



1441 29th Street Denver, CO 80205  303 531 7180  303 531 7181  thinkpilgrim.com

 agenda

Date: 7/31/15

Job#: 15-CPW-910

Subject: Agenda for Qualitative Research Discussion Meeting on 8/6 @11am

1. QUALITATIVE RESEARCH BENEFIT STATEMENTS DISCUSSION

- In the month of August we will be conducting qualitative focus groups in Denver and Grand Junction to test potential messaging options for 2016 and on advertising campaigns
- For this meeting on 8/6, the research Sub committee will be reviewing and agreeing to which benefit board statements to test with focus groups