

TOP SECRET

IMPORTANT: PLEASE DO NOT SHARE THIS INFORMATION

Dear Marketing Team:

Our research department has come to the conclusion that loyal and longtime customers of our product are becoming ill and dying from its prolonged use.

We need you to design a new marketing campaign that appeals to teens, females and/or ethnic groups. These groups are our next generation of loyal and longtime customers. These customers will replace those who are no longer using our product due to death or illness.

The law states that our advertising cannot target children or people 18 and younger. With this said, we have faith in your marketing team that you will find creative ways to get children/teens to notice your advertisement. This could be achieved by the advertisement itself or in the placement of the advertisement.

We look forward to your contributions in making our company a success. Without your expertise in marketing to these target groups, we would not be able to sell our product!

Thank you for your support and we look forward to seeing your new advertisement soon.

Sincerely,

Ickey Mouse

CEO of Your Candy Product