

MARKETING RESEARCH AUTHORITY

(DOMESTIC)

(Recommended Proposal Attached)

Date:	March 3, 1995	No.	1995-48D		
Description:	LUCKY STRIKE QUALITATIVE ADVERTISING RESEARCH - GATEWAY CITIES				
Requested by:	A. A. Strobel	Research Req. Attached:	Yes	X	No
		Budgeted:	Yes	No	X
		Original Budgeted Amount:	\$0		
Competitive Proposals Obtained: Only two bidders because third supplier has not yet signed B&W contract.					
Supplier	Cost (\$)	Est. Travel	Total Cost	Cost per Interview	
Analytic Insight, Inc.	27,000	2,500	29,500		
Goldfarb Consultants	29,216	2,500	31,716		
Projected:	Summary of MRD Budget				1995
Internal Init. Date	3/1/95	Total Area Authorized:			500,000
Field Start	Current Balance Available				382,575
Wave(s)	3/20/95	This Change:			29,500
		(From Current Budget)			
Field Complete					
Wave(s)	3/25/95	This amount:			0
		(From Next Year's Budget)			
Final Report Due (Supplier Rpt.)	New Balance:				353,075
Wave(s)	3/31/95	Committed to Date:			146,925
		(Current Year)			
Sample Size:	Project Type:				Qualitative Research (Product Test, A&U, etc.)
Recommended Supplier:	Analytic Insight, Inc.				
Reason(s) for Recommendation:	Lowest Bid				
Submitted By:	<u>Amy Strobel</u>				Date: <u>3/3/95</u>
Approved By:	<u>John DeBar</u>				Date: <u>3/3/95</u>
Approved By:	<u>Cost Mgr. Com. Res. (to \$100,000)</u>				Date: _____
Approved By:	<u>Director Forecasting & Mkt. Res. (to \$250,000)</u>				Date: <u>3/3/95</u>
Approved By:	<u>Senior VP Marketing (to \$1,000,000)</u>				Date: _____
Budget Check:	<u>Vicki Clark</u>				Project No.: _____ Acct. Name: _____

Original: Project File
cc: H. Williams

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