

(A) Both
like the
condor letterhead/
memo design. Good
endorsement choices &
well written too.

Weaver Relations

To: Director of Pepper Relations

From: Arianna Weaver, PR Specialist

Date: 18-Jan-2012

Re: Product Endorsement Ideas

As the New Year is just beginning it is very pertinent that we focus on bringing in new ideas for product endorsement. Some ways that we can increase product sales are by bringing in celebrities and experts. These celebrities and experts will not only help increase product sales but will also provide to our customers reliability.

Lightweight Luggage

- For Lightweight Luggage we have decided that actress Eva Longoria would be a great celebrity endorser. Eva is always traveling, whether it is for upcoming roles in certain productions, visiting family, or even just simply for a nice getaway. Eva is very fashionable, so we would assume that she has a lot of clothes. One thing that I know would be very important to her would be to have the ability to bring as much clothes as she wanted to travel without worrying about the hassle of having heavy luggage.
- An expert who we could bring in for this product would be a scientist or engineer who helped out with creating the product. The scientist would be able to show the difference in the amount of weight the product puts on the upper body and how it affects the spinal cord.

Suntan Lotion

- For suntan lotion a great celebrity spokesperson would be Kim Kardashian. Kim would be a great spokesperson because she is someone who enjoys the