

Imperial Tobacco Limited/Limitée



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January 8, 1981

Dr. Martin Oldman  
B.A.T. Co. Ltd.  
Group Research & Development  
Southampton, ENGLAND

Dear Martin:

Here is the most recent document on Project Image. The list of dimensions that we have here was created by using triads but not the repertory grid. We found that when we separated the mechanism of collating the information from the more creative process of defining the constructs, that the whole thing worked a whole lot better. The only thing is that now the ranking of these dimensions has to be done by different respondents and those who created them, but it is a start.

The next step is to go back and try the approach in Quebec and then get a small quantitative sorting of these results. We will let you know what happens.

Best personal regards. Hope you had a merry Christmas.

Sincerely yours,

Robert Bexon  
Manager  
Research Group

RB/rb  
Enclosure

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