

## PR AGENCY BRIEF

Campaign Title	
Company Contact	
Date Submitted	
Budget	
Financial Year	

### Market Knowledge

<b>Background</b>
Provide an overview of the problem or opportunity that this PR campaign should be designed to address.
How does this fit into your annual marketing plan?
What recent non-marketing activity has occurred that is relevant to this campaign/programme?

<b>Objectives</b>
What are your overall objectives for this campaign/programme e.g. increase in awareness, participation, attitudinal shifts?
What are the SMART objective(s) for this PR campaign/programme? Specific – e.g. number of press releases or other Measurable – if you can't measure it you can't have it as an objective Actionable – how is it useful to the business? Timely – what are the consequences for the company if this is not done now or by x date?

<b>Target Audience</b>
Who is the target audience, how many of them are there currently, where can they be found, i.e. is there profiling data on them and if so where?
Do we know who the decision makers are that we wish to influence?

What do we know about the target audience and their attitudes to the company brand, products or services – do you have any pen portraits?

How does the audience view your competitors compared to you, what service/competitor will the customer choose if they don't choose you?

<b>Campaigns</b>	Programme 1	Programme 2	Programme 3
Target audience			
Decision makers			
Audience behaviour now			
What do they think of us now?			
What do we want them to think of us future?			
PR messages			
What's in it for the customer?			

Please copy this table if you have more than 3 programmes.

<b>Message content</b>
If you have more than one Programme or theme for your PR plan please apply the questions below to each of them.
Core proposition – What do we want to say? Describe the single key message that is to be used (e.g. choosing xxx is getting easier)
Support messages – Why should the audience believe you? Describe the support messages that are to be used and any hierarchy of these (e.g. Look out for our new xxxxxxxx, launch date for this service, etc.) Provide some supporting evidence for the message or statement
Supporting events Do you have any planned events during the year that would support your PR programme or provide an opportunity for PR activity.

Tone of voice – How do we want to talk to people?  
Describe whether you want to sound friendly, fun, informative, authoritative, approachable, etc.

Media to be used  
Describe the range of methods to be considered in the campaign if known, e.g. News press, publications, leaflets, bus backs, radio, newspapers, community magazines, etc.

### **Insight**

Please list all relevant information which is appropriate to this brief – presentations, research etc. Please state what it is, where it is, who did it and when. If you require insight to be generated as part of the PR plan, please outline your requirements.

### **Barriers**

Are there any industry or political conditions that will impede this campaign/programme?

Are there any barriers to your effective PR campaign/programme?

How will the target audience react – what could prevent us influencing them?