**PR-BRIEF**

**Company name:**

**Brand (s) Name:**

**Information about brand (s)**

|  |  |
| --- | --- |
| **General information and/or website**  **link**   |  |
| **Product/service positioning** |  |
| **Lifecycle phase of the product/service** **(choose the right one)** | * *Market launch*
* *Market growth*
* *Maturity*
* *Saturation*
* *Downfall*
 |
| **Target audience (age, gender, income, geography)** |
| **Main competitive advantages of the product** |  |
| **Product weaknesses**  |  |
| **Price segment**  |  |
| **Main marketing goal for the nearest term (one year or more)** |  |
| **PR activities of previous periods and its effectiveness** |  |
| **Principal competitors** |  |
| **Standing from your competitors (what's the difference)** |  |
| **PR activities of competitors (if the information is available)** |  |

**Agency tasks**

|  |  |
| --- | --- |
| **Type of PR services** **(tick whichever applies)** | * *User maintenance*
* *One-off event*
 |
| **Main PR tasks** |  |
| **Communication messages for Target Audience** |  |
| **Main communication channels that are planned to be involved in the PR-campaign** |  |
| **Geographic coverage** **PR campaigns** |  |
| **PR campaign duration** |  |
| **PR campaign stages and periods of intensity**  |  |
| **Materials and resources that client can provide to help the Agency** |  |
| **The procedure for approval of PR documents (press releases, articles, etc.)** |  |
| **Approximate** **PR budget** |  |

**Offer provision**

|  |  |
| --- | --- |
| **Terms of the offer provision** |  |
| **Order of the offer provision** |  |
| **Terms of consideration of the offer** |  |
| **Contact person in the Client's Company** | *FULL NAME:**Position:**Phone:**E-mail:* |

*Additional information and suggestions (if any):*