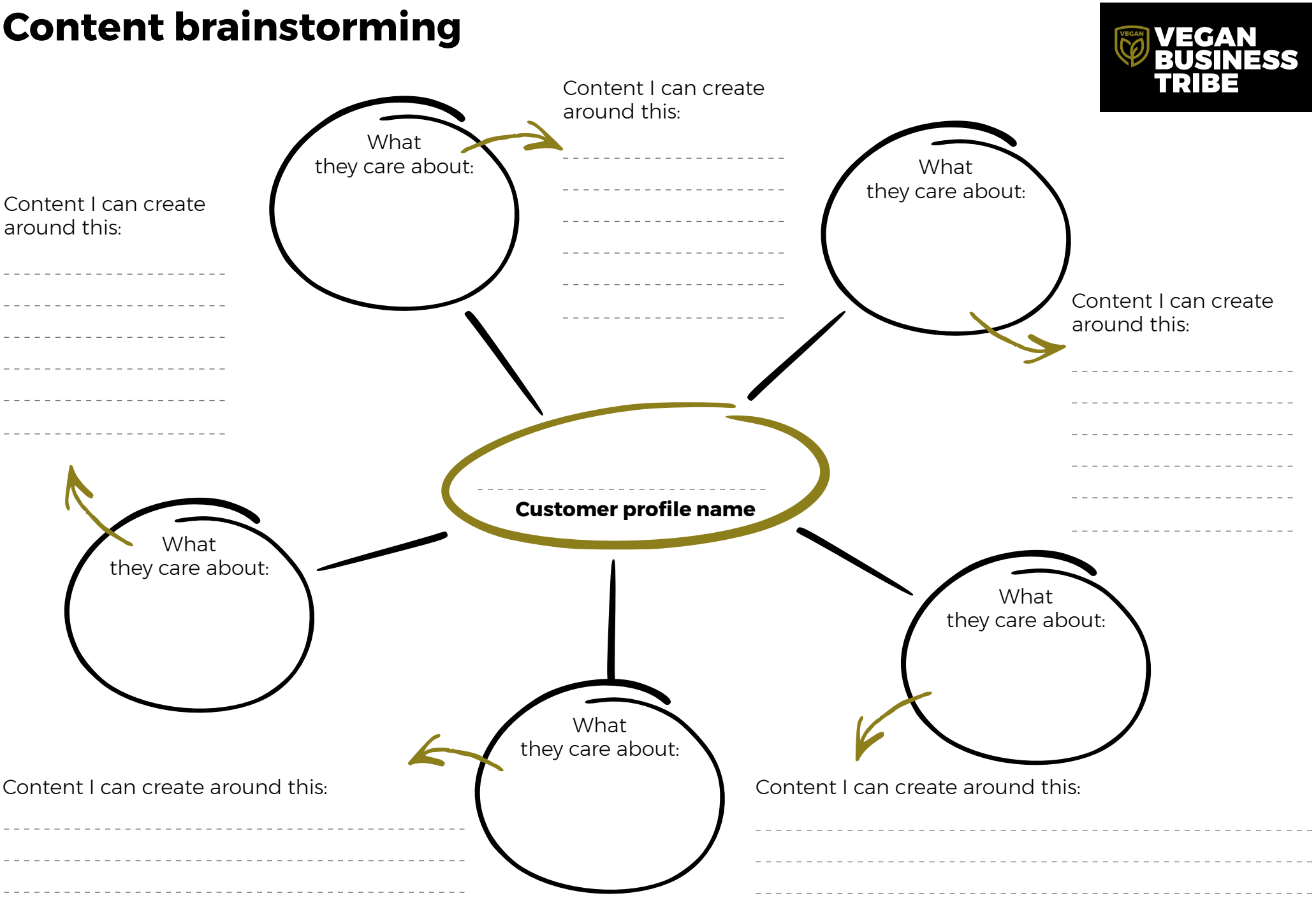Content brainstorming