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ROUTING - REQUEST JUN 3 1996

Please
- [x] READ
- [ ] HANDLE
- [ ] APPROVE

and
- [ ] FORWARD
- [ ] RETURN
- [x] KEEP OR DISCARD
- [ ] REVIEW WITH ME

Date 5/30/96

To Diane Herndon

The Carondelet CAP comments & the "Neighbor-to-Neighbor" brochure I mentioned. Please review.

From Eric Barnes

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Next Steps
(1) Comments w/in next wks for getting into brochure
(2) Update both.

Neighbor to Neighbor Brochure
Suggestions:

1. First Impression

-larger print for front, especially the Monsanto name
-colorful; this brochure is no doubt more costly than the black/green brochure, but it's very attractive and it reads well; pictures are good; plant looks clean; food products shown
-yes to first impression questions; use a different close-up of the plant
-this is a very attractive brochure; The picture of the local plant is inviting and beautiful; The questions on the front page are very much to the point and what people would want to know; the letter from Mgr. is appealing-history included, yet brief; products, etc. are well defined; pictures of employees etc. "in action" good; neighborhood involvement explained; picture of staff very good; this is very impressive; just updating would be good, maybe change of color of paper it is re-done to designate "newness".
-very impressed by the quality of the brochure, both from content as well as an appearance standpoint; I didn't understand why the plant manager is different from the one identified to the CAP, everything else seemed to be current information.
-like photo; dislike print type and print size of Monsanto Carondelet Plant (larger!)
- current plant photo

2. Design

Size of document, length of text:

-fine
-Good! pictures on "products' page send message that is good; text is clear and easy to read; print is small, but most people can read it; (neighborhood is "elderly")
-plant listing is good; document is too wordy, too difficult to read; condense paragraphs
-good, inclusive but, not too long.
-the length of the document seems adequate; quality of the multi-colored photographs captured my attention first on each page but, the written material was informational and understandable; the black and white photograph in the plant history section could be identified as far as vintage is concerned, it almost seems to be a different location, but the Carondelet plant.
-good length of document size, good length of document text; readable, pleasant

Cover, colors, photographs

-fine
-cover is good; whole document is bright and catchy; the plant and neighborhood are shown, that's a subtle message, I like that
-cover could be better, people pictures are good and interesting
-very good; print at top could be larger
-very well done
-make inside cover color like rest of brochure

Paper

-fine
-this is a classy document, I like this one.
-texture is good, recycled is good
-good
-as opposed to the question and answer brochure, I like the richer look of this brochure.
-nice texture and weight

3. Text

-more information the better, not too detailed, more items
-black on gray text is easy on eyes; some errors in sentence structure exist; you might want to "fix" them; I can cite them if they are not obvious, it's nothing serious, but someone may notice the errors; the text is clear and easy to read; Excellent; the message is what you want to transmit, this document does that.
-info about CAP members should be included; involvement in community affairs should be stressed.
-found to be very informative and good for general public.
-like as presented
-like text as written

4. Retention/Reaction

-could use back cover, as how to get more information about facts people may want. Where to write or call.
-a statement about getting more information directly from the plant would improve the brochure, tours, etc.; return card; overall, the brochure message is positive, it says the plant is clean, careful, and caring.
-a simple explanation of the products produced and usage, safety practices, stability of the plant, interest of Monsanto in neighbors and employees should be noted.
-yes to all questions asked
-the information will be retained because of the attractive appearance of the piece but, I wonder whether the brochure will be physically retained; regardless, I would still use.
-Excellent!

5. Creative License

-Again, distribution will be the key, this makes a fine handout at the end of plant tours, verbal presentations and general community gatherings.

Monsanto Brochure (green & black)

1. First Impression

-more eye catching-items on front page
-a little industrial or "sterile"; the black and dark green might not be the best colors for a chemical plant; doesn't attract attention that you want; the message is OK; "mail back" card is very good; allows follow-up; brighten; use color; the Neighbor to Neighbor brochure is much better.
-not especially something I want to pick up and read; I would only read it because of Monsanto plant, not attractiveness; prefer the Neighbor to Neighbor type.
-the content was informative but, I would suggest a change in sequence of presentation; the dark green color did not really attract my attention; presentation: I would suggest that both pages of questions & answers be side by side on inside of brochure, that would require the one page of miscellaneous information to outside of brochure.
-lettering is small, make "Monsanto" larger

2. Design

-a half page brochure or information booklet, I think would be better, maybe 6-8 pages.
-right size! remarks are what people need to know, not too much reading; good, people won't read very much.
-small circle on front catches my eye; picture on the inside appears to advertise "Bee line", more than Monsanto; prefer pictures in Neighbor to Neighbor brochure.
-well-designed and contains a lot of good information; it is not really unyielding in size; sequence of presentations could be better.
-good size of document, good length of text

3. Cover, colors, photographs

-change color, colors are too dark, more colors
-too "deathly"
-dark green does not attract my attention; don't know what color would be appropriate, but suggest a lighter tone; photographs adequately portray the facility.
-photographs are a bit dated; don't like the color

4. Paper

-to me the paper is okay, should be recycled and stated
-weight is fine, feel is fine, texture is fine; recycled is good for image
-paper in Neighbor to Neighbor more impressive, might be more expensive though; change from heavy cardstock type paper to lighter weight.
-I like the sturdy stock that was used and really have no preference regarding recycled stock.
-good paper texture and weight

5. Text

-the information is fine, maybe some updating to current products and items at the plant
-you cannot include everything and you want to avoid too much verbiage; info about plant safety and the environment should come first; make a point of saying the plant produces "food grade" products; stack emissions are covered.
If you need more space to elaborate on most important areas, delete community involvement section, although important, most people want to know what you're making and how it affects them.
-text is good and covers many items. However, the pictures of the products in Neighbor to Neighbor is more impressive than this one.
-well written in understandable terms but, failed to explain role of community board, you need to briefly explain its role in the brochure; if you are going to request interest in serving on a community board, you need to briefly explain in brochure.
-I like the question & answer format

6. Retention/ Reaction

-this should be a brochure that people want to keep, and look at several times and show to family and friends.
-the format is good; what you have to remember is that such a document will reach only a small % of people, it will be better as a "support tool", a means of reminding people what you do; your most effective method of spreading info is through word of mouth and direct contact.
-black question mark on front is not impressive, but the light green one running through the inside is, it makes one want to read the information.
-the heavier stock utilized will help to increase retention from recipients; good, informational, and piece should be created that will not require alot of time reading.
-retention with new photos, better colors

7. Creative License

-I would like to make the plant appear less "industrial", possibly a photographer could accomplish this without any change to the plant (just a thought), perhaps show only administrative building.
-will wait to make comments when we discuss this together.
-distribution will be the key; I would hope that the budget would allow a general mailing to all households in the community.

Other comments:

-the Neighbor to Neighbor brochure is much better!