

PR BRIEF

For PR projects

This document will help you collate your plans for a PR campaign. Taking the time to think it through and get to the core of what the project requires will give you a much better result. If you have any questions we are here to help.



About us

We are Simpsons Creative, a full-service creative agency based in Bishop's Stortford. We have the skills, experience and creativity to take on any project.

The extensive range of services we offer ensures the best solution is always chosen to complete your creative projects. Our goal for every project is to make your brand memorable and have a real impact on your marketing strategy and campaigns, with the result of helping you attract and engage with more customers.

Not sure what you need? Call to speak with one of our experienced team members today. We can help you to evaluate your business needs and how we can best help you going forward.

Our clients



SimpsonsCreative.co.uk



‘Free’ Publicity with News Value

All forms of publicity are lifeblood to a business. The particular value of public relations is that there are no media costs. And since it comes in the form of a news report or editorial, it has greater authority than a paid-for advertisement. Public relations provides an unrivalled means of building a company’s reputation and raising its profile. And when launching a new product or opening a new store it helps to drive sales and generate footfall.

To be effective, a public relations campaign must have a clearly defined business objective. The following questionnaire is designed to help you formulate your company’s PR strategy and identify some of the PR opportunities that are open to your business.

Looking at your business goals and competitors will help us get a good understanding of the requirements and at what your sector is doing. This background information is really helpful when working through the creative process and in giving us a good idea of how your PR could best work.

Take some time to read over the questions and fill out what you can, we are always on hand to answer any queries you may have. Don’t feel afraid to pick it up and put it down, sometimes having a break from a task can help organise your thoughts.

Contact us at any point if you need further guidance or just want to chat it through, info@simpsonscreative.co.uk

Tip: If you find yourself needing more space, wanting to take notes or list any questions you may have, we have left the last few pages blank.



ABOUT YOU



Business information



A good PR campaign is the public face of your business. It reflects who you are, what you stand for and what you aspire to.

To create a campaign that is fit for purpose, we need to know a good deal about you: your company activities, your target audience, and your market presence.

So, tell us about yourself. It will help us create a PR campaign that will truly do you justice.

Business name	<input type="text"/>
Location	<input type="text"/>
Contact details	<input type="text"/>
Industry	<input type="text"/>

All about you

What sets you apart? Are you the biggest and best in your field? The best value for money? Is your product or service unique? Do you have a proud tradition of service with generations of loyal customers? Or are you an innovative start-up? Tell us why customers should come to you.

What do you do?

**What makes your company special?
Do you have a USP?**

How long has your company been established?

**Do you have any significant anniversary due?
(1st / 10th / 100th)**

How do you fit into your market sector, and how do you rate yourself alongside your competitors?

Competitors

Please use this page to give details on your competition, let us know who we should be looking at and what you think they do well and also what they could do better. This will help give us an understanding of what your industry is doing and gain an insight into your likes and dislikes.



YOUR TARGET AUDIENCE



Your business



Is yours a generic product or service or are you aiming for a niche market? Are you a B2B or B2C firm?

Are you trying to win round professionals, special interest groups or the public at large?

A local, regional or national audience?
Again, be as specific as you can.

Age	<input type="text"/>
Gender	<input type="text"/>
Social Status	<input type="text"/>
Position	<input type="text"/>
Special Interests	<input type="text"/>
Geographical Region	<input type="text"/>

Upcoming events & Community Links

Do you have new products under development or due for launch?	
Are you planning to relocate your business, or open a new office or shop in the near future?	
Are you planning to recruit new staff in the near future?	
Will there be job opportunities for local people?	
Do you support any charities?	If not, are there any you are sympathetic to, or might have some connection with your business?
Do you support or have any involvement with in local community activities?	(sports, drama, youth groups etc)
Do any of your staff get involved in charitable activities?	(fun runs, sponsored walks etc)
Do any of your activities attract – or are likely to attract – negative public opinion?	(pollution issues, job losses, traffic access problems etc)

Media coverage



Now we have a good understanding about you and your company, it's finally time to move onto the main event, your new PR.

In which local / regional / national media (newspapers / radio) would you like to obtain coverage? Please list titles.

In which trade or special interest magazines would you like to obtain coverage? Please list title.

Do you use social media to promote your business?

Do you have a blog?

The bottom line

So, before you green light the project you'll want to know what it will cost and when it will be completed. We'll be happy to give you an estimate, but if you have a budget and a timetable, please indicate below. Please bear in mind that, in contrast to advertising, PR is more of a 'slow-build' than a 'quick-fire business, and to be effective needs to be undertaken over a minimum three month period.

