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KAIROS MARKETING: THEORETICAL SUBSTANTIATION OF THE CONCEPTUAL MODEL OF TEMPORALLY ORIENTED COMMUNICATIVE INFLUENCE

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STATEMENT OF THE PROBLEM. The modern consumer operates under conditions of critical information overload. This leads to a progressive decline in the effectiveness of traditional communication models. There is an urgent need to move from quantitative reach strategies, based on the logic of Chronos, to strategies of qualitative identification of a favorable moment for establishing contact, based on the logic of Kairos. The theoretical and methodological basis of the work is an interdisciplinary synthesis of ancient Greek philosophy of time, neurocognitive research on the limited resources of conscious information processing by humans, the theory of emotional filters of perception, and the modern management methodology of Kairos management.

PURPOSE OF THE STUDY. The purpose of the work is to theoretically substantiate and develop in detail the authors' conceptual model of Kairos marketing as temporally oriented communicative influence under conditions of a turbulent environment.

MAIN HYPOTHESIS. The effectiveness of marketing communications increases significantly if, instead of traditionally responding to external user actions, priority is given to the user's internal psycho-temporal state and individual short-term windows of information perception are identified.

METHODS USED. The methodological basis of the study is an interdisciplinary synthesis of ancient Greek philosophy of time, neurocognitive research on the limited resources of conscious information processing by humans, the theory of emotional filters of perception, and the modern management methodology of Kairos management.

RESULTS. Within the study, four interrelated structural blocks of the model were scientifically substantiated and detailed. The first block – the "consumer temporal map" – makes it possible to reconstruct the temporal rhythms, life cycles, and

typical activity patterns of the target audience. The second block – the "perception window" – identifies specific, often short-term intervals when the consumer's cognitive and emotional barriers are minimal, making the consumer open to external influence. The third block – the "Kairos message" – focuses on creating content whose structure and tone are adapted to the specific state of the subject at the moment of contact. The fourth block – the "temporal feedback loop" – provides a mechanism for the continuous adjustment of communication parameters based on analysis of the success of previous interactions.

SCIENTIFIC NOVELTY. The scientific novelty of the article consists in a clear categorical distinction between Kairos marketing and related approaches such as trigger marketing and contextual targeting. It is proven that, unlike traditional systems that respond to external user actions, Kairos marketing prioritizes the user's internal psycho-temporal state. The theoretical substantiation of the model expands the understanding of the adaptability of marketing systems and proposes a new analytical framework for studying communicative effectiveness in conditions of high environmental turbulence.

CONCLUSIONS. The proposed concept creates a new analytical framework for studying communicative effectiveness during high market turbulence. It has been established that the key directions for further research are the operationalization of the model through machine learning algorithms, as well as the study of the possibilities for its practical scaling in various sectors of modern business.

KEYWORDS: Kairos marketing; Kairos management; temporal marketing; perception window; emotional filter; marketing communications; communicative influence; bifurcation point; neurocognitive approach; neuromarketing; new marketing technologies.

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КАЙРОС-МАРКЕТИНГ: ТЕОРЕТИЧНЕ ОБҐРУНТУВАННЯ КОНЦЕПТУАЛЬНОЇ МОДЕЛІ ТЕМПОРАЛЬНО-ОРІЄНТОВАНОГО КОМУНІКАТИВНОГО ВПЛИВУ

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ПОСТАНОВКА ПРОБЛЕМИ. Сучасний споживач перебуває в умовах критичного інформаційного перевантаження. Це призводить до прогресуючого зниження ефективності традиційних моделей комунікації. Постає гостра потреба у переході від стратегій кількісного охоплення, заснованих на логіці Хроносу, до стратегій якісної ідентифікації сприятливого моменту для встановлення контакту, що базуються на логіці Кайросу. Теоретико-методологічний базис роботи становить міждисциплінарний синтез давньогрецької філософії часу, нейрокогнітивних досліджень щодо обмеженості ресурсів свідомої обробки інформації людиною, теорії емоційних фільтрів сприйняття та сучасної управлінської методики Кайрос-менеджменту.

