

MEMORANDUM

TO: R. A. Pittman  
J. W. Groomer

FROM: W. L. Schermerhorn

DATE: December 3, 1975

*Bill  
Has this been  
any more in the  
you*

Attached is Young & Rubicam's revised schedule for Pre-Sight testing. The new schedule is based on the assumption that we shoot advertising for the five executions the week of December 1, 1975. By doing this, the earliest we can expect top line findings will be about the second week in January. You will note that the schedule calls for interviewing to be done during the Christmas holidays, which is not the best time to interview; but both the New Products Brand Group and the agency feel it is necessary to forge ahead on this project. Because of the holiday interviewing, the first few days will be carefully monitored to determine if the holidays are affecting the response. If the quality of response is below standard, we will recommend a postponement.

If you have any questions or comments, please contact me. Thank you.

W. L. S.

WLS:pjd

Attachment