

TO: Archetype Core Team Members

DATE: September 5, 1990

FROM: Carolyn Levy

SUBJECT: ARCHETYPE STUDIES

I'd like to confirm the dates and times for our currently scheduled Archetype Meetings and Group Sessions:

Thursday September 13th 2:00 - 4:00pm
Archetype Team Meeting
Conference Room 5C

Thursday September 13th 5:30 - 9:00pm
Archetype Session
Plaza Research, Paramus, N.J.

Tuesday September 18th 5:30 - 9:00 pm
Archetype Session
Performance Plus, Framingham, Mass.

Wednesday September 19th All Day
Begin Analysis of Sessions
Hotel TBD, Boston, Mass.

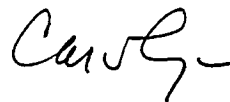
Wednesday September 19th 5:30 - 9:00pm
Archetype Session
Burnett Research, Boston, Mass.

Tuesday September 25th Time TBD
Archetype Team Meeting - NYO

I'm currently checking on hotels in Boston and will let you know where we'll be staying.

Please call me if you have any questions/concerns/conflicts.

See you on the 13th.



Archetype Core Team:

- A. Goldfarb
- J. Jones (Richmond)
- K. Lalley (Leo Burnett)
- M. Mahan
- J. Mortensen