МЕТА ДОСЛІДЖЕННЯ. Метою роботи є теоретичне обґрунтування та детальна розробка авторської концептуальної моделі Кайрос-маркетингу як темпорально-орієнтованого комунікативного впливу в умовах турбулентного середовища.

ОСНОВНА ГІПОТЕЗА. Ефективність маркетингових комунікацій суттєво зростає, якщо замість традиційного реагування на зовнішні дії користувача пріоритетувати його внутрішній психо-темпоральний стан та виявляти індивідуальні короткотривалі вікна сприйняття інформації.

ВИКОРИСТАНІ МЕТОДИ. Методологічний базис дослідження становить міждисциплінарний синтез давньогрецької філософії часу, нейрокогнітивних досліджень щодо обмеженості ресурсів свідомої обробки інформації людиною, теорії емоційних фільтрів сприйняття та сучасної управлінської методики Кайрос-менеджменту.

РЕЗУЛЬТАТИ. В межах дослідження науково обґрунтовано та деталізовано чотири взаємопов'язані структурні блоки моделі. Перший блок – «темпоральна карта споживача» – дозволяє реконструювати часові ритми, життєві цикли та

типові патерни активності цільової аудиторії. Другий блок – «вікно сприйняття» – визначає специфічні, часто короткотривалі інтервали, коли когнітивні та емоційні бар'єри споживача є мінімальними, що робить його відкритим до зовнішнього впливу. Третій блок – «кайрос-повідомлення» – фокусується на створенні контенту, який за своєю структурою та тональністю адаптований до конкретного стану суб'єкта у момент контакту. Четвертий блок – «петля темпорального зворотного зв'язку» – забезпечує механізм постійної корекції комунікаційних параметрів на основі аналізу успішності попередніх взаємодій.

НАУКОВА НОВИЗНА статті полягає у чіткому категоріальному розмежуванні Кайрос-маркетингу від суміжних підходів, таких як тригерний маркетинг та контекстний таргетинг. Доведено, що на відміну від традиційних систем, які реагують на зовнішні дії користувача, Кайрос-маркетинг пріоритетує його внутрішній психо-темпоральний стан. Теоретичне обґрунтування моделі розширює розуміння адаптивності маркетингових систем та пропонує нову аналітичну рамку для вивчення комунікативної ефективності в умовах високої турбулентності середовища.

ВИСНОВКИ. Запропонована концепція створює нову аналітичну рамку для вивчення комунікативної ефективності під час високої турбулентності ринку. Встановлено, що ключовими напрямками подальших розвідок є операціоналізація моделі за допомогою алгоритмів машинного навчання, а також дослідження можливостей її практичного масштабування в різних галузях сучасного бізнесу.

КЛЮЧОВІ СЛОВА: Кайрос-маркетинг; Кайрос-менеджмент; темпоральний маркетинг; вікно сприйняття; емоційний фільтр; маркетингові комунікації; комунікативний вплив; точка біфуркації; нейрокогнітивний підхід; нейромаркетинг; нові маркетингові технології.

Introduction. Modern marketing practice functions under conditions of unprecedented consumer information overload. The fragmentation of the media space, the proliferation of advertising channels, and increasing competition for attention lead to the fact that traditional models of marketing communications – based on the logic of reach and contact frequency – demonstrate a steady decline in effectiveness (Krakhmalova, 2025). The proposed responses to this challenge (targeted marketing, contextual advertising, trigger systems) address the questions of who and what, but largely leave aside the question of when exactly and in what internal state the contact between a communicative message and its recipient occurs.

