

PR Brief

A **PR Brief** outlines the essential information required for a Public Relations (PR) campaign. It ensures clear communication between the client and the PR agency or internal PR team

1. Title/Heading

- **Example:** "PR Campaign Brief for New Product Launch – [Product Name]"

2. Objective/Purpose

- What is the main goal of the PR campaign?
- **Example:** "To increase brand awareness for [Product Name] by 30% within 3 months."

3. Key Messages

- Core messages to communicate to the target audience.
- **Example:**
 - "Our product is eco-friendly, affordable, and stylish."
 - "This launch symbolizes a new era of sustainability in [industry]."

4. Target Audience

- Who is the intended audience for the campaign?
 - Age, gender, location, interests, and demographics.
 - **Example:** "Millennials aged 25-40 interested in sustainable, affordable lifestyle products."

5. Media Outlets/Channels

- Platforms to distribute PR content (e.g., press releases, social media, TV, blogs, etc.).

- **Example:** "Focus on top-tier media, such as industry publications, social media influencers, and TV news outlets."

6. Key Deliverables

- List of outputs expected from the PR campaign (e.g., press releases, media coverage, social media posts, event coverage).
- **Example:**
 - 3 press releases (pre-launch, launch, and post-launch)
 - 2 media interviews with company spokesperson
 - Social media teaser campaign

7. Timeline/Schedule

- Key dates for campaign phases (e.g., start date, launch date, deadlines).
- **Example:**
 - **Campaign start:** January 1, 2024
 - **Product launch event:** March 15, 2024
 - **Post-launch analysis:** April 30, 2024

8. Budget

- Total budget for the PR campaign.
- **Example:** "\$50,000 allocated for media buying, agency fees, and production."

9. Roles & Responsibilities

- Who is responsible for each part of the campaign (e.g., client, PR agency, creative team)?
- **Example:**
 - **Client:** Approve campaign strategy
 - **Agency:** Draft and distribute press releases

10. Measurement & Success Metrics

- How will the campaign's success be measured (e.g., media mentions, brand awareness, social media engagement)?
- **Example:**
 - 100,000 impressions on social media
 - 20 media mentions in top-tier outlets
 - 15% increase in website traffic