# Digital PR Brief



# Brand details

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| --- | --- |
| **URL** |  |
| **Product/Service** |  |
| **USP** |  |
| **Brand personality** |  |
| **Target customers** |  |
| **Main competitors** |  |
| **Campaign keywords** |  |

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# Campaign requirements

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| **Primary objectives** |  |
| **Desirable publications** |  |
| **Target topics**  |  |
| **Wider topics of interest** |  |
| **Trend interest** | *E.g., are you open to aligning with trends in the industry?*  |
| **Brand campaigns** | *E.g., are you open to promoting any current brand campaigns to push a specific product or category?*  |
| **Off-limit topics** | *E.g., are there any topics or themes you shouldn’t speak about e.g. sex, politics etc.* |
| **Market(s)** |  |
| **Brand insights**  | *E.g., can you supply data insights or expert advice?* |
| **Site capabilities** | *E.g., can your site host interactive assets?* |
| **Brand guidelines** | *E.g., can you supply guidelines, or will your website suffice?* |
| **Data**  | *E.g., do you have sales data that can be used to support a campaign?* |
| **Campaign location** | *E.g., where will the content sit on the site?* |

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# Ways of Working

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| **PR Involvement** | E.g., do you need to liaise with an external agency? |
| **Off-limit Timings** | *E.g., are there any timings you need to avoid from a media launch POV?* |
| **PR Calendar** | *E.g., do you have a PR calendar?* |

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