Meanwhile, precisely these two parameters – temporal accuracy and the state of the subject – appear to be decisive for the effectiveness of communicative influence. This article is devoted to the theoretical substantiation of a conceptual model that offers a systematic response to the indicated gap. The model has been named "Kairos marketing" to denote a temporally oriented approach centered on identifying and using the "right moment" for marketing contact. It is part of the broader concept of the management methodology known as "Kairos management", which combines a system of methods aimed at identifying and practically applying favorable opportunities (Liadskyi, 2025). Understanding the temporal nature of human perception, represented in ancient Greek culture through the concept of Kairos, makes it possible to propose a new analytical framework that integrates philosophical, neurocognitive, and marketing dimensions (Gavrylechko, n.d.).

The issue of effective use of kairoi in management and marketing is actively studied by scholars from different countries, including I.K. Liadskyi (2025), I.V. Bohonko (2025), N.M. Volik (2025), N. Kononets and I. Ishchenko (2025), O.Yu. Kravchuk (2025), H.M. Meshko and O.I. Meshko (2026), Yu.M. Safonov, I.K. Liadskyi and M.V. Zos-Kior (2024), J.H. Austin (2003), C. Bazerman (1994), Bright I. Nwaru (2026), C. Busch (2024), R. Lopes, M.A.F. Rosendo and L. Wardil (2021), M. Maniadakis and P. Trahanias (2011), R.K. Merton and E. Barber (2004), J. Orvai and S. Gentil (2024), A. Pluchino, A.E. Biondo and A. Rapisarda (2019). Despite a substantial body of work in the field of marketing strategies, the potential of temporal flexibility as an instrument for strengthening the precision of communicative influence remains insufficiently studied. This is precisely the gap addressed by the concept of Kairos marketing, which opens new opportunities for overcoming barriers to information perception and strengthening the connection between the brand and the consumer. Reconsidering this methodology through the prism of communications emphasizes the importance of studying mechanisms for identifying the "right moment" as a key factor that ensures high relevance of the

marketing message and becomes a prerequisite for effective adaptation of enterprises to challenges and turbulent changes in the digital environment.

The purpose of the article is to provide a theoretical substantiation of the conceptual model of Kairos marketing through the synthesis of relevant research traditions: ancient philosophy of time, neurocognitive studies of information processing, and the theory of emotional filters.

The conceptual foundation of the proposed model is the ancient Greek distinction between two dimensions of time – Chronos and Kairos – which, despite its antiquity, reveals exceptional heuristic value for describing the dynamics of human decisions and reactions.

Chronos (Χρόνος) denotes time as a continuous, quantitatively measurable sequence: seconds that form hours, years, epochs. It is the time of structures, institutions, demographic waves, and technological paradigms. The French historian Fernand Braudel (1949) introduced the concept of *longue durée* – "long duration" (developed within the *Annales* school) – to denote this dimension, which moves so slowly that it seems immobile, but in fact is the most powerful driving force in the arsenal of social change.

Kairos (Καῖρός) denotes time as a moment – a qualitatively special point in the flow of Chronos, in which the possibility of action is concentrated. The literal translation is "the right time", "the opportune moment". Unlike Chronos, which flows independently of the subject, Kairos constitutively requires a subject capable of recognizing and using the moment. In the Greek tradition, Kairos is inseparably connected with the concept of *phronesis* – practical wisdom, the ability for situational judgment (Aristotle, 1998). This two-dimensional temporal model is actively studied in domestic philosophical and marketing science (Gavrylechko, n.d.).

The mathematical analogue of Kairos in nonlinear dynamics is the bifurcation point: the moment when a system ceases to be deterministic and the slightest perturbation determines which path it will follow next. The Belgian physicist and Nobel laureate Ilya Prigogine (Prigogine & Stengers, 1984) showed that precisely near bifurcation points dissipative systems are capable of self-organization and abrupt complication – and this conclusion is structurally accurate for social systems as well, including the dynamics of consumer decisions.

For marketing, this distinction is of fundamental importance. Most existing approaches function in the logic of Chronos: they plan reach and contact frequency in calendar time without differentiating homogeneous moments of the flow. Kairos marketing proposes shifting the focus to identifying qualitatively different points in the consumer's temporal structure.

