PUBLIC RELATIONS: Creating a PR Campaign

**Scenario**

A new Bloomington café, will soon be opening. The café’s aim is to offer organic, free trade, and/or locally sourced coffee, pastries, sandwiches, and salads. As a Public Relations professional, how would you increase public awareness of the business’s opening and generate a customer base?

**Scoring**

Each element of the plan is worth 6 points.

|  |  |  |
| --- | --- | --- |
| **Overview** | The name of the new café and a summary of the marketing challenge you’re facing that the PR campaign is designed to help you meet. |  |
| **Goals** | What you want the PR campaign to achieve for your organization. |  |
| **Strategies** | The methods by which you will achieve your goals. |  |
| **Target audiences** | The types of people you want to reach. |  |
| **Key target media (tactics)** | The specific media channels, i.e. publications and programs, toward which you will direct your PR efforts. |  |