

**MAETING 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	
Rabid 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				
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Sample Size:	12 groups				
Recommended Supplier:	Rabid Research				
Reason(s) for Recommendation:	Rabid was selected due to the critical timing of the project and the lack of availability of other suppliers.				
Submitted By:	<i>Debby A. Nord</i>		Date: <u>3/17/98</u>		
Approved By:	<i>Debby A. Hunter</i>		Date: <u>3/19/98</u>		
Approved By:	Mgt. Trade & Consumer Research (to \$100,000)		Date:		
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.: <u>1998-18D</u>		
			Acct. Name: _____		

Original: Project File
CC: MaDonna Slier

MRADM