

Lorillard

MEMORANDUM

June 15, 1977

To: Mr. J. Giordano
From: Mary Anne Kayiatos
Re: Newport Backup Campaign Focus Groups
MRD# 5543/877

Attached is the final report for the above mentioned focus groups.
If there are any questions, please call.


M. A. K.

/an
Attachments.

xc: R. Ave
B. Doyle ✓
G. Flinn
T. Mau
D. Smith
C. Toti

Will Graham Agency

J. Andes
E. Ricci

File (2)

Circulate MRD

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