

## McPhelim T (Thomas)

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**From:** Goodwin K (Katherine)  
**Sent:** 14 March 2016 15:12  
**To:** McPhelim T (Thomas)  
**Cc:** Dougall A (Alastair)  
**Subject:** FSS Hypothetical Figs for Media Buying ITT (FSS usage using SG base data)

Hi Tommy

I caught up with Roger Goldie and his team last week, and have based these hypothetical figs on the SG ones.

Hoping we can get this out asap now, but please let me know if you need anything further.

Thanks  
Katherine



Media Planning  
and Buying - IT...

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