

Press Release Creative Brief

Background Information

Briefly summarize what you want it to achieve with this press release

Target Audiences

- 1) Who is the Primary Audience? (e.g. general audience, specific trade or association, specific demographic or geographic region)
 - a) What is our call-to-action for this audience?
 - b) What should be avoided in talking to this audience?
 - c) What do they know or believe before we tell them anything?
- 2) Who is the Secondary Audience?
 - (a) What is our call-to-action for this audience?
 - (b) What should be avoided in talking to this audience?
 - (c) What do they know or believe before we tell them anything?

Objectives for Audiences

What objectives are we trying to achieve?

What are the priorities of those objectives?

Can you suggest a strategy to achieve the objective?

Content and Messaging

If you could get only one sentence through all the clutter, what would that be?

If they asked us to prove it, how would we do that?

What other major points do we want to communicate?

How much of our audiences' time can we *realistically* expect to get our message across?

Mandatory Items

What must be in the piece? (e.g. special boilerplate, partner org info, etc)

Deadline

When must the message get to the audience for maximum effect? (e.g. special event, product intro dates, etc.)

Approval Process

Who must sign off before we distribute the release to the media?