

As you plan your PR campaign, please think about the following questions:

1. What are the positive qualities of the client? To which groups of people might the client already appeal?
2. What are the negative qualities of the client? Which groups of people might not particularly like the client?
3. Who should your ad campaign try to reach? Do you think it is more important to reach people who don't currently like the client or to consolidate your support from those who already have a positive association with the client and hope to persuade some people sitting on the fence?
4. What do you want people to think about the client? What do you want them to do? (Vote for him/her? Think about him/her in a more positive light? Join the movement? Buy a certain product or act in other ways?)
5. Are there any liabilities or misconceptions that you need to address in your campaign? Are there any alternatives to your client that you need to address in some way? (Will you run a positive or negative PR campaign, or some blend of the two?)