

TO: Nancy Conrad

DATE: August 21, 1996

FROM: Ebru Ural

SUBJECT: Revised schedule - Dave's premium concepts

Please note that no research will take place today. The revised specs for tomorrow's groups are listed below.

Thursday August 22, 1996

12:00 American Spirit Female (18 - 34)
1:45 Progressive Female (18 - 34)
5:30 American Spirit Male (25 - 34)
7:15 Progressive Male (18 - 24)

Location:

Focus Plus

79 Fifth Avenue (between 15th & 16th Sts.)

5th Floor

Ph: 675-0142

eu/
attachments

Distribution

R. Anise

J. Bonhomme

K. Eisen

T. Hay (Y&R)

C. Levy

J. Lichtman

T. Resman

C. Taylor-Hines (Y&R)

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