

Brief

1. Information about the client	
– Name and surname of the individual completing the briefing	
– Company/brand name	
– Field of activity	
– Website and social media profiles	
– Proposal submission deadline	
– Budget	
– Objectives	
Which services are of interest? (specify preferences or provide comments)	
<ul style="list-style-type: none"> – PR support (publications in media/blogs) – PR campaign for product launch – SMM/Digital (managing social media, online advertising, SEO (search engine optimization), SERM (search engine reputation management), etc.) – Event (press events, BTL campaigns, etc.) – Design (brochures, booklets, corporate identity, logos, etc.) – Sales-stimulating marketing – Monitoring and analysis of media and social networks, etc. – Political campaigns, elections, party building – Non-profit organization, charity – Brand management (value/product/communication) – Video production 	
Result:	
– Please describe your objectives	
Target Audience:	
Describe the target audience of the campaign. For individual consumers, specify known socio-demographic characteristics, and for B2B companies, indicate the industry and size (by any criteria). For political parties and public organizations, provide the name.	
Motivation of the target audience (what the consumer wants to gain from the product/service/public request).	
Geography	
<i>Specify the countries and regions where the PR/Digital campaign, event organization, etc., need to be conducted.</i>	
Which media/blogs are the target? (specify the desired ones or provide comments in the "additional" section.)	
Business, socio-political, informational agencies, industry-specific (finance, marketing, industry, logistics, insurance, etc.), TV, radio, lifestyle, glossy, family-oriented, men's, women's, sports, etc.	
Which social networks are key? Facebook, Instagram, TikTok, LinkedIn, Twitter, WeChat, Weibo.	
Informational Triggers:	
– Product, service, application, brand launch	
– Promotions, franchise, distribution	

<ul style="list-style-type: none"> - Investment attraction - Research/survey results - End-of-year, quarterly, semi-annual summaries - Entry into foreign markets - Issues with government authorities - Legal proceedings 	
<p><i>What are the Key Messages for the campaign/brand/person? Specify the messages that need to be conveyed to the target audiences.</i></p>	
<p><i>Project Reporting. Indicate the composition and frequency of project progress reports (quarterly, monthly, weekly).</i></p>	
<p>Marketing Goals for the company in the next 1-3 years.</p>	
<p>2. Information about the client</p>	
<p>History of the company/brand/product/person, etc. <i>If there are ready brochures and files, photos of speakers/products, please attach them to the brief.</i></p>	
<p>Unique Selling Proposition (USP) of the company/brand/product/person. What sets it apart from competitors?</p>	
<p>Information about the promoted product/service/person: Value and mission.</p>	
<p>Please describe the pricing positioning (<i>product cost in the market, above the market, below the market</i>).</p>	
<p>(What information is the company willing to disclose?)</p>	
<ul style="list-style-type: none"> - Deals with partners - Market share - Financial results (revenue, profit) - Resignations and appointments of top managers - Investments - Planned projects - Employee motivation and development system - Lawsuits - Prescriptions/orders from authorities 	
<p>Are there speakers within the company who are ready to engage with the media and bloggers? If yes, please specify them:</p>	
<p>- Is there experience in engaging with the media (comments, interviews), participating in panel discussions?</p>	
<p>- Is it possible to obtain a comment within 15 minutes to 2 hours?</p>	
<p>- Are you willing to express your position regarding market events (partnerships with major companies, legislative bills, exchange rates, market development, etc.)?</p>	
<p>Has there been any collaboration with the media/bloggers in recent years? Digital promotion? Events for the media/partners?</p>	
<p>Anti-crisis PR</p>	
<ul style="list-style-type: none"> - What negative mentions have there been about the company in the media? 	
<ul style="list-style-type: none"> - Is there a plan of action for crisis situations? 	
<ul style="list-style-type: none"> - Do you monitor negative mentions about the company/brand/product and competitors online? In the media? 	
<p>Political PR & GR</p>	

- Are there any difficulties in working with government agencies, and if so, what are they? Is there any pressure on you?	
- If you need judicial PR and the creation of necessary public opinion for a positive verdict, including in civil disputes.	
3. Information about competitors	
- Who are your competitors?	
- What are the strengths and weaknesses of the competitors?	
- Which competitor poses the greatest threat?	
- Where are competitors most active (advertising, events, media, forums, etc.)?	
4. Event Organization	
<ul style="list-style-type: none"> - Press launches - Press conferences - Press tours - Public talk - Interviews of executives with journalists - Public speaking engagements - Site tours - Meetings with bloggers - Events for partners - BTL (Below The Line) activities/events - Lifestyle or business events in the format of conferences, exhibitions, festivals, etc. - Interviews - Shooting of docudramas, social advertisements - Presentations 	
5. Possibility of Involving Media Personalities	
Are you interested in collaborating with celebrities, bloggers, ambassadors, or experts in marketing, medicine, business, politics, beauty, etc.? Is there an additional budget allocated for this purpose?	
6. Integration	
<p>What types of marketing communications will be used in parallel?</p> <ul style="list-style-type: none"> - Advertising campaigns - Presentations at business events - Social media - PR campaigns - Non-standard marketing/advertising/Digital/PR campaigns (promotions, events, etc.) 	

Additional comments from the client: