Your PR Agency Briefing Template

[INSERT YOUR CAMPAIGN TITLE HERE]

We hope this brief gives you everything you need to know about our upcoming campaign. If you need more information, please do drop us a line with specifics and we’ll happily fill in any gaps.

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| Insight Here’s everything you need to know about us and our campaign. | |
| About our company | |
| Company website: | *Insert your company’s main website URL here* |
| Company Overview: | *Included mission, purpose & USP information about your company here (max. 200 words)* |
| Core product/services: | *Provide info on your company’s primary products and services offered (max. 150 words). If easier, include links to your core product page(s)* |
| Operating market: | *Provide context on the market(s) your company operates in* |
| Awards & recognition: | *Has your company won any industry and/or notable awards? Been recognised for specific achievements? If so, add them here* |
| Annual turnover: | *Provide your company’s annual turnover in the receiving agency’s local currency* |
| Employee headcount: | *How many total employees does your business have currently?* |
| Company Ownership: | *Define how your company is owned. Public? Private? Owner-managed? Private equity backed?* |
| Location(s): | *Where is your company headquartered, and does it have any other office locations?* |
| Campaign objectives | |
| Campaign overview(s): | *Use this section to provide clear direction of the requirements and objectives of the campaign* |
| Communication objectives: | *Use this section to detail what, when and why you’re looking to communicate to your target audience* |
| Campaign challenges: | *Details any specific challenges you think this campaign will encounter – or any challenges you’ve faced in running it/something similar in the past* |
| Target audience | |
| Primary target audience: | *Use this section to detail all target audience information (B2B/B2C, job title, function, region, company size, industry, seniority etc). List everything out in bullet points for ease of reference* |
| Secondary audience information: | *Use this section to provide any additional audiences and/or information to help bolster campaign context* |
| Our competitors | |
| Our primary competitor(s): | *Provide information on a maximum of 3 of your primary competitors, who are applicable to this campaign, alongside their website URLs and any supporting context regarding their specific strengths and weaknesses* |
| In-direct competitors: | *Provide information of any secondary competitors that may be important for awareness, if not direct competitor analysis, for this* |

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| Ideas Here’s a taste of our content and messaging that should help inform our campaign – and your ideas. | |
| Key messaging | |
| Primary message: | *Provide the crystal-clear message(s) you’re looking to target your audience with for this campaign* |
| Content success: | *Detail types/formats/uses of content that have worked for your PR activities in the past, and why.* |
| Supporting content: | *Provide any existing content (blogs, press, webinars, videos, eBooks etc) that may be useful for this campaign. Make sure to attach any assets and provide any links* |
| Aspiration content: | *Offer insight into any content you’d like to create but haven’t yet – and why you’d think it could be important* |
| Communication channels | |
| *Primary platforms:* | *Primary platforms: Provide the main channels (online and offline) your brand uses to communicate its PR out to its target market. Are some more effective than others? List those out, too.* |
| *Social media channels:* | *Provide links to all your company’s social media channels, and highlight any that are of priority importance and/or to be avoided for this campaign* |

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| Impact This section tells you everything you need to know about our targets, budgets and intended results. | |
| Key messaging | |
| Campaign outcomes: | *Use this section to provide intended results, goals and any associated KPIs aligned to the campaign* |
| Success criteria: | *Use this section to provide the agency with what ‘success’ looks like for you, above and beyond KPIs and numbers* |
| Budget: | *Provide your available budget here – even if that’s just an estimated bracket range – and note any specific budgetary constraints or considerations the agency will need to be aware of (eg; spending cadence, procurement processes etc)* |
| Timeline: | *Provide specific start, review – and if applicable, end – dates for your campaign. Also note any time-sensitive events that need to be considered by the agency when it comes to your campaign execution.* |
| Key contacts: | *List out your key decision makers and points of contact for this campaign. Doing so will help the agency shape their response to the right level of seniority and provide any additional context* |
| Deadline: | *Give your brief a deadline for response so the agency knows when you’re closing the lines for any first-round proposals* |