



NEW CLIENT CHECKLIST

The following checklist will help you to provide us with a brief for PR against which we can research and provide you with an accurate quotation. A similar electronic based form is available on our web site at www.ainsmag.co.uk/prquote.htm.

1. Company structure?

- Parent, subsidiary, Ltd, Plc etc.

2. Company details?

- Contact names and titles
- Addresses
- Telephone & fax numbers
- E-mail addresses

3. Type of business?

- Products/services
- Markets (any research reports)
- Customers
- End users
- Segmentation and market structure
- History

4. What are your short, medium and long term objectives?

- Changes sought
- Mission statement
- Time frame

5. Who forms the DMU?

- Who has the need and uses the product
- Who has the authority and funds the purchase
- Who influences the choice

6. Distribution methods?

- Is the product sold directly
- To what market segments
- Are non-standard distribution channels used

7. What is your company's USP?

- Product
- Service
- Market positioning

8. What factors drive your market?

- Seasonal/cyclical variations
- Primary and derived demand
- Legislation
- Technology
- Competition
- Lifestyle changes



9. What factors affect the perception of your business?

10. What constrains your business aims?

11. Who are your main competitors?

12. PR opportunities?

- New products/services
- New premises/VIP visits
- Significant orders
- Problem solving capabilities
- External approvals and commercial success
- Sign posting change in company direction
- Exhibition support
- Anniversaries/milestones
- Personnel/dealer/distributor appointments
- Sponsorship
- Surveys
- Charity/community links
- Special events
- Awards

13. Current and planned forms of communication?

- Public relations
- Advertising
- Direct mail
- Exhibitions
- Incentives
- Personal selling
- Internet
- Other

14. What are the primary PR objectives?

15. How can we best assess their achievement?



Other sources of background information?

- Sales literature
- Competitors literature
- Business plan/marketing plan
- Annual reports
- Technical personnel
- Product data sheets
- Case histories
- Market research reports
- Old press cuttings and press releases
- Independent reports
- User and reference sites
- On line resources

16. Other service requirements?

- New photography
- Photographic prints for PR uses
- Exhibition boards
- Advice on advertising design and placement
- Illustrations
- Design services for brochures etc.
- New clipping order
- Research into possible exhibitions
- Newsletter production
- Direct mail
- Video production
- Internet/On line
- Strategic consultancy

17. Is there a set budget?

18. When are proposals required for?

19. How many other PR companies have been invited to submit proposals?