

# Press Team Proposal Creative Brief

## Press Goals

In this section you have the opportunity to discuss what you want to get out of your partnership with a press agency. It is important to be clear and honest with what you're looking for here.

Objectives	Description
What are your goals?	<p>[YOUR TEXT HERE]</p> <p><b>What to write about:</b>  <i>Try to think of what would make you say, "we've succeeded!" Then think about those objectives for month one, six, and twelve. Try to give the press agency your short-term and long-term objectives (as best you can) so that expectations are clear. A question we often use to crystalize press objectives with clients is, "What do you want your New York Times headline to be?" Additionally, if you've worked with a press agency in the past, it's important to share what went well and what didn't go well. The more open and clear you are, the better chance this new potential partnership starts on the right foot.</i></p>
How will it be measured?	<p>[YOUR TEXT HERE]</p> <p><b>What to write about:</b>  <i>Press is tricky to measure. Many firms talk about media impressions and brand awareness (Google the definitions of those terms if you want to understand them better). These metrics are fine, but you should define your success metric and agree on it with the agency before signing. Some common metric to consider:</i></p> <ul style="list-style-type: none"> <li>• <i>Media impressions</i></li> <li>• <i>Number of placements (online, print, radio, TV)</i></li> <li>• <i>Number of expert quotes requests and/or speaking requests</i></li> <li>• <i>Influencer/celebrity placements/engagement (social and press placements)</i></li> <li>• <i>Number of SEO backlinks</i></li> <li>• <i>New business development or partnership leads</i></li> </ul>
Who is the reader target?	<p>[YOUR TEXT HERE]</p> <p><b>What to write about:</b>  <i>The reader target is the person you want to read the piece about your company. Be clear on who you're trying to reach with this press outreach. Is it for consumer press, investor and business press, trade relations, etc.? Do you want to reach men or women? Do you want fashion readers or tech readers? Do you want college students or retirees? Do you want Midwest or West Coast? Some of the agencies you'll talk to only specialize on a specific audience and others work across all your media needs. Be up-front with the targets and that will help filter the teams best fitted to your needs.</i></p>

Who are the writer targets (top 5)?	<p>[YOUR TEXT HERE]</p> <p><b>What to write about:</b>  <i>Another way to be clear with your targeting is to identify the top five journalists and publications you want to write about your company. This isn't to set a hard metric with your potential press agency (no team will say they can guarantee publication), but it will help you to understand if you have a misalignment around what readers and what writers you want to target.</i></p>

## Press Positioning

*In this section you have the opportunity to discuss the specific positioning you believe puts your company and product/service in the best light. As with the above section, it is important to "overshare" here to get all of the details you know about your business to the potential agency partner.*

Objectives	Description
What was the inspiration for the company and/or product? Who are the senior leaders?	<p>[YOUR TEXT HERE]</p> <p><b>What to write about:</b>  <i>This type of question is specific to mission-driven companies or start-ups. It's important to get your press team invested in the story of the company. <a href="#">Commitment is a big driver of success at start-ups</a> and should be the same for the agencies it hires. Tell them about your company story, share information on key leaders in the organization, talk about influential investors or other brand ambassadors.</i></p> <p><i>Note: When reviewing this section on a call, check to see if the agency believes your story. Do they have passion for your problem? Do they think you can beat the market? Do they believe in the "economic moat" of your company? Do they generate ideas around your story that are new and interesting on-the-fly? Those are the things you should listen for on the call and during the strategy presentations before partnering.</i></p>
What's the customer value of the product and/or service?	<p>[YOUR TEXT HERE]</p> <p><b>What to write about:</b>  <i>The customer value is not the product value (that's below), but what problem this product/service solves for the customer. Take the example of sunscreen: The <u>product value</u> of Neutrogena Ultra Sheer Dry-Touch Sunscreen is that it is not greasy when you apply it. But, the <u>customer value</u> of the sunscreen product is that it protects against sun</i></p>

	<p><i>burns (pain, fear of cancer). You need a customer that values protection against sun burns before you can differentiate the product by not having a greasy feeling on your skin. Define your customer values in quick bullets to help the press agency understand why people need or want this category of product. Share stories about the emotional or physical burdens that this product reduces for the customer to communicate customer value.</i></p>
<p>What are the key differentiators?</p>	<p>[YOUR TEXT HERE]</p> <p><b><i>What to write about:</i></b></p> <p><i>This is where you can let your product and service shine. What are the features that make it stand out from the competitors? Why do customers come back again and again to use your product vs. the other products in the marketplace? What is the one thing that customers value in your product/service above all else? What's the one feature they can't live without? Please try to give the agency an exhaustive bullet list. You never know what will catch their eye that might be mundane to you.</i></p>
<p>What's the marketing challenge?</p>	<p>[YOUR TEXT HERE]</p> <p><b><i>What to write about:</i></b></p> <p><i>In this section you should address the wider marketplace challenges. Does your market have large incumbents that dominate consumer awareness? Are you the first entrant, but there are fast-follow companies? Are you a second entrant in a growing market? Or, is there no market at all? Are you creating the category from scratch? Do you have only regional distribution? Are you limited to USA only? Whatever challenges exist in your product/service positioning and selling, share them here.</i></p>
<p>How do you define success for your company? What's your North Star?</p>	<p>[YOUR TEXT HERE]</p> <p><b><i>What to write about:</i></b></p> <p><i>Answer this question with the "North Star" metric that your business uses to define success internally. What is that one goal that everyone on your team knows and shares? Is that getting more people to subscribe? More monthly active users? New sales team leads? Growing revenue? This is different from the "how the press team will be measured," section, but it's important so that the agency understands how you measure success for the business. The more they understand about what makes your business work, the more they can filter opportunities that are aligned with your strategic objectives.</i></p>