



SERVICE REPORT

No. 206

CLIENT

PHILIP MORRIS INC

DATE

July 20, 1972

PRODUCT

Parliament

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed **Leo Burnett Company, Inc.**

The purpose of this document is to report a meeting held in the offices of the Client on the above date.

Present:

PHILIP MORRIS INCLEO BURNETT COMPANY

PHILIP MORRIS

Mr. Cremin*

Mr. Morford

COPIES

Mr. Morgan

Mr. Keim

Mr. Allen

Mr. Beck

* Part time

Mr. Berkowitz

Mr. Bick

Mr. Bissmeyer

1. Agency presented "Sandstone" keyline and art. It was approved for production.

Mr. Bolton

Mr. Bowling

2. Agency presented "Redundant" keyline and art. It was approved for production.

Mr. Cremin

Mr. Cullman

Mr. Cullman, 3rd

3. "Lightweight vs. Heavy" layout was presented and approved. Agency will prepare keyline.

Mr. Cutler

Mr. Fitzmaurice

Mr. Fountaine

4. "Long Cigarette" 30-sheet keyline and art presented. Art will be reshot and resubmitted.

Mr. Gillis

Mr. Goldsmith

Mr. Granville

5. "Two Holders Plus Cigarette" subway 2-sheet layout was presented. Artwork will be retouched and resubmitted.

Mrs. Grazip

Mr. Gross

Mrs. Harper

6. Agency presented keylines of "Big Pack" for two Philip Morris Corporate painted boards. Keylines were approved.

Mr. Holbert

Mr. Holtzman

Mr. Jeb Lee

7. It was agreed Agency would develop copy and media plans for presentation the week of July 24 regarding the test of a new package design for Parliament 80-85's.

Mr. Keim

Mr. Kirtland

Mr. Landry

Mr. Levine

Ms. Merlo

Mr. Millhiser

Mr. Morgan

Mr. Mulvey

Terry Morford

Mr. Pollack

Mr. Quinby

Mr. Smith

Mr. Thompson

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Mr. Treisman

7/24/72

Mr. Weiner

Mr. Weissman

Mr. Udow

Parliament

Parliament

Parliament