

Pitch Letter

09/17/2025

Subject: The Brand New iPhone 17/17 Pro: The Future of Mobile Technology

Wyatte Grantham-Philips

Business Reporter

Associated Press

200 Liberty Street

New York, New York 10001

Dear Ms. Grantham-Philips,

The iPhone 17/17 Pro launches on September 19, 2025 and it is the biggest upgrade yet. This phone combines so many new features and creates the most powerful iPhone ever created. Our team at Apple would love it if you would write an article on the iPhone 17/17 Pro to display the brand new innovations and the updated quality.

It introduces a brand new 18MP Center Stage front camera, Ceramic Shield 2 and 6.3-inch Super Retina XDR display. The 6.3-inch Super Retina XDR display creates the most enjoyable viewing and mobile gaming experience. The iPhone 17 Pro adds even more value. The brand new heat-forged aluminum unibody enclosure maximizes performance, battery life and durability. This creates the perfect balance between durability and quality.

Promoting the new iPhone 17/17 Pro and highlighting the features would better display how truly amazing this technology is. This will give all readers a great gauge on what has changed since the previous iPhones.

Thank you for taking the time to consider this offer. We are very excited to hopefully collaborate with you on this. We believe you would be the perfect person to cover this and hopefully get to collaborate with you soon.

Best regards,

Owen Sullivan

Product Manager

Apple Inc.

Fact Sheet

Release date: September 19, 2025

Announced: September 17, 2025

Contact: Owen Sullivan

123 Sesame St.

Whitewater, WI 12345

Phone: (715) - 444 - 4443

Email: Owensd@gmail.com

Date: September 19, 2025

Apple Launches the Best iPhone Yet

Apple has officially launched the brand new iPhone 17/17 Pro and it is the most powerful iPhone to date. A combination of new innovations and technical improvements have created the most powerful iPhone to date.

Camera Innovations

- Brand new square sensor, which will automatically center your selfies to create better angles on your photos.
- All models contain a 48-megapixel sensor which create amazing quality and detail.
- Allows 4k HDR recording and cinematic mode to help create a professional video.

Display innovations

- Brand new Super Retina XDR display which offers 120Hz to enhance visual and gaming aspects
- Ceramic Shield 2 offers better scratch protection and reduces glare significantly

Performance Enhancers

- Features an A19 chip which is the most powerful chip iPhone has ever seen
- The battery lasts up to four hours longer than the iPhone 15 pro.
- Heat-Forged aluminum unibody which improves durability and battery life.
- Laser-welded vapor chamber keeps your phone cool and protects the A19 chip.

- Advanced cooling technology to keep your phone cool and preserve battery life.

Press Release

FOR IMMEDIATE RELEASE

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Date: September 19, 2025

Apple Launches the New iPhone17 series and it's Revolutionary

CUPERTINO, Calif - September 19, 2025 - Apple announced today is the release date of the brand new iPhone17 series, which features many improvements including camera, display, battery life and overall performance. The introduction of new technologies has helped Apple meet the demands of its consumers and create the perfect phone

All models of the iPhone17 series have introduced the new Super Retina XDR display that creates the best 120Hz experience to watch, play and explore. The brand new Ceramic Shield 2 delivers improvements to screen durability and reduces the glare. The camera offers brand new technology, as the back camera offers a 48-megapixel sensor on all models. The front camera has been upgraded to the 18MIP Center Stage front sensor, which offers the opportunity to shoot photos in landscape or portrait mode without having to turn your phone. Finally, this is all brought together by the new A19 chip which creates the fastest and most efficient iPhone to date. This chip helps sustain battery life for up to 30 hours.

These phones come in multiple different price points. The iPhone17 will cost \$799 while the iPhone17 Pro will cost \$1,099. All products will arrive in stores and be available online on September 19, 2025. To learn more visit www.Apple.com.

About: Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, AirPods, Apple

Watch, and Apple Vision Pro. Apple's six software platforms — iOS, iPadOS, macOS, watchOS, visionOS, and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay, iCloud, and Apple TV+. Apple's more than 150,000 employees are dedicated to making the best products on earth and to leaving the world better than we found it. **copy and pasted boilerplate from Apple's Website**

Snapchat

- This



Shows off the brand new back facing camera that produces the sharpest quality thanks to the three different camera options.



The iPhone17 Pro offers a slim design and a brand new Super Retina XDR display that creates more brightness and reduces glare.

Social Media

- **Two platforms**
 - **Instagram**
 - **Snapchat**

Instagram Post



This post will be an instagram post to show off how thin and portable the brand new iPhone will be. The caption will read "Introducing the iPhone17, the most powerful smartphone in the most portable frame. Visit www.Apple.com for pricing and availability options. #GoAir #iPhone17 iPhone17Pro #17"

Instagram is the perfect place for this picture to be posted for multiple reasons. First, the simplicity of the post, yet the aesthetic is perfect for the modern audience. Secondly, the big 17 across the screen and the phone laid on clouds helps the viewer envision a positive feeling. The hashtags are important. #GoAir refers to how the iPhone always uses "air" to give this feeling of portableness and less weight. Along with this, the #iPhone17 ones are meant to be used as engagement as most likely, iPhone 17 will be trending.

Snapchat



This post will be displayed when users are looking through their stories. This post will be a five second video which highlights battery time and new camera innovations. Millions of people use snapchat between the ages of 18 and 24. This taps into the Gen Z market and keeps the message short and sweet. Even if people choose to skip it right a way, they will already know a brand new iPhone has released.