

ROBERT BRAGARNICK, INC.

TIME-LIFE BUILDING · ROCKEFELLER CENTER · NEW YORK 20, N. Y.

PLAZA 7-2474

Marketing Counsellors

OFFICE OF
JACKSON S. GOURAUD
VICE PRESIDENT

March 6, 1964

Mr. Gayle Warnock
Resident Manager for Pavilion
Ford Motor Company
477 Madison Avenue
New York, N. Y.

Dear Mr. Warnock:

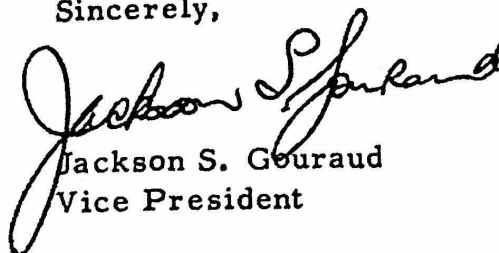
You may be interested in reviewing the details of our custom-designed research service to be used by several major Corporate, as well as non-industrial exhibitors at the New York World's Fair.

Basically, these exhibitors seek the following:

- Measurement of attitudes of World's Fair visitors "before" and "after" viewing exhibits.
- Analysis of these data by demographic, socio-economic and special occupational characteristics.
- Determination of relationships between attitudes and existing relationships between exhibitor and visitor.
- Preparation of an end-of-the-fair document which will report the effects of the World's Fair on the corporate, product, or exhibitors' image.

An outline of the research design is attached for your inspection. Examples of our report format on an IBM computer print-out are also now available for your examination. You will notice from the last page of the attached, that the costs are quite reasonable. May we arrange an appointment with you at your earliest convenience?

Sincerely,


Jackson S. Gouraud
Vice President