

SECTION VI

CUSTOMER GOOD-WILL

It is the conclusion of other companies (notably General Motors) that well prepared consumer questionnaires stimulate interest in a company's products. This by-product value can be expected to accrue to Remington from the Gun Design questionnaire.

The respondent who devoted from thirty minutes to an hour thinking about and answering the questions in the booklet did so in a conscious effort to assist Remington. Under the established psychological premise "To win a friend, get him to do you a favor," Remington has enhanced its position with more than 2200 sportsmen.

It seems reasonable to conclude that when the time comes to buy a gun, these men--and some of the others who did not return the questionnaire--will at least ask about and examine Remington models. After all, they have--or think they have--some parental interest.

In some cases, at least, the questionnaire will put a Remington rifle or shotgun in the purchaser's hands. From there on it's up to the product.

PUBLICITY

(Written by the Public Relations Division)

A story describing the questionnaire and the reasons for it was prepared by the Public Relations Division and included in the February REMINGTON NEWS LETTER which is sent monthly to 750 outdoor editors of daily newspapers.

Titled "Who Wants What in Post-War Guns," the story was also sent to the trade and sporting magazines and several specialized scientific and financial publications.

Clipping returns show that the story was carried in more than 35 publications with a total circulation of 4,468,154. It is impossible for any clipping service to obtain complete coverage on any story and the returns are generally considered on a 33-1/3% efficiency basis. Weighing this factor, it is safe to assume that the story received a circulation of well over 14,000,000.

A partial list of the publications in which it appeared follows: