

MARKETING RESEARCH AUTHORIZATION
(RECOMMENDED PROPOSAL ATTACHED)

DATE: 8/1/84

AUTHORIZATION No.: #236

PROJECT DESCRIPTION: Sequential Monadic CPT of BARCLAY KS Candidate E vs. BARCLAY

D, Current BARCLAY and competitive product among franchise and competitive smokers

REQUESTED BY: E. A. Willets RESEARCH REQUEST ATTACHED: Yes/No

COMPETITIVE PROPOSALS OBTAINED:

SUPPLIER	COST (\$)	COST (\$) PER INTERVIEW
Burke Marketing Research	<u>\$140,000</u>	<u>\$70.00</u>
Market Facts, Inc.	<u>110,500</u>	<u>55.25</u>

I. PROJECT BUDGET

AMOUNT CURRENTLY
INCLUDED IN BUDGET
FOR THIS PROJECT:
\$ / NONE ()

II. FUNDS TRANSFER

NONE ()
\$
FROM
TO

III. SUMMARY OF RESEARCH BUDGET

1984
*TOTAL AREA BUDGET \$ 2,900,000
COMMITTED TO DATE \$ 3,110,771
CURRENT BALANCE \$ (210,771)
THIS PROJECT \$ 140,000
NEW BALANCE \$ (350,771)

*THIS TOTAL AREA BUDGET ADJUSTED BY AMOUNT OF FUNDS TRANSFERRED, IF ANY.

SAMPLE SIZE: 2,000 completes

RECOMMENDED SUPPLIER: Burke Marketing Research

REASON(S) FOR RECOMMENDATION:

Continuity with previous BARCLAY D research done by Burke.
Market Facts unable to meet timing requirements

SUBMITTED BY: Burke Pellett
APPROVED BY: B. B. Pellett
APPROVED BY: J. D. Woods
APPROVED BY: L. E. [Signature]
APPROVED BY: A. J. Mellman
APPROVED BY: D. S. Johnston

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ORIGINAL - PROJECT FILE

CC: S. WILLINGER (3)
RESEARCH GROUP MANAGER ✓

PDC Budget Code: (B292-84-3)

PROJECT No. 1984-198B

ACCOUNT NAME PRODUCT TESTING

538001807