

GREY ADVERTISING, INC. - MEETING REPORT

CLIENT: P. Lorillard

DATE: 3/2/66

NO. 7-66

PRODUCT: Gift Stars

PLACE: Grey

PRESENT: (For the client) Mr. A. Toft

(For the agency) Messrs. T. Armstrong, M. Rubin, R. Borzi, C. Einach,
R. LeFebvre, M. Winter

SUMMARY:

It was decided to finish up only one version of the OGF/G.S. commercial. The version making use of the regular tag was selected and will be used in all Gift Stars areas including the state of Missouri.

Agency will proceed to answer print and in addition will prepare a 16mm b/w kine of the rough cut with music and announcer track for submission to the Cigarette Advertising Code office.

M. A. Winter

MW/au

Client Distribution

Messrs. Yellen, Bennett, Gruber, Jordan, Levathes, Toft, Burch
Kieling, Freitag, Storm

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