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**PR BRIEF**

This questionnaire is designed to help us identify where we can provide relevant services for qualitative and quantitative desired results:

* **Company/Brand Overview: specific to the project for which PR is being considered/approached**

1. Please describe unique characteristics or attributes of your company and/or its product and services that you feel would be newsworthy?

1. Please describe the main industry for your products and services and list any subsidiary industries that also benefit from your products or services.

1. How do you sell your products or services? (online, in stores, through distributors, etc)

1. What primary aspects of your company do you want to promote? (Growth, New Products, New Markets, New Offices/Locations, etc...)

1. What results are expected from the communications partner and how is success measured here?

* **Your Audience**

1. Who is your target audience and why?

1. If your target audience is not using your products or services, what are their current actions? (Are they using another company, are they knowledgeable about your product or service uses, etc.)

* **Messaging**

1. Does your company currently have any key messaging that you include in all of your marketing materials (such as tag lines, key points, specific facts about your products’ performance?)

1. How do you address your difference from the competition in your marketing materials?

1. Is there anything you would like to highlight more in your company’s marketing materials?

1. Please list down competitors.

* **Past Public Relations Involvement**

1. What type of public relations tactics has your company utilized in the past two years?

1. Who ran your public relations program in the past? Was it handled internally or by an agency? Please describe the level of involvement of those responsible for your public relations program.

1. If your company has a current public relations program, how often do you release press information/updates to the media?

1. Would you say that your previous PR initiatives have been successful? Why or why not?

1. Please describe how you currently send information to the media (email, newswire distribution, etc.)

1. What has been the company's interaction with the media in the past?

1. What is the current status of media relationships?

1. What steps have been taken to build and maintain relationships with the media?

1. What CSR initiatives has the company undertaken in the past?

* **Crisis Communication Team**

1. Does the company have a crisis communication team in place?

1. What is the structure of this team?

1. How does the team function during a crisis?

* **Organizational Hierarchy**

1. What is the organizational hierarchy in terms of the communications team?

1. Who does the communications team report to?

1. How does the communications team function within the company?

* **Upcoming News**

1. Do you have any new products coming out for which you are seeking PR? Please describe.

1. Does your company have any upcoming events or significant trips planned for which you are seeking PR? Please describe.

* **Involvement**

Please indicate which aspects of PR you are looking to onboard us for:

\_\_\_\_\_ Media Contact Development

\_\_\_\_\_ Networking with KOLs

\_\_\_\_\_ Media FAM

\_\_\_\_\_ Image Building

\_\_\_\_\_ Press release writing

\_\_\_\_\_ Local media story pitching: Lifestyle Press

\_\_\_\_\_ Local Trade media story pitching: Business Press

\_\_\_\_\_ Social Media Planning and implementation

\_\_\_\_\_ Blog writing

\_\_\_\_\_ Media Monitoring Service

* **Company's Stance on UN's SDG Goals**

1. What is the company's stance on the United Nations' Sustainable Development Goals (SDGs)?

1. What SDGs does the company align with?

1. How is the company working towards achieving those SDGs?

* **Do you have a specific budget in mind? [USD]**

* **Do you have a specific time frame in mind?**

