

TO:

J. L. HENDRICKS G. B. MININGHAM

cc:

J. J. Howley

J. Holme-Miami W. L. Telling

J. Rodriguez-Miami L. Turk-Miami

FROM:

L. L. BALL

DATE:

May 19, 1981

SUBJECT:

LSF ADVERTISING RESEARCH - COLOMBIA (PROJECT #1981-25)

Attached are the results of the consumer research to explore reactions to extensions of the "Untamed Flavor" print campaign and alternative headlines.

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