The second theoretical source of the proposed model is neurocognitive research into the bandwidth of human consciousness. The key fact here is the

striking gap between the amount of information entering through the sensory organs and the possibilities of conscious processing.

According to estimates that vary depending on the measurement methodology, from 10 to 11 million bits per second enter the human brain through the sensory organs (Norretranders, 1998; Zimmermann, 1986). By contrast, the bandwidth of conscious attention is estimated in the range of 30–60 bits per second and below (Davidson, Scherer & Goldsmith, 2003; Felton, 2024). Thus, the difference between the incoming flow and conscious processing ranges from four to six orders of magnitude. Domestic studies in behavioral finance and marketing confirm that this cognitive limitation directly affects the effectiveness of communication strategies (Nikiforov & Marych, 2022).

From this follows a fundamentally important conclusion for marketing: a larger volume of marketing messages does not increase the probability of their assimilation; on the contrary, it intensifies competition for the limited resource of conscious attention and, accordingly, increases the importance of the precision of the moment and the state of the consumer at the moment of contact.

The third theoretical source is research into the role of emotions in filtering and prioritizing incoming information. The mechanism of the emotional filter is central to selecting, among millions of incoming bits, those that will receive priority in conscious processing.

Neurobiologically, this mechanism is associated with the activity of the amygdala – a structure that performs a rapid (pre-cortical) assessment of the emotional significance of an incoming signal before it reaches the cerebral cortex (LeDoux, 1996). Signals that receive a high emotional evaluation pass through the filter with priority and form the focus of conscious attention. Research in behavioral economics, including studies conducted in Ukrainian academic institutions, confirms the correlation between emotional context and the quality of consumer decisions (Spivakovska, Spivakovskiy & Tsarova, 2025).

However, it is fundamentally important that the emotional filter itself is not constant: its sensitivity and configuration change depending on the current internal state of the subject. Studies in affective neuroscience, which examines the neural mechanisms of emotions, feelings, mood, and motivational states (Davidson, Scherer & Goldsmith, 2003), and behavioral economics (Loewenstein & Lerner, 2003) indicate that the same external stimuli are perceived and processed in fundamentally different ways depending on the emotional context in which the subject is at the moment of contact. This variability of the filter is the basis for the key concept of Kairos marketing – the perception window: a state of the subject in which the emotional filter demonstrates increased openness to a certain type of message.

Materials and methods. The methodological basis of the study is a complex of general scientific and special methods of theoretical inquiry aimed at developing and substantiating the conceptual model of Kairos marketing. The work is based on a systems approach, which makes it possible to view marketing communication as a dynamic process whose effectiveness depends on the interaction of temporal, cognitive, and contextual factors.

To achieve the purpose of the study, the following methods were used:

1. The method of interdisciplinary synthesis was applied to integrate the concepts of ancient Greek philosophy (the "Chronos–Kairos" dichotomy), the provisions of neuromarketing concerning the limited nature of cognitive resources, and modern management methodologies of Kairos management into a single analytical framework.

2. Theoretical analysis and generalization were used for a critical review of existing models of marketing communications (targeted, contextual, and trigger marketing) and for identifying their limitations in matters of temporal precision of influence.

3. Comparative analysis was applied to distinguish the categorical apparatus of Kairos marketing from traditional approaches, which made it possible to identify the specific characteristics of the "right moment" of communication.

4. The method of conceptual modeling became the main instrument for the architectonics of the proposed model, which made it possible to structure it as four interrelated blocks: the consumer temporal map, the perception window, the Kairos message, and the feedback loop.

