

TO: Jim Spector / Bob Tomei
FROM: Jeanne Eibon 
SUBJECT: MILLER CATALOG MAILING

DATE: June 10, 1992

F. Y. I. -- Miller has requested some names from our database to conduct a catalog mailing test. I have asked LBCo to do some counts of responders to promotional offers / bouncebacks that required both money and UPCs. In addition, Larry Pitsch is sending me a copy of the confidentiality agreement Miller has with Prime Net (their database service vendor).

In addition, Miller has supplied us with some "beer" questions to ask in our telemarketing survey of the Miller Time Card responders. We should begin this telemarketing test within the next month.

Let me know if you have any questions or comments.

cc: L. Schwartz

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