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MARLBORO PAN-EUROPEAN STUDY

A paper covering top-line summary of outcome of this study will be available for distribution at the TSG meeting, carried by Mr Bernd Schweitzer. It is understood that the report, originally commissioned by TSG, is not on the formal agenda and that its distribution will be cleared with Messrs Hexter and Bramley on the day.

The summary document covers the objective of examining the strengths and weaknesses of Marlboro with specific reference to its advertising and the role of the cowboy in particular. The study was conducted in 10 countries: Germany, Italy, Switzerland, Spain, Greece, France, Holland, Hungary, Russia, Poland.

REGARDS,

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