**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**

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| Section | Public Relations Considerations |
| 1. Define Objectives | Launch the new Smartwatch by the beginning of Q4.   * 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 tradeshows 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. |
| 1. Identify Goals | Our PR goals conform to the SMART methodology.   * 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. |

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| 1. Determine the Target Audience | Our marketing campaign will target customer groups most likely to want and purchase a Smartwatch. Based on research:   * 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 |
| 1. Develop a Schedule | Here are the launch and PR campaign schedule milestones:   * Implement PR Campaign 20 Aug 20xx * Launch: 20 Sep 20xx   This PR Plan must be finalized and approved by 15 Jul 20xx |
| 1. Develop a Plan of Attack | Your recommendations? |
| 1. Build a Media Area | Your recommendations? |
| 1. Track Results | Key Performance Indicators (KPI)include:   * Sales * Revenue * Returns * Complaints * Market Share % |

**Part II: Blank Initial Public Relations Plan Template**

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| 1. Define Objectives | Launch the new Car Cam by the beginning of Q4.   * Contrast our Car Cam 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 tradeshows that have an impact. * Ensure media is developed to present our new Car Cam 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. |
| 1. Identify Goals | Our PR goals conform to the SMART methodology.   * Specific: All media must state precisely what the Car Cam 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 Car Cam launch is fixed. This plan must support that date. |
| 1. Determine the Target Audience | Our marketing campaign will target customer groups most likely to want and purchase a Car Cam. Based on research:   * The Number 1 users of Car Cam are parents of teenage drivers aged 35-49   The Number 2 users of Car Cam are Government bodies, hospitals, schools. |
| 1. Develop a Schedule | Here are the launch and PR campaign schedule milestones:   * Implement PR Campaign 15 April 20xx * Launch: 15 May 20xx   This PR Plan must be finalized and approved by 10 March 20xx |
| 1. Develop a Plan of Attack | Advertise Car Cam through press release, articles, events, exhibitions, and social media. |
| 1. Build a Media Area | Build a space on the official website to display Car Cam images and its unique features along with actual customers testimonials. |
| 1. Track Results | Key Performance Indicators (KPI)include:   * Sales * Revenue * Returns * Complaints   Market Share % |

**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.