



Archetype Studies

LOS ANGELES • LONDON • BOSTON • TOKYO • VANCOUVER

June 20, 1991

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

Re: Archetype Dictionary

Dear Carolyn:

The way we usually present the results of an Archetype Study is as follows:

1. The CODE.
2. The *Logic of Emotion*.
3. The chronology of imprinting.
4. The PERT or critical Path.
5. The Recipe.
6. The check list to make sure you are respecting the Archetype.
7. Dictionary: Words to use, and to lose.
8. ACTION PLAN -- practical implementations
 - a. PR.
 - b. Advertising.
 - c. New Products.
 - d. Product Development.
 - e. Marketing Strategy -- Positioning.
 - f. Employee Motivation.
 - g. Pricing (Price Value).
 - h. Etc.

I'm very frustrated that this study is taking so long, and that, for legal reasons, we cannot apply the usual way of finalizing conclusions. But, I'm willing to help you as much as I can. Please let me know what you are planning to do.

I hope you will find this Dictionary useful. I look forward to seeing you very soon.

Sincerely,


G.C. Rapaille

Enclosure
GCR/jor

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