



A GUIDE TO...WRITING A KILLER PR BRIEF

This guide has been developed by GLR Public Relations to help you to write a killer PR brief whether you're leading a team of PR professionals, a marketing director or business owner looking for PR support.

IT'S ALL ABOUT YOU

- Why are you looking to engage a PR consultant?
- In a nutshell what do you want to achieve?
- Overview of products/customers and brand
- The business structure, including key players – if you already know provide details of spokespeople and the marketing and communication team(s) structure (if you have one)
- Is there an incumbent PR agency? Who and how long have you worked together and the reason(s) for considering parting company:

MARKET ANALYSIS

- **Background Information** - include statistics on the market, competitors, current marketing / PR activity etc. and any useful references e.g. websites, research, press coverage and social media content
- **Challenges and Opportunities** - outline any potential issues that your organisation or the sector in general may face and that need to be taken into consideration when developing the PR proposal – as well as market opportunities that are just waiting to be seized

BUSINESS OBJECTIVES

- **Business objectives** - outline business objectives that PR needs to support, including as much detail as possible including how these objectives are / should be measured:
- **Target audiences** - outline groups and individual targets, with primary and secondary audiences identified if appropriate
- **Marketing strategy and campaigns**
- **Business / product elevator pitch**

PR OBJECTIVES

- **PR objectives** - desired PR and marketing objectives, including how these objectives are / should be measured by the Agency
- **What would PR success look like to you?**

GREAT AGENCY EXPECTATIONS

- **What PR support is required / are you interested in from GLR Public Relations? Highlight bullet point(s):**
 - Media relations
 - Copywriting
 - Social and digital PR
 - Crisis communication
 - Insight / research
 - Thought leadership
 - Media training
 - Strategy
 - PR planning
 - Creative campaign planning
 - Creative campaign execution
- **Training requirements. Highlight bullet point(s):**
 - Dealing with the broadcast media
 - Dealing with the print press
 - Taking control in a crisis
 - What makes a good PR story?
 - Managing social media
 - Blogging and online engagement
- Include any specific roles and responsibilities that the Agency need to consider as part of its recommendations e.g. managing social media platforms such as Twitter, copywriting, media training etc.
- Cultural fit, what qualities you look for in an Agency?
- Experience you're looking for in an Agency

KEY DATES

- Timescale to respond to the brief and time window for questions, dates for the pitch?
- When do you want the agency to start working with you?
- Key events for the agency to consider such as product launches, events etc.

INVESTMENT

- What budget do you have for PR?
- What are your preferred payment terms?
- Outline any costs already covered by in-house teams that shouldn't be included in budget allocation e.g. media monitoring

CONTACT FOR AGENCY QUESTIONS

- Who should the agency reach out to ahead of responding to the brief with additional questions?

Send your PR briefs to joanne.gill@glrpr.co.uk or call 0113 487 7750 www.glrpr.co.uk