

Exercise 4: Develop an Initial Public Relations Plan.

Introduction: The Initial Public Relations Plan outlines various goals, objectives, and processes. Review the PR Plan example in Part I, then scroll down to Part II to fill in your PR plan for the Car Cam scenario.

Objectives:

- Review the Car Cam product development scenario
- Develop an Initial Public Relations Plan

Part I: Initial Public Relations Plan Format and Example

Section	Public Relations Considerations
1. Define Objectives	<p>Launch the new Smartwatch by the beginning of Q4.</p> <ul style="list-style-type: none">• Contrast our Smartwatch to the competition and create a positive brand image.• Create a recognizable symbol or logo to differentiate our product.• Develop effective marketing collateral that has an impact on the target audience.• Ensure materials are available for events and tradeshow that have an impact.• Ensure media is developed to present our new Smartwatch compellingly to the market.• Survey our customers and solicit their actual opinions and user experiences to share.• Determine external methods to advertise our new product.
2. Identify Goals	<p>Our PR goals conform to the SMART methodology.</p> <ul style="list-style-type: none">• Specific: All media must state precisely what the Smartwatch features and functionality include and differentiate our product from the competition.• Measurable: We must accurately measure sales, revenue, returns, complaints, and market share.• Achievable: We must implement this PR Plan at least 30 days before the launch. All media and marketing collateral options must be in place.• Relevant: Ensure all media considerations are relevant to the target audience and satisfy business objectives.• Time-Bound: The 20 Sep 20xx Smartwatch launch is fixed. This plan must support that date.

3. Determine the Target Audience	<p>Our marketing campaign will target customer groups most likely to want and purchase a Smartwatch. Based on research:</p> <ul style="list-style-type: none"> • The Number 1 users of Smartwatches are Millennials aged 25-34 • The Number 2 users of Smartwatches are Millennials aged 35-40, and Gen X customers aged 41-54
4. Develop a Schedule	<p>Here are the launch and PR campaign schedule milestones:</p> <ul style="list-style-type: none"> • Implement PR Campaign 20 Aug 20xx • Launch: 20 Sep 20xx <p>This PR Plan must be finalized and approved by 15 Jul 20xx</p>
5. Develop a Plan of Attack	Your recommendations?
6. Build a Media Area	Your recommendations?
7. Track Results	<p>Key Performance Indicators (KPI)include:</p> <ul style="list-style-type: none"> • Sales • Revenue • Returns • Complaints • Market Share %

Part II: Blank Initial Public Relations Plan Template

1. Define Objectives	<ul style="list-style-type: none">• To successfully design, develop, and launch the new Car Cam product by May 15th, capturing a significant market share and establishing Driving Confidence (DC) LLC as a reputable brand in the Car Cam industry.
2. Identify Goals	<ul style="list-style-type: none">• Goal 1: Complete product design and development by April 1st to allow for manufacturing and distribution processes.• Goal 2: Generate buzz and anticipation for the new Car Cam through strategic marketing efforts, resulting in a high level of pre-launch interest and inquiries.• Goal 3: Achieve a minimum of 10% market share within the first three months of product launch.• Goal 4: Monitor post-launch sales, revenue, returns, and customer feedback to assess product performance and make necessary adjustments.
3. Determine the Target Audience	<ul style="list-style-type: none">• Primary Audience: Parents of new teenage drivers seeking safety features and monitoring capabilities for their vehicles.• Secondary Audience: Drivers aged 35–49 looking for reliable, adaptable, and affordable Car Cam solutions.• Tertiary Audience: Commercial vehicle operators interested in fleet management and safety monitoring systems.
4. Develop a Schedule	<ul style="list-style-type: none">• January 15th – March 31st: Design and development phase, including prototype testing and refinement.• April 1st – May 14th: Manufacturing, distribution, and pre-launch marketing activities.• May 15th: Official product launch, with availability in retail stores and online platforms.
5. Develop a Plan of Attack	<ul style="list-style-type: none">• Conduct market research to identify key consumer pain points and preferences.• Develop targeted marketing campaigns highlighting the unique features and benefits of the new Car Cam.• Utilize social media platforms, influencer partnerships, and press releases to generate buzz and drive pre-launch interest.• Offer exclusive pre-order deals and incentives to encourage early adoption and customer loyalty.
6. Build a Media Area	<ul style="list-style-type: none">• Create a dedicated section on the DC LLC website for press releases, product images, specifications, and media contact information.

	<ul style="list-style-type: none"> • Provide access to high-resolution images, product videos, and promotional materials for journalists and influencers. • Develop press kits containing key product information, company background, and quotes from executives for media outreach.
7. Track Results	<ul style="list-style-type: none"> • Monitor website traffic, social media engagement, and press coverage to gauge the effectiveness of marketing efforts. • Track pre-order sales, customer inquiries, and feedback to measure interest and satisfaction levels. • Analyze post-launch sales data, revenue, returns, and complaints to identify areas for improvement and inform future product iterations.

Summary: Save your spreadsheet with a unique naming convention. This spreadsheet will be part of a peer review and will be submitted at the end of the course.