



Inter-office Memorandum

Subject: "ONLY REAL..." ADVERTISING PERSUASION
BUY(C) TEST - (MRD #77-1778)

Date: December 22, 1977

To: Mr. J. M. Wallace

From: Maria Falconetti

Attached, as reference, is a copy of the presentation charts from Tuesday's meeting.

If you have any questions, please call.

Maria Falconetti
Marketing Research Department

MF/me

Attachments

cc: Mr. D. W. Tredennick
Mr. G. E. Harlow
Mr. C. W. Fitzgerald, Jr.
Mr. A. H. Johnston
Mr. G. Novak
Mr. S. P. Clark
Mr. J. Bauer (O&M)
Mr. W. Sly (O&M)



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