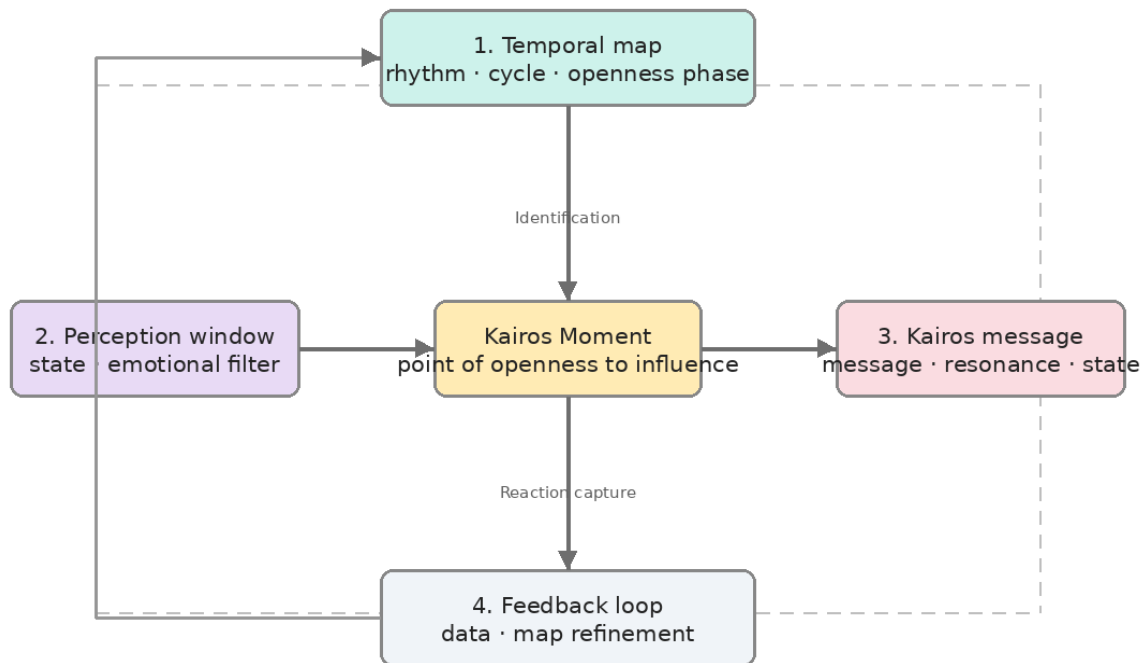
The research materials were scientific works by domestic and foreign specialists in marketing, cognitive psychology, and management, as well as analytical reports on the effectiveness of digital communications under conditions of information overload.

Results and discussion. Based on the three outlined theoretical sources, a conceptual model of Kairos marketing is proposed, consisting of four structural blocks united into a closed temporal cycle (Fig. 1).

Kairos in the ancient Greek understanding is always situational: it does not arise from nothing, but from matured conditions of Chronos. Accordingly, the first structural block of the model is the construction of the consumer temporal map – a systemic representation of the rhythms, cycles, and points of increased openness that characterize a specific consumer segment (Gavrylechko, n.d.; Krakhmalova, 2025).

The temporal map is three-dimensional: it combines (1) the chronological dimension – objectively measurable time (day, week, quarter, year); (2) the contextual dimension – circumstances that typically accompany certain chronological points (completion of a project, the beginning of a new academic

year, the end of a financial quarter); and (3) the emotional dimension – states typical of specific contextual configurations.



Source: developed by the authors.

Fig. 1. Conceptual model of Kairos Marketing

Thus, the temporal map is a qualitatively richer construct than the traditional "optimal posting time". It does not answer the question "when the consumer is online", but rather answers the question "when the consumer is in a state open to making decisions of a certain type".

The central concept of the model is the perception window – a theoretical construct denoting the state of the subject in which the emotional filter demonstrates increased permeability to a marketing message of a certain type.

The perception window differs fundamentally from related concepts. Unlike the target audience (a socio-demographic characteristic), the window is temporally and spatially variable: the same person may be in the perception window for some types of messages and closed to others depending on the current state. Unlike a behavioral trigger (a recorded event in the digital environment), the window is an internal state that may not have an obvious external behavioral correlate.