Budget?

Timetable?

Other services

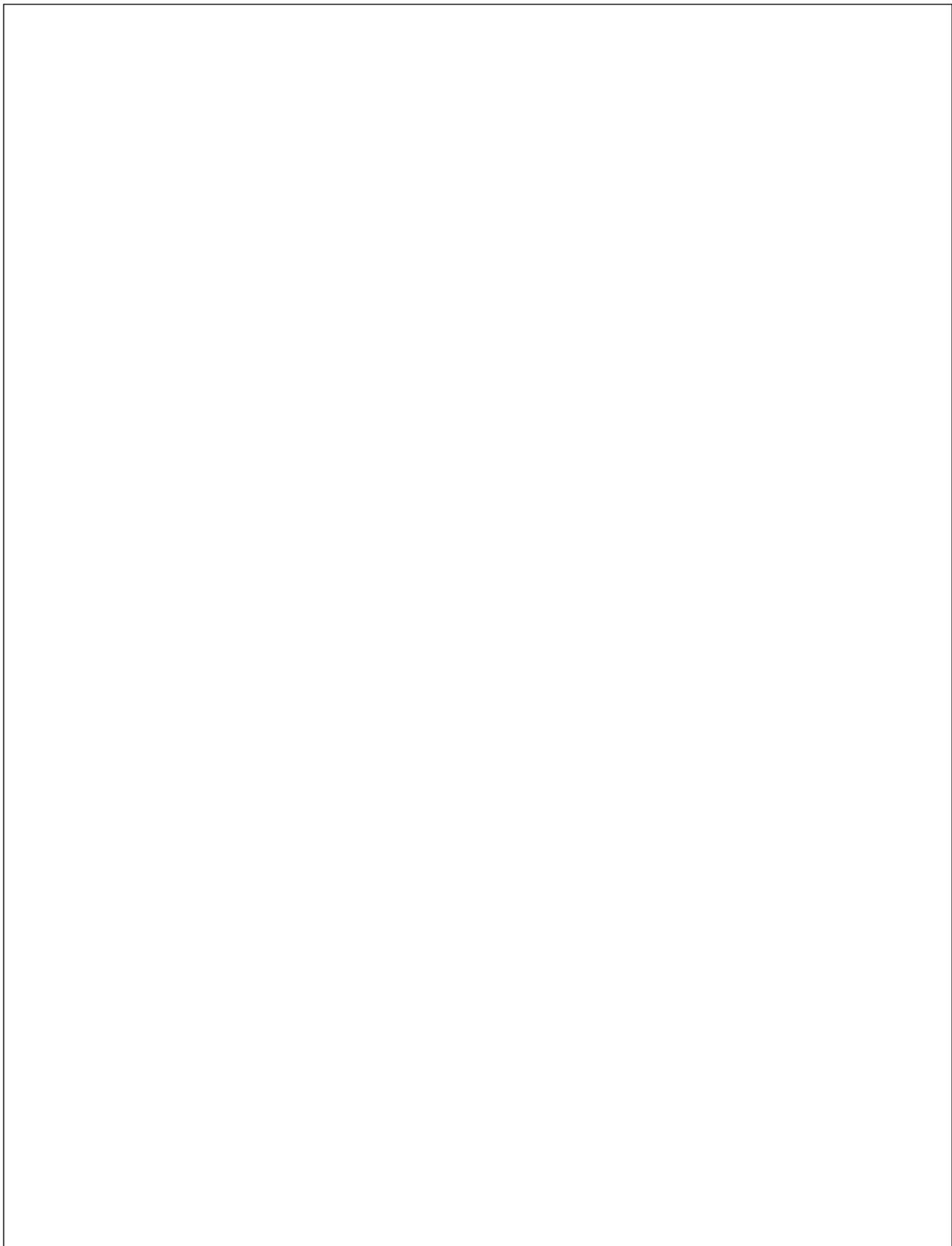
We are a full-service creative agency and offer a wide range of services to help support your any of your project needs. This can include content creation, branding, creative design, print, social media, signage and more, visit our website to see the full range of creative services we can offer.

If you would like to discuss other marketing materials such as stationery, business cards, leaflets, brochures, signage, website make a note here and we will be happy to help you out.

Can we help with any other services?

Notes/questions

This space has been added to give you room to make notes or add additional information that you think may be useful to us. Likewise feel free to list any questions about the project you may want to ask about the project and we will be happy to run through them with you.





CONTACT

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Thank You

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