

RJR

March 5, 1974

Mr. Michael Amoroso
Michael Amoroso Inc.
342 Madison Avenue
New York, N. Y. 10017

Dear Mike:

This is to verify in writing our recent telephone conversations regarding the Cigarette Segmentation Study.

You are authorized to proceed with the field work for Phase III of the Study as follows:

- My record of your current cost estimates is shown in Exhibit I. The field work is based on 2,700 interviews at \$25 each for a total of \$67,500. If after pre-testing the questionnaire the field cost estimate changes, please let me know immediately. Note that the cost breakdown includes \$1,000 for one regional banner in addition to the one you included in the original computer cost estimate of \$32,000.
- Exhibit II lists what we expect to get out of the study.
- The questionnaire will incorporate those changes and additions penciled in the attached copy.

I have also included a revised timetable incorporating the delay in finalizing the questionnaire.

As soon as you have worked out the list of cities for interviewing, please send me a copy.

The cigarette lighters should arrive at P&W either Tuesday or Wednesday of this week marked "Attention: Cigarette Attitude Study - Phase III."

If you have any questions, give me a call.

Best regards,


G. E. Harlow
Marketing Research Department

GEH:gj
Attachment

cc: Mr. F. H. Christopher, Jr.
Mr. J. H. Sherrill, Jr.

Mr. W. A. Sugg
Mr. D. W. Tredennick