



INTERNAL MEMO

CLASSIFICATION: STRICTLY CONFIDENTIAL

Date: April 11, 2023

SUBJECT: PR Challenges Concerning Asset „Amphibius“

The marketing viability of the asset is becoming increasingly problematic.
The ongoing physical transformation has made maintaining the "Prince Narrative" nearly impossible.

CURRENT CHALLENGES:

- Severe visual repulsiveness resulting from progressive deformities
- Complete loss of communicative capability
- Uncontrollable aggressive behavior
- Constantly weeping skin surface
- Dependence on close proximity to water

FAILED MARKETING INITIATIVES:

- Photoshoots now require extensive digital post-production
- "Princess's Kiss" narrative no longer visually credible due to skin condition
- Live appearances discontinued following aggressive incidents
- Refusal to wear mandated "royal" attire

RECOMMENDATION:

Complete narrative repositioning:

- Shift focus toward a "tragic transformation" storyline
- Minimize public appearances
- Develop a "redemption" narrative
- Prepare exit strategy

Katherine Wells

Katherine Wells
Director of Public Relations

CONFIDENTIAL ADDENDUM:

The asset is rapidly becoming a marketing catastrophe. Consider elimination and relaunch of the experiment.