

# Hard Persona Campaign PR Plan Working Brief

@CONNIE CONNORS

*If this feels like a marketing deck, it's wrong.*

## THE PERSON

Persona name

Age / life situation

## 3 A.M. WORRY

## WHAT THEY WANT THIS YEAR

## ONE ANNOYING WEEKLY MOMENT

## THEIR ACTUAL WEEK

Morning

Midday

Evening

Where they actually pay attention:



*Star where you can realistically show up*

## CAMPAIGN

Campaign name

## MESSAGE:

For

who

this

delivers

(not

## THE PLAN

(3 MOVES ONLY)

### Earned

Where:

Angle:

Moment:

### Owned

What:

Where it lives:

When:

### Social / Trust Layer

Who they trust:

What they say:

When:

# HARD PERSONA

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## REALITY CHECK

(NOT YOUR GROUP)

WHAT THEY WOULD NEVER SEE:

WHY:

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BETTER IDEA:

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**Commit**

*Circle the one tactic you'd actually keep.*