**Sample PR Brief**

**Service/Company Name/Brand**

*Your company may have more than one shop/antiques website/ specialism, so be clear about which area you are promoting.*

**Context**

*Give background information about the company.*

**New Service/Products**

*Is there anything new they should include, use as a hook, or avoid? When will it be live?*

**Campaign Brief**

*What do you want the agency to do?*

**Campaign Objectives**

*What are your aims, and what are you trying to achieve? Raise awareness of the business? Drive traffic to the website? Reposition your business in the local area? Build a social media following? Get media coverage?*

**Scope of Work**

*Tell the agency what you want them to do and not do. You might already do events/social media yourself or outsource it, or you may want them to include this.*

**Target Audience**

*Be clear about your primary audience, with as much detail as possible.*

**Positioning**

*How do you want to be perceived, particularly versus your competition? What is your unique selling point? What can the agency focus on that is different?*

**Key Messages**

*Up to three messages you would like to see in your communications.*

**Proposal Deadline**

*Allow 1-2 weeks for a response. Complex projects could take longer.*

**Spokespeople**

*Who will represent the company, and what is their story? Have they done it before, and are they comfortable and confident doing it? Any celebrity links?*

**Budget**

*Be upfront about what you can afford. Fees vary depending on size, capabilities and specialism. Having a budget will help you to rule agencies in or out quickly.*

**Timeframe**

*When do you want to start? An immediate start is unlikely.*

**Measurement**

*What would a successful project look like? How would it be measured?*

**Any Other Information**

*For example, previous experience with a PR agency, previous awards or successes for the business.*

**Client Contact Details**

*Name, availability, and preferred means of contact.*

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