

Oak Park, Illinois
November 19, 1949

The Glidden Company
Cleveland, 2
Ohio

T. M. T.
NOV 22 1949

Gentlemen:

Attention: Advertising Manager

As a student of advertising I have been asked to prepare a complete mock advertising campaign for a large manufacturing company and have chosen "GLIDDEN PAINTS", as my project to be developed.

In developing this campaign I should like to stress the following points:

1. History of the company.
2. Scope of present business, products, number and location of plants.
3. Analysis of sales records of the last few years.
4. Attitude of company toward advertising.
5. Analysis of previous advertising; purpose and appeals used.
6. Description of the product and its important characteristics.
7. Diagram and description of distributive outlets.
8. Development of the advertising budget.
9. Analysis, selection and cost of media employed.
10. Time schedule for media releases.
11. Copy policy.

Any information and material, or recommendations will be sincerely appreciated.

Respectfully yours,

Robert J. Joyce

Robert J. Joyce
641 So. Clarence Ave.
Oak Park, Illinois

GL032134

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