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ONLINE, WE TOOK THE TERM "MICROSITE" LITERALLY, AND CONTAINED OUR ENTIRE BRAND MESSAGE WITHIN A SIMPLE, TINY SITE CALLED "THE HOME OF MIGHTY.SMALL." USERS COULD SEE PRODUCT DEMOS, ORDER SAMPLES, BROWSE THROUGH THE BOOK OF "MIGHTY.SMALL." AND VIEW ANIMATIONS TIED TO THE CONCEPT OF "MIGHTY.SMALL."