



# Archetype Studies

LOS ANGELES • LONDON • BOSTON • TOKYO • VANCOUVER

October 8, 1990

Ms. Carolyn Levy, Director  
Consumer Research  
Philip Morris USA  
120 Park Avenue  
New York, NY 10017

Re: **Invoice 81090**

Fees related to the Second Phase of an Archetype Study related to tobacco products in America, including:

- A. Four (4) archotyping sessions: Milwaukee, Los Angeles, Charlotte, Kansas City  
Two (2) days analysis: Los Angeles, Kansas City  
One (1) day debriefing: New York
- B. Participation of the Archetype Team (4 persons)
- C. Preparation time, analysis and dealing with the facilities

**Total** ..... **\$52,000.00**

To be paid to:

Rapaille International, Inc.  
1646 Woods Drive  
Los Angeles, CA 90069

*Carolyn Levy*  
10/29/90

*M. Azano*  
045-501-~~978-00~~  
923-0041

RAPAILLE INTERNATIONAL INC. DBA ARCHETYPE STUDIES  
1646 WOODS DR., LOS ANGELES, CA 90069 (213) 650-8888  
FAX 213-656-2693

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