

## P&G Email Pitch Letter

To: paul.hiebert@adweek.com

From: mwang62@g.syr.edu

Subject: Interview with Procter & Gamble CEO David S. Taylor for applying the CPG value creation model

Dear Mr. Hierbert,

As you know, the industry of consumer packaged goods (CPG) has a great trend of developing its own fields of facilitating consumers' lives and many companies are seeking the best way of getting their evergreen brands on the right side of the trend. And applying the CPG value creation model seems to be an essential way for Procter & Gamble. I am sure that you will be interested in covering a story about the P&G CPG model.

P&G is a leading company in the fast-consumer moving good company and has its own smart audience-based to target consumers. [CPG value creation model](#) could be a great way to consolidate consumers' trustworthiness towards large mass-market and create product innovation. There are over 65 brands under P&G; therefore, building partnerships with other mass media outlets and grocers to gain the company's global reputation. More importantly, this model will also enable organic growth post-acquisition for the company.

I plan to set up an interview with you and also invite Mr. Taylor, the CEO of P&G to talk about how P&G adapts to this model. I will also give you a call tomorrow afternoon so we can have a quick conversation about the details of the interview. If you have any questions about the interview or have ideas about the new CPG model, please feel free to reply to me and shout out during our phone call. I am very happy and looking forward to hearing from you.

Thank you very much.

Sincerely,

Mengyao(Wendy) Wang