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New Tech Consulting
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Dear Consultants,

In 1982, a little boy named Elliot lured an alien out of hiding with a bag of Reese Pieces, and a phenomenon was born. And no, I'm not talking about the birth of the Summer Movie Blockbuster.

Product placements in movies and television shows have become common thanks to Steven Spielberg and his inclusion of a little-known bite sized Hershey product into his movie, E.T. But, that doesn't mean that all product placements are effective.

The management team at Procter & Gamble wants to develop new product placement strategies for its popular brand-name consumer products. We are especially interested in effective product placements that reach teenagers - a demographic that we feel is crucial to our company's long term success.

We would like you to research the history of product placement in advertising. Find out what works and what doesn't. Then, come up with some creative ways that we can position our products in today's popular television shows.

A full list of our brands can be found here:

http://www.pg.com/en_US/brands/index.shtml

Good luck. We look forward to hearing your presentations.

Sincerely yours,

A.G. Lafley, CEO

Procter & Gamble