Leah, here are the latest comments on the MR studies. They are mostly minor. Please make the changes and send Dariusz and me a final copy. Thanks, Wilfried

1. Awareness

-In these bar charts, since we already have the category named in the red box title, no need to repeat it before the market title. I would just label the market title on the latter and drop the category name;

-try the charts with a lighter tint of grey. Key is to see red and green; lighter grey might be better (do inmates too much now).

2. Brand Perceptions

-in the graphs, we can drop the category-market labels as we have them already identified in the red title boxes.

3. Retailer Perceptions

-fine

4. Tables on market shares/sales by segment, category, market

-fine

5. B&M Retail Prices

- reduce the 4 tables to 2; just add a title line identifying the respective markets between the retailer line and the prices/changes in the columns (ie, same 3-tier structure as in the Promotion Intensity tables). Hence, we would have one table for each category (and adjust the title boxes accordingly);

-adjust the legend on the right accordingly (only two,lines, one for each category);

-and keep the lines where we identify suppliers/retailers blank (as in the Promotion Intensity tables).

6. Promotion Intensity

-fine

7. Supplier Intelligence

-in the lines for offline, we can drop "offline" identifier before the market identifier;

-in the main lines with "Advertising", "Trade Support", and "Online Investments", put behind each the units as ($ mln);

-behind "Capacity", put unit uas (units mln);

-behind "Utilization Rate", put unit as (%);

- note sure about the units of the Flexibility; check but might also be (%).

8. Retailer Intelligence

-behind "Advertising", put unit as ($ mln);

-behind "In-Store Service", put unit. Is it (level) or ($ mln) with latter indicating investment? Please check;

It is level, base, fair, medium, enhanced, premium

-behind "Shelf Space Allocation", punt unit as (%).

9. Two-Period Ahead Forecasts

-in the graphs for the consumer segment sizes, put numbers on the. Erotically access (as in the Internet Penetration graph);

-in the graphs for the shopper segment sizes, do the same. And correct the imbedded box since it still refers to consumer segments where it should be "shopper segment sizes...";

- in title of Internet Penetration graph, correct title: should be "Two-Period Ahead...".

Sent from my iPad