



To: Distribution

From: Kristi Scarbrough
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Date: February 27, 1996

Well Done →

Re: Marketing Intelligence Reports and Requests

We have commissioned NPD to create special reports customized for Vanity Fair Intimates. Beginning in March, many of you will be receiving a personal copy of these reports, though everyone will have access to them through a library copy on the 4th floor of 8 W. 38 St. NPD has committed to having these reports to us by the 25th of each month. NPD is currently in the process of upgrading technology, and has agreed to try to move the date up over the next few months. Below please find a list of these reports.

- YTD Consumer Panel Update Brand Rankings (Top 20)
- POS Best Sellers by SBU
- POS Sales per Door by Brand for Bras
- POS Monthly Trend of VF/VA Styles by SBU
- POS Brand Tracker Report (expanded to cover VA pants and shapewear)

These reports address many of the information requests we currently receive. There may be occasions when additional information is required. In order to best benefit the company, we have created the following form as a standard to control workflow and increase productivity. This request form will function as a stage gate. All requests will be reviewed with MI to ensure all parties understand the information desired.

In general, work requests received by MI will be processed within five (5) days of approval. Exceptional requests which fall outside these guidelines must be approved by the VP of Marketing.

Call with questions.

Thanks.

Marketing Intelligence Request

Brand: _____
Requested by: _____

Today's Date: _____
Date Needed: _____

Please describe request:

Requested for:

CAP BAP/BPS Other

If other, please specify:

For Marketing Intelligence Use Only

Approved by: _____

Date Approved: _____

Factors:

Channels: _____

Classification(s): _____

Product Type(s): _____

Fabrication(s): _____

Styling Characteristics: _____

Brands: _____

Style Numbers: _____

Time Period: _____

Demographics: _____

Measurements: _____

MI requests are generally processed within five (5) days of approval.