

PR Agency Brief / Request for Proposal

Template (2025)



1. Introduction to Client

Describe your business

- Date established
- Location
- Customers
- Industries and markets served

2. About the Client

Be sure to share as much information as possible including your USPs, if you are a start-up or established brand, your sales, turnover and targets for the next period if possible.

- Describe the market your company operates in including any relevant trends, opportunities and challenges
- What is your market position and market share
- Business KPIs
- Brand Personality & Attributes
- Key Facts & Figures (include relevant URLs)
- Marketing – do you have internal PR and marketing

3. Background to Brief / What the client is looking for

- Explain the context and what you want to achieve with this campaign / project / retained contract
- Ensure to include as much detail as possible. Imagine that the agency knows nothing about your business/products/services
- What methods and channels are you currently using to market your business
- Do you have any current challenges and pain points with marketing / PR / social activity

4. PR Objectives

- List clear, SMART objectives
- What are your commercial objectives?
- What are your communications objectives?
- What outcomes would you like to achieve?
- What are the key messages to convey to your target audience?
- What would success look like to you?

5. Audience

- Who would you like to reach through PR / social media /influencer marketing?
- Do you have a primary and secondary audience?
- Specify key demographic information of each audience group where possible
- What audience insight / research do you have?
- Geographical focus – if appropriate?

6. Competitors

- List main competitors (if relevant)

7. Requirements / what client would like to see in the response / proposal / RFP

- What should the proposal include - be as detailed as possible e.g. 6-month activity calendar, creative ideas, media contacts, etc
- Would you like to see team biogs / detail of account management?
- Would you like to see a fully costed budget?
- Clarify if there are any time sensitive campaigns

8. Budget

- Approximate/annual/monthly budget
- Clarify if costs are additional
- Agency to provide rate card?
- Agency to provide details of value-added
- Confirm that the PR budget has been approved and signed off internally

9. Decision Criteria

What factors will influence your choice. These can include but not be limited to:

- Strategy
- Previous agency experience
- Team experience
- Creativity
- Chemistry
- Budget

10. Duration

- Project/contract length (e.g., 12 months, 2 years)
- Notice period

11. Additional Information Required

- Team structure, account management, retainer fee structure, value added, etc

12. Pitch Presentation

- Who are the client stakeholders involved in the decision making?

- Presentation format and timings

13. Timelines

- Key dates for:
 - Brief
 - Q&A
 - Tissue Meetings
 - Pitch
 - Outcome
 - Contract Agreed
 - Start Date

14. Contract

- Specify if you have a contract template or wish to use the PRCA standard template.
- When will the contract be shared. Clients often share a draft contract at time of Brief to pitching agencies
- How soon after appointment will the contract be signed

15. Client Contact Detail

- Name, title, email, phone
- Restrictions to contact?

Additional PR Brief Tips

Do your research, you know your business and brand the best so make sure you research the type of agency you are approaching and if you feel they align with your company in terms of size, scale and ambition.

You may need input from colleagues on your brief so be prepared to work as a team to complete a PR brief before returning it back to the agency.

Don't keep it too short and sweet – if you only provide short, incomplete answers the agency will ask for more information from you. It's important the agency clearly understands the information requested in the brief

Remember, the more information you provide the more specific and valuable a PR proposal will be.

Matchmaker is the PRCA's free comms agency search, selection and pitch management service representing best-in-class PR & Comms agencies and designed to save clients both time and money when reviewing comms requirements.

"The PRCA Matchmaker service was invaluable. They truly understood our needs, identified a good selection of agencies, and guided us seamlessly through the entire process. Their proactive approach really helped drive things forward, making the whole experience smooth and stress-free."

Cathay Pacific, PR & Communications Manager

Matchmaker agencies are bound by the PRCA Professional Charter and Codes of Conduct and must be accredited with the PRCA Communications Management Standard (CMS), the ISO9001, and Investors in People equivalent for the global PR and communications industry.

For further information please contact Debbie Little, Head of Matchmaker

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