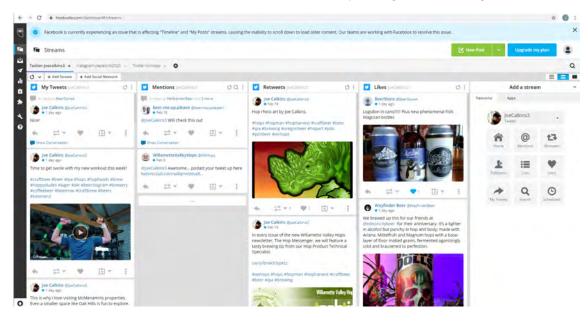




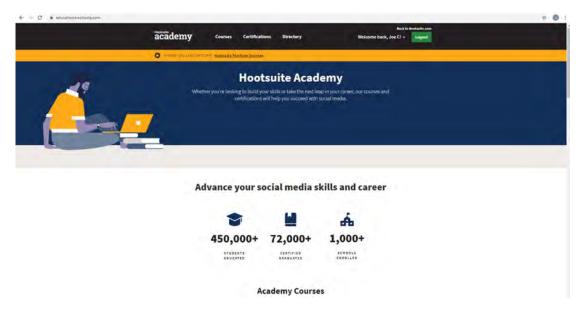




• Create Hootsuite Account for social media planning and scheduling



• Enroll and begin Hootsuite Online Training Courses



- Prepare list and launch second Mailchimp Campaign for Canadian Customers only
 - Possible eSig redesign concept



• St. Paul High School Baseball Sponsor Banner



• March Mailchimp Campaign - Amarillo® Header



• Social Media showing Pom Beanies



• New Cap Designs





• Blog Post: History of the American Hops Market



• March Mailchimp Campaign - First Draft

Amarillo® 2018 10.80/lb - Special Offer!





Contact your Territory Manager to take advantage of this Limited Time Offer and inquire about volume discounts. Offer valid on orders placed March 9-31, 2020. No minimums.

Mention PROMO CODE: AMA2018 when placing your order to qualify for Special Pricing offer.

View.the full data sheet for Amanifo®

View pur Current Spot List



The Brewers Association's "The Hop Pendulum: A History of the American Hops Market."

By Bart Watson - Economist February 24, 2020

Early in 2020, Brewers Association (BA) Supply Chain Specialist Chris Swersey and I attended the annual Hop Growers of America Convention. This year's theme was "The Hop Pendulum," with a logo showing a hop cone beginning to swing back in a new direction. As anyone who has followed the hop market for some time knows, it is a fitting theme. The hop market has distinct cycles driven by supply and demand, and the market rarely looks anything like it did hiv years ago. That said, it occurred to me that many of todar's breweries probably don't know much about this pendulum, hop market cycles, or even what the market flooked kills five years ago. Why? The median BA member has only been open a bit over four years, and so has only seen a partiel cycle, if that.

So with that in mind, I thought it might be helpful to provide a history of the hops world, or at least a short, recent history of the American hops market portion of the hops world.













2020 Craft Brewers Conference & BrewExpo America:

Willamette Valley Hops will once again be attending the CBC in 2020 Stop by Booth #16061 and speak to one of our Territory Managers to see what's new!

craftbrewersconference.com













INCOGNITOTA

MAXIMUM HOP FLAVOR. MINIMUM PROCESS LOSS.

concentrated flavor while maximizing brewing efficiency and reducing process loss. Available in Citra®, Mosaic® and Ekuanot™ varieties.

MAKING IT EASIER THAN EVER TO BREW HOP-FORWARD BEERS.

Today the love of hop-forward beers is driving brevers to use more hops than ever before. Every brever knows: the more peliets you use, the more beer you lose in the process. Now there's INCOONTIO, an all-natural hop flevor product specifically designed to be used in the whirlpool—and to deliver the impactful, variety-specific flavor outcomes brevers want.

