

TEMPLATE PR BRIEF: a guide

Business intro	Brief introduction to your business and the marketing team “set up” (e.g. roles and responsibilities).
Background Information	Provide background information and a ‘potted’ history of your business. This might include an intro to the brands, any growth targets for the year ahead, wider business objectives and an overview of the current key communication channels which are working well such as the website, social media accounts, LinkedIn etc.
PR campaign objectives and key performance indicators	Clarify what you want to achieve from the PR programme. Work collaboratively with internal department heads, sales teams, or directors of fundraising with the aim of developing a set of measurable objectives.
Target audience & media	Provide detail on who you want your marketing and PR activity to reach. Give examples of any media coverage or advertising that has worked well for you in the past. You can also divide this list into a set of primary and secondary targets.
Key messages	List your key messages if you already have these. If you don’t have these already, think about what you want people to know about your organisation or service when they read a feature, news item or social media post.
Internal & external spokespeople	Detail who you can use internally as a spokesperson or any other key opinion leaders/customer case studies/brand ambassadors you might be able to work with & use for media activity.
Key marketing dates	Provide any supporting marketing plans and/or key dates such as conferences, new product launches planned for the year ahead etc.
Competitors	Outline your main competitors and the current communication channels they are using. Provide any USPs that you have that set you apart from these competitors.
Type of contract & budget	It’s important to provide your agency with an idea of budget, whether there is a scope of investment available or just an outline ballpark figure. Additionally, are you are looking for a retained Agency partnership to work with you across the year or on a ‘project basis’ only?