1. Background Summary: Who is the client? The clients are the companies my department will support contractually with public relations such as Porsche, Lego, Mercedes, Tiffany & Co. etc.   What is the product or service? The product or service is multi-media platforms used to promote the product or company. What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? The strengths are building the companies profile and reputation, the weakness is how many people will actually read and review the material published, opportunities would involve growing my business and adding new customers, and helping my existing ones grow, the threats are my competition as there are other PR firms out there operating similar to my department, such as Duree & Company.

2. Overview: What is the project? The project is to create a website for a company I would like to start and explain what I have to offer in regards to my company. What are we designing and why? We are designing a multilayer website and platform to be used in order to showcase my company and explain to the public what it is my company does. Why do we need this project? We need this project in order to explain to our clients what it is that we do, and also for people to be able to find us through our company's website. What's the opportunity? The opportunity is to show the public and other companies the companies I represent, their press releases, and also to gain more customers with my company.

3. Drivers: What is our goal for this project? The goal of the project is to explain my department, my company, and what it is we offer and how we build companies outside using public relations. What are we trying to achieve? We as a company are trying to achieve market credibility and success for our clients. What is the purpose of our work? The purpose of my work is to promote products or information for the companies we support. What are our top three objectives? Our top three objectives are customer service, factual information, and our audience.

4. Audience: Who are we talking to? We are talking to the consumers. What do they think of us? They think of us as an outlet or source for valuable information. Why should they care? They should care because the information provided is

useful and resourceful.

5. Competitors: Who is the competition? The competition is other PR departments. What are they telling the audience that we should be telling them? We should be telling them, that we can work together or share ideas in order to either support each other or help one another, yet it is competitive with clients. SWOT analysis on them? The strengths of another company would be what they do differently than my company, the weaknesses would be the lack of clients, or information they provide, the opportunities would be seeking new clients, making the market more competitive, and the threats are obvious, as competition either makes or breaks a company. What differentiates us from them? We have been established for quite some time and carry a reputation greater than other companies.

6. Tone: How should we be communicating? We should be communication on a neutral level as we share information. What adjectives describe the feeling or approach? We like to take an innovative approach and style of the delivery of our material for its clients.

7. Message: What are we saying with this piece exactly? For every client the message is different. Are the words already developed or do we need to develop them? The words are developed per piece and on behalf of my team and our work. What do we want audiences to take away? We want the audience to take away the information knowing more about the product, service, or company.

8. Visuals: Are we developing new images or picking up existing ones? We are using existing ones. If we are creating them, who/what/where are we photographing or illustrating? And why?

9. Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget? The mandatory information that is

provided from the client is then used for the publication. The list of deliverables, ideas, parameters, limitations, and restrictions are both from the client and the work we provide in our projects. The timeline, schedule, and also budget is developed within our company and sent to the customer for approval, but typically my clients are contracted.

10. People: Who are we reporting to? We are reporting to the public, and also other media outlets. Who exactly is approving this work? The work is being approved by the firm, editors, and my employees, who I hired. Who needs to be informed of our progress? By what means? The client needs to be informed of the project as we set goals and deadlines.