



Brief Fido

Looking for a media savvy, award winning and results driven PR agency?
Give Fido a brief and see how great PR can deliver stunning returns on your investment.
Use this brief to help you determine what you want your PR to achieve. In return all we ask is that you invite us to pitch!

Complete as much (or as little) as you wish, minimum requirements* are your contact details.
Click here to see our online **FAQs** for further information, including a glossary of terms.

Name*

Position*

Company name*

Brand/Division*

Telephone*

Email*

For the following questions please use a scale of 1 - 5 (5 being most important, 1 being the least)

What do you want your PR to achieve?

- Raise awareness of your business/service/products
- Create a good impression/favourable sales environment
- Improve your organisation's reputation
- Promote an event/destination
- Manage a difficult situation and its impact on your public image
- Raise the personal profiles of key individuals
- Research what your audiences think about you - online, in the media and in the wider public arena
- Ensure your communications are working effectively
- Support your corporate social responsibility activity

Other...

Who do you want to motivate, inspire and influence?

- Your target market(s) (who do you want to talk to?)
- Customer profile(s) (who are you already talking to?)
- Employees
- Local/national government (MPs and other powerful types)

Other influencers (please give examples)

Other (please give examples)

What are you looking for from your next PR consultancy?

- Creative ideas that will deliver results
- Strategic thinkers with business experience
- An experienced account team, kept up to speed with personal ongoing training and development
- Strategic planning with monthly results evaluation to check the PR is on course to deliver
- Well-connected and influential consultants
- A long-term relationship with depth of understanding about our organisation
- A fully costed campaign or project with very specific outcomes
- Trusted advisers and a safe pair of hands
- Reputable PR operators with excellent media contacts

What are your expected outcomes?

- Great media coverage
- Well-informed stakeholders
- An exciting and engaging programme of campaigns
- An in-depth understanding of how your customers think and behave
- Your brand values brought to life
- An active role in the online community
- A demonstration of your commitment to being socially responsible

What is your budget, or what you would expect to pay for this service? Please indicate annual/monthly or as an overall project cost.

Tick here to request Fido's rate card:

What makes you stand out from your competition?

Who else do you admire and why?

What recent marketing/advertising/PR campaign inspired you?

Please outline your current marketing communications activity

What are the challenges & opportunities that you face over the next 12 months?

**How do you picture your organisation after a really successful PR campaign?
What difference will it have made?**

Where did you hear about Fido?

- Personal research
- Word of mouth
- Chartered Institute of PR
- PRCA
- Newspaper/online article
- PR Week
- Search engine

Other...

Thank you for your time. A member of the Fido team will contact you to discuss your requirements. All details will remain confidential. We will not share your information with anyone else.



If you prefer, please fax back to 0161 273 1550

< back **send :)**