From the standpoint of the theory of emotional filters, in an open perception window: (a) the threshold value for a signal to pass through the filter decreases; (b) the depth of processing of the accepted signal increases; (c) the probability of forming and preserving an intention increases. In a closed window, however, increasing the quantity or intensity of signals does not increase, but reduces effectiveness: increased noise activates defense

mechanisms (Nikiforov & Marych, 2022; Spivakovska, Spivakovskiy & Tsarova, 2025).

The third block defines the specific characteristics of a marketing message optimized to function within the logic of Kairos marketing. A Kairos message differs from a standard advertising message in three parameters:

1) Minimality. Given the physiological limitation of conscious processing (30–60 bits/s), an effective message must be capable of activating the necessary reaction with minimal cognitive load. This is not a statement about the desirability of "simplicity" in the aesthetic sense, but about structural necessity: a message that requires prolonged conscious processing competes with thousands of other signals and loses this competition regardless of the quality of its content.

2) Resonance with the current state. A standard advertising message appeals to the target attributes of a product or service. A Kairos message appeals to the current state of the subject and offers a connection between this state and the product not as a logical argument, but as direct emotional reflection. This is a fundamentally different structure: not "here are the advantages of our product", but "you are now precisely at the point where this resource becomes relevant".

3) Distinctness from manipulation. It is necessary to clearly distinguish Kairos marketing from emotional manipulation. Manipulation creates an artificial emotional state in order to bypass the subject's rational filter. Kairos marketing identifies an existing state and offers a message that resonates with it, without distorting or artificially intensifying that state. The first approach produces short-term conversion at the expense of trust; the second builds a sustainable communicative connection based on genuine relevance (Spivakovska, Spivakovskiy & Tsarova, 2025).

The fourth block transforms the model from a linear algorithm into a learning system. Each contact with the audience generates temporally annotated data – not only about who reacted and how, but also when and under what circumstances. These data make it possible to refine the temporal map and increase the accuracy of identifying perception windows in subsequent cycles.

Thus, Kairos marketing acquires the characteristics of an adaptive system: the initial temporal map is an a priori hypothesis that is refined on the basis of empirical data from interaction with a specific segment. This brings marketing communication closer to the structure of scientific cognition: hypothesis generation – verification – refinement – new hypothesis.

To determine the categorical status of Kairos marketing, it is necessary to clearly define its differences from the closest related approaches – trigger marketing and contextual targeting (Table 1).

Trigger marketing identifies the moment of contact on the basis of a recorded behavioral event (page visit, abandoned cart, subscription expiration).

The trigger moment is external and post-hoc ("after the event"): the system reacts to what has already occurred. Kairos is internal and may precede any measurable behavior or may have no obvious behavioral correlate at all.

Table 1

Comparative characteristics of Kairos marketing and related approaches

Criterion	Trigger Marketing	Contextual Targeting	Kairos Marketing
Unit of analysis	Behavioral event	External context	Internal state of the subject
Temporal logic	Post-hoc (after the event)	Chronos (flow)	Kairos (moment)
Role of emotions	Reaction trigger	Not considered	Identifier of the perception window
Key metric	Conversion after trigger	Reach × relevance	Accuracy of temporal match
Influence model	Reactive	Translational	Resonant

Source: developed by the authors.

Contextual targeting takes into account the external circumstances of contact (content topic, geolocation, device, time of day). It functions in the logic of Chronos: the context describes where and when in objectively measurable time, but does not describe the internal state of the subject at that moment. The same person may read financial news in a state of anxious searching or in a state of calm awareness – under identical external context.

Emotional marketing, as a rule, seeks to create or intensify an emotion through the message. Kairos marketing proceeds from the opposite direction: first it identifies an existing state, then forms a message that resonates with it. This distinction is not only technical, but also ethical.

The proposed model has conceptual status: it defines the theoretical framework and key constructs, while leaving open a number of questions that require further development.

Operationalization of the perception window. The central concept of the model – the perception window as an internal state of the subject – currently has no generally accepted method of measurement. Further research must determine: (a) which indirect behavioral or physiological indicators may serve as proxies for identifying the window; (b) how openness/closedness of the window can be measured without invasive monitoring of the subject; (c) how stable the temporal map of windows is for different segments.

