

**MA ETING RESEARCH AUTHORIZ. ON**  
**(DOMESTIC)**  
**(Recommended Proposal Attached)**

Date:	2/26/98	No. 1998-18D			
Description:	KOOL Natural Lights Packaging - Round I				
Requested by:	Nick Wilkerson	Research Req. Attached:	Yes	X	No
		Budgeted:	Yes	X	No
		Original Budgeted Amount:			
Competitive Proposals Obtained:					
Supplier	Cost (\$)	Est. Travel	Total Cost	Cost per Interview	
Rahid Research	\$ 55,500	3,000	58,500		
Projected External Authorization Date		2/26/98			
Field Complete		w/o 3/23/98			
Wave(s)					
Final Supplier Report Due		w/o 4/6/98			
Wave(s)					
Project Type (Product Test, A&U, etc.)		Qualitative			
Total Authorized Project Amount		\$ 58,500			
To Be Deducted From 1998 Budget		\$58,500			
To Be Deducted From 1999 Budget		\$			
Sample Size:		12 groups			
Recommended Supplier:		Rahid Research			
Reason(s) for Recommendation:		Rahid was selected due to the critical timing of the project and the lack of availability of other suppliers.			
Submitted By:	<i>Julia A. Nord</i>	Date:	3/17/98		
Approved By:	<i>Debra C. Hunter</i> Analyst Mgr. Trade & Consumer Research (to \$100,000)	Date:	3/17/98		
Approved By:	Director Research Development (to \$250,000)	Date:			
Approved By:	Director Market Research (to \$250,000)	Date:			
Approved By:	Senior VP Marketing (to \$1,000,000)	Date:			
Project No.:		1998-18D			
Acct. Name:					

Original: Project File  
 CC: Madonna Sliker

MRADOM