

PR Brief

1. Background

Company name:	
Brand name:	
Primary benefits of your service or product:	

2. Business objectives

What you want to achieve:
SMART goals:

3. Campaign objectives

Qualitative strategic focus:
Why is it important to achieve this right now:
How does this fit into your above business objective:

4. KPIs

How you will measure success:

5. Positioning

What is your USP:
Strengths of your product/service:
Weaknesses of your product/service:

6. Target audience

Your ideal customer avatar (share link to internal documents if available)
Who you <i>don't</i> want to attract?

7. Competitors

Top 5 competitors	Their positioning	Their target audience	How is it different from yours?

8. Key messages

Your top 3 key messages	Research, data and info to back them

9. Spokespeople

Name			
Designation			
Media trained?			
Link to bio or social media			
Do they have a unique personal story to share? Give details			
Do they have professional expertise? Share details			
Do they have a large and engaged social media following? Share numbers			

10. Other activities

Any activities in other departments like CSR or DnI that could be useful:

11. What has worked well in the past

12. Challenges

13. Preferred services

14. Timelines

	Date
Deadline for clarification questions	
Deadline for submission of proposals	
Notifying agencies who will be presenting	
Presentation week	
Notifying agencies of your decision	
Start date	

15. Type of contract

<input type="checkbox"/>	Project-based
<input type="checkbox"/>	Retainer

16. Proposal structure

Headings you want the agencies to cover
•
•
•
•

17. Scope of work

Mark if is part of scope of work

<input type="checkbox"/>	Research
<input type="checkbox"/>	Strategy
<input type="checkbox"/>	Planning
<input type="checkbox"/>	Delivery
<input type="checkbox"/>	Evaluation

18. Budget

Provide a budget range	
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19. Point of contact

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20. Meeting preference

<input type="checkbox"/>	Virtual
<input type="checkbox"/>	In-person

Meetings frequency

<input type="checkbox"/>	Weekly
<input type="checkbox"/>	Fortnightly
<input type="checkbox"/>	Monthly

21. Past experience with a PR firm(s)

Have you worked with a PR firm before?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

How would you describe the experience?

What went well:	What went bad:

22. Relevant contractual clauses

Share a copy of your contract or parts of it that may be deal-breakers for agencies.