

The PR Brief - template

Tips to get started:

Why complete a brief?

- A brief gathers important information together that will be needed to achieve your PR goals.

How long should it be?

- A couple of sides of A4 may sometimes be sufficient, but bear in mind that the more detail you can provide, the better equipped your PR advisers will be to deliver results.

What about sensitive information?

- Complete as much as you can. Further detail can be provided once you have chosen your consultancy. In any event, any PR consultancy should be happy to sign confidentiality or non-disclosure agreements upfront if required.

The PR Brief worksheet:

About the business:

1. Write a short summary of your business, including brief details of its key activities/products or service, website url, number of employees and geographical location.
2. What are the main goals of the business? (12 month goals are fine, but provide longer term ones if you have them)
3. What is the annual turnover/market share/position in your industry?
4. Is the business in growth or decline? How long has it been established?
5. What is the major challenge facing your business today?

About your market sector

1. Who are your key competitors?
2. Are there any significant market trends that are affecting or will affect your business in the near future?
3. Is there any new or impending government legislation that may impact upon your business activities?

About your target audiences

1. Who are your target customers?
2. Do you have any research or market intelligence about their habits/views/buying preferences and if yes, are you able to share this?

About your marketing activities

1. What are the key trade publications that serve your industry?
2. Have you or are you planning to undertake any marketing communications activity such as advertising, attendance at exhibitions or sponsorship activity?

3. Provide details of any previous PR activity.
4. What about social media as part of your marketing activity?
5. Who has been/will be your company spokesperson/people?

About influencing factors

1. Are there any 'skeletons in the closet' that your advisers need to be aware of?
2. Is there any other information that may provide useful context to your current activities and position?

About your expectations

1. How you will measure the success of your PR activity?
2. What budget have you set aside for PR?
3. How will you define PR success?

Timescales, response times, contacts:

Don't forget to include when you require the PR activity to start, when a response to the brief is expected (two weeks is a general rule of thumb); and who is the main contact person.

In writing or face to face?

Although it is becoming more common to ask for proposals to be submitted in writing by email, it is a wise move to invite your shortlisted consultancies to present their ideas in person so you can meet the people you are considering working with. Personal chemistry and 'fit' is a crucial factor in most successful PR campaigns.

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