### **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