

Ref.:

Date:

3(b)

Public Relationship

- Details about your company (your product/ services, annual turnovers, who owns the company etc.)
- Sharing your company background information is a vital starting point for any PR brief. Make sure you outline the most up to date information as possible.

The point builds on sharing your company information to provide us with a greater understanding of where you currently sit within your market and also the size of the market you are currently.

It may be that you are a market leader for a completely new product or services offering or you are one of many

many but offering a more diverse or desirable product.

- Who your competitors are:
 - It is always good to be aware of your direct competitors and who you are unwittingly working against to gain a greater market share for your company and brand.
- Share any relevant websites, branding and/or reputation report you may have on file. We always provided a full competitor analysis, looking at messaging, online visibility and brand awareness.
- What your commercial objectives are:
 - It is essential your goals are outlined from the start so we can ensure proposed PR campaign can support also work towards your overall commercial objectives.