

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 in.
- It may be that you are a market leader for a completely new product or service 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 web sites, 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.