

May 6, 2005
Procter & Gamble
1 Procter & Gamble Plaza
Cincinnati, OH 45202
USA

Attention: Crest Toothpaste Marketing Manager
Dear Crest Toothpaste People,

First I would like to applaud you for coming up with a few new flavors in your release of the Whitening Expressions brand of Crest toothpaste. After years and years of being forced to brush with the same old yucky mint-flavored mush, it is a nice treat to be able to have the inspirational flavors of vanilla, orange, and cinnamon in my mouth as I clean my teeth.

I should have written you years ago about my idea, but I figured that you wouldn't be open to it then. However, now that you are aware of how successful it is to create new flavors of toothpaste, you and I both know that this is the time to release the flavor that the entire world will clamor over: Steak. More specifically, rib-eye flavored toothpaste.

I am sure you are already aware that everybody loves the taste of a good, thick and juicy rib-eye steak. As such, what could be greater than having the energizing flavor of medium cooked rib-eye in your mouth each time you brush your teeth after each meal? To accompany this thrilling new flavor of toothpaste, fully-loaded baked potato flavored mouthwash will also be introduced. Initially, I am thinking that we should call this new brand Crest Savory Taste. Very catchy, huh?

As one marketing expert to another, I urge you to get in touch with me immediately so that we can begin developing and testing the products as well as mapping out the marketing campaign which will introduce these new flavors of toothpaste and mouthwash to the world. I look forward to hearing from you soon!

Sincerely,