Scalability of the model. Kairos in its classical philosophical concept is deeply individual and situational. Transferring this construct to the level of mass marketing involves the risk of excessive simplification through averaging. It is

necessary to develop a methodology that would make it possible to identify temporal regularities at the segment level without reducing individual variability to statistical noise.

The effectiveness of the conceptual model of Kairos marketing is fully revealed only when the proposed instruments become the foundation for deep systemic transformations in a company's communication policy. Implementation of this methodology requires complex changes at three interrelated levels – from the psychocognitive adjustment of specialists to the formation of new value paradigms in global strategies of interaction with the consumer.

I. At the individual-cognitive level, the key aspect is the development of marketers' ability to concentrate attention on identifying latent consumer needs, switching in a timely manner between algorithmic and empathic modes of thinking. The implementation of neuromarketing analysis practices helps to "cut off" excessive informational noise and increase brand sensitivity to subtle changes in the recipient's state. This creates conditions for the transition from mechanical message distribution to the formation of "sniper" precision of contact, where the conscious presence of the brand in the client's life becomes the basis of genuine communicative effectiveness.

II. At the organizational-managerial level, implementation of the Kairos marketing model requires transformation of the company's internal culture toward horizontal interaction and flexibility. Traditional rigid media plans and pre-approved publication schedules give way to a dynamic environment in which line managers receive the authority to initiate changes and adapt communication in real time. The organization must become a "sensitive organism" capable of instantly responding to the emergence of bifurcation points and windows of opportunity, making strategically important decisions under conditions of high market uncertainty.

III. At the strategic-global level, there is a fundamental rethinking of the very nature of marketing influence – from aggressive "conveyor-belt" imposition of goods to the formation of ecosystem interaction with the consumer. In this paradigm, the brand focuses on creating value precisely at the moment when the consumer needs it most and is ready to perceive it. Kairos marketing is transformed from a set of individual techniques into the foundation of a new marketing paradigm, where success is determined not by the scale of the advertising budget, but by the ability of the business to fit harmoniously into the temporal rhythm of human life, becoming not an irritant, but a timely solution.

Operational definition of the boundary between resonance and manipulation. The theoretical distinction between resonance (reflection of an existing state) and manipulation (artificial creation of a state) requires

operational definition. A criteria-based apparatus is needed that would allow specific marketing techniques to be classified on one or the other side of this boundary.

Empirical verification. The proposed model is a theoretical construct that requires empirical testing. Promising directions include: quasi-experimental studies of message effectiveness under different temporal conditions; longitudinal studies of consumer temporal maps in different categories; and field tests of operational hypotheses arising from the model.

Conclusions. The article proposes and theoretically substantiates a conceptual model of Kairos marketing – a temporally oriented approach to marketing communications that synthesizes three research traditions: ancient philosophy of two-dimensional time, neurocognitive studies of the limited nature of conscious information processing, and the theory of emotional filters.

The model consists of four structural blocks: the consumer temporal map, the perception window, the Kairos message, and the temporal feedback loop. The visual representation of the model (Fig. 1) demonstrates the closed nature of these blocks: the direct flow (identification → window opening → activation → reaction capture) is supplemented by a learning loop that ensures continuous refinement of the temporal map.

The categorical differences between Kairos marketing and trigger marketing, contextual targeting, and emotional marketing have been identified. The key theoretical contribution of the work lies in introducing the construct of the perception window as an analytical unit that makes it possible to conceptually capture the temporally variable openness of the subject to marketing influence. This construct forms a theoretical bridge between the two-dimensional model of time and the operational tasks of marketing communications.

Prospects for further research are related to the operationalization of the central concepts of the model, the development of methodological tools for identifying perception windows, and empirical verification of the main hypotheses arising from the model. Research on Kairos marketing in the context of the Ukrainian market has particular potential, where the specificity of crisis and wartime conditions forms fundamentally new temporal maps of consumers.

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