

SEP 25 1986

Burson-MarstellerPLAINTIFF'S
EXHIBIT
WRG-808

VS 14
Sandra L. L. L. L.
Good idea? How much?

To: R.J. B. Hall:
FYI

TO: John Hamilton

FROM: Carolyn Tieger

DATE: September 23, 1986

RE: Focus group testing of fireproofing/MK-3 slide show

File: slide show

John, you asked for our thoughts on how to test market the Grace MK-3 slide show. We recommend that a small focus group of 5-6 people, with "a need to know" about developments in fireproofing, review the presentation and critique it.

The focus group should consist of:

- building owners
- architects
- specifiers

Participants will be advised in advance of the purpose and content of the slide show. This should be considered a controlled situation, as opposed to test marketing it cold.

Ideally, participants should be familiar with and have used Monokote-3. Grace may be able to supply names of customers who have had concerns about Monokote and are now comfortable with the product due to previous discussions you have had with them.

The site should be a major city -- probably Washington, New York, Chicago or Los Angeles.

Another test marketing option is to go back to a select few of those companies who have raised concerns about MK-3 and present the slide show to certain staff members, asking for their reactions.

Once we have a final product, we believe the slide show would best be used as a calming agent for concerned building owners and architects and should not be shown on a wide-scale basis to people and organizations who have expressed no concern. Otherwise, we believe it could result in "fueling the flames" of concern about the product.

We contacted the U.S. Environmental Protection Agency, explaining that an unidentified client was interested in possibly presenting a slide show on fireproofing to EPA regional offices. Steve Shapiro, who is a senior member of the EPA Asbestos Action Program, recommended that our client make the presentation at the EPA annual meeting for regional

staff. The meeting will take place this spring in Washington, but the exact date was not yet available. John, I've intentionally held this memo up to see if we could learn a little more about this meeting. Unfortunately, I don't have any more to report except this initial interest. I think it could be an extremely positive opportunity and perhaps, with your permission, we should explore it further with Shapiro. I also think as soon as we have a final product we should meet with him, if he is willing.

As for other targeted opportunities, we believe our best bets would be to work with local BOMA chapters as we are doing with our SBA speakers program. When you are in town next, I also would like to sit down with you to review the lists of other buildings-related organizations that we have contacts with to discuss the appropriateness of meeting with them.

In summary, however, we believe the presentation will best achieve the goals for which it is intended by using it with highly targeted groups and as a "response program" to direct inquiries about MK-3.

I look forward to discussing these recommendations.