**PR Brief Summary**

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| **Briefing** | **Description** |
| Business Background | Where you are now and why you want to do PR |
| PR Campaign Goals  | *What are you trying to achieve with the PR?** *Launch a new product*
* *Build awareness of new product or relaunch existing*
* *Creating interest*
* *Promoting goodwill*
* *Providing information about products or services*
* *Stimulating sales*
* *Reinforcing the brand*
 |
| Target Audience | *Who are you trying to reach? What is the profile of you target for the PR content?* |
| Key Messages | *Are there any challenges or issues you want PR to help address?* |
| Target Media | *Where would you ideally like to get featured* |
| PR Challenges | *Are there any challenges or issues you want PR to help address?* |
| Budget | *What is the approximate budget that you can spend on PR?* |
| Content Ideas/Angles | *A list of potential stories that would make the media really interested in YOUR brand. What is new, different, exciting, or newsworthy about your brand?* |
| Timeline | What are the key timings you want for your campaign |
| Next Steps | When do you want to get the proposal back from the agency? |

**PR Brief**

**BUSINESS BACKGROUND**

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**TARGET AUDIENCE**

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**KEY MESSAGES**

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**PR CHALLENGES**

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**TARGET MEDIA**

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**CONTENT IDEAS AND ANGLES**

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**BUDGET**

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**TIMELINE**

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**NEXT STEPS**

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