

WMRO ----- WIZARD MAIL OLD MESSAGE REVIEW ----- HHUBER
ENTER COMMAND ==> D 01/22/93 07:45:47

FROM: RON MAGNESS
SUBJ: BRAND EQUITY
DIST: HHUBER

SENT: 01/21/93 07:42:55
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MSG: HERE'S ANOTHER ONE THAT I WILL NEED YOUR HELP ON WHILE I'M OUT.
MARK DISCUSSED GPC BRAND EQUITY WITH DICK KAMPE LAST NIGHT AND DICK
WANTS TO TRY TO DEVELOP THE INFORMATION IN HOUSE. MY FIRST REACTION
IS THAT WE DON'T HAVE ENOUGH INFO ON GPC IN HOUSE TO EVEN ATTEMPT
THIS. WHILE PULLING TOGETHER ANY AVAILABLE INFORMATION IN HOUSE LET'S
ALSO INCLUDE THE SAME INFO FOR DORAL AND ANOTHER COMPETITOR -- SAY
BASIC? EVIDENTLY DICK FEELS WE CAN THEN TURN THIS INFORMATION OVER TO
OUR AGENCY AND THEY CAN RUN WITH IT. IF ONLY IT WAS SO EASY.....
IN ANY CASE, PLEASE GIVE ME YOUR THOUGHTS TODAY. THX.

COMMANDS: PrintON Route Delete Menu Status Directory
Help Down Up eXit<CLEAR> Page #

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