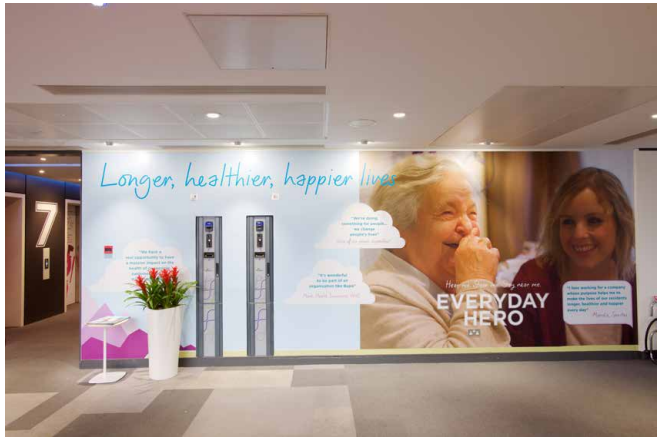BUPA Ambient media case study