

Spl. CF

From: WYTHA6 --UICVM00
To: WYCF07 --UICVM00 C.N. Fox
cc: WYDWA1 --UICVM00 D.J. Watson

Date and time 01/10/93 08:15:35
WYEPR1 --UICVM00 E.A. Halford

From: T.S. Hannagan, UORM/133, Design and Point of Sale
Co-ordinator, Marketing Communications.
Subject: CUPID.

Subsequent to our meeting with HOWITTS I now have their preliminary costings for each of the options.

These people are very experienced in designing (mechanical), printing and running game promotions, matching halves etc. They have recently run game promotions for Shell Oils, Shell France, and a number of competing cereal and drinks manufactures.

I suggest we explore their ability to manage CUPID with us before we start talking to the likes of Don Marketing. After all these people usually go direct to Howitts to find out what can be done and how, and then charge us for it. Let me know what you think.

Regards,
Tim.

Hannagan

*to Tom
cc: Watson*

W. E. Aubrey