WILLAMETTE VALLEY HOPS

514.621.9309

Ken Moon • Central East GA, UT, NV, AZ

Willamette Valley Hops • 18711 French Prairie Rd NE St. Paul OR 97137 • ph 503,633,4677 • fx 503,633,4679 Toll Free 855,815.HOP3(4877)

willamettevalleyhops.com









• Social Media - Logsdon Ales Beer Release



• Spot List Redesign



SPOT HOPS PRICING & CONTRACT LIST



UPDATED: 3/4/2020 · WILLAMETTEVALLEYHOPS.COM

VARIETIES SUBJECT TO AVAILABILITY. CONTACT YOUR TERRITORY MANAGER OR EMAIL HOPS@WVHOPS.COM TO PLACE YOUR ORDER

VARIETY	ORIGIN	2016	2017	2018	2019	CONTRACT
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	*
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	~
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	~
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	~
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	Y
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	~
VARIETY	ORIGIN	0.00/lb	0.00/lb	0,00/lb	0.00/16	4
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	~
VARIETY	ORIGIN	0.00/lb	0.00/16	0.00/lb	0.00/16	4
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	~
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	¥
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	Y
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	4
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0,00/lb	4
VARIETY	ORIGIN	0,00/lb	0,00/lb	0,00/lb	0,00/lb	~
VARIETY	ORIGIN	0.00/lb	0.00/lb	0,00/lb	0.00/lb	4
VARIETY	ORIGIN	0.00/lb	0.00/lb	0,00/lb	0.00/lb	· ·
VARIETY	ORIGIN	0.00/lb	0,00/lb	0,00/lb	0.00/lb	~
VARIETY	ORIGIN	0,00/lb	0,00/lb	0,00/lb	0,00/lb	~
VARIETY	ORIGIN	0,00/lb	0.00/lb	0,00/lb	0.00/lb	~
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/16	0.00/lb	4
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	V
VARIETY	ORIGIN	0.00/lb	0.00/lb	0.00/lb	0.00/lb	V

Marketing Strategy Moving Forward

Here I will outline a few things I would like to explore or revisit in the coming year.

• Hootsuite Social Media Managing and Scheduling Platform

We have implemented Hootsuite to manage our social media accounts from a single platform. This will also allow us to schedule posts for future dates and recycle content. Content recycling is recommended due to the fast and furious consumption of social media. In other words, posts are flying down the feed so quickly that it is likely your target audience will not see the post the first or second time it is released.

• Social Media Contests: Using contests to gain followers and retweets (Twitter)

Contests are one of the top means of gaining followers and retweets on Twitter. I would like to establish an annual budget for contest prizes and schedule one per month. In addition to gaining followers, Twitter contests also provide an excellent opportunity for inbound incentives. "Sign up for our mailing list and win this prize!"

• The Hop Messenger - Willamette Valley Hops' Monthly Newsletter

This was launched in February and will continue monthly. My goal is to also launch one email campaign between newsletters so that our clients are seeing something from us in their inbox at least every two weeks.

Spot Hops Storefront - direct purchasing online

I would like to complete and launch our storefront in the next couple of months. We are working on pricing and once that is complete, we need a third party to plug in our API for shipping calculations.

• Google Ads (formerly Google Adwords)

I would like to use this pay-per-click system to help boost traffic to our online store or just our website in general. We would need to decide on a per month click budget and I would suggest running for 3 months to start.

Special offer to Sales Leads Only

I would like to gather a monthly list of leads from Salesforce and target them specifically with an offer as incentive to place their first order.

• Reevaluate ROI on Print Advertisements

For the coming year I would like to take a look at the ads we have been running and have a discussion about which we feel are working for us and whether or not we want to consider other publications.

• Industry Event Coverage for Social Media

In the coming year I would like to attend more events to take photographs and gather content for social media. These events could be as small as a beer release or grand opening. Posting about these events and tagging the respective businesses is a good way to expand our social media presence.

Sponsorships

I would like to be more involved with the organizers of various events we sponsor throughout the year. There may be opportunities to elevate our presence at the event and gain some PR for social media in the process.

Influencer Marketing

Influencers are all the rage these days and one of the top in the beer industry is Jeff Alworth of Beervana who lives in Portland. I would like to see if we know anyone in the industry with ties to him. From my understanding with influencers it's all about forming a relationship with them. Of course - paying them something doesn't hurt either. At any rate I would like to look more into influencer marketing and see if it makes sense for us.