



WORKSHEET

Brief for a logistics PR or research campaign

Logistics and Supply Chain PR Agencies Compared for Earned Media

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Fill this in once and send the same page to every firm you speak to. Answers you can lay side by side tell you more than eight pitch meetings, and a firm that cannot answer it has told you something too.

EXHIBIT 1

Field	What to write	Your answer
Company and story	Who you are, what is new, and why a logistics editor would care this quarter	
Data you hold	Shipment, lane, rate, incident or survey data you could publish, and who must approve its release	
Sample and period	How many records or respondents, which months they cover and what is left out	
Buyers and titles	The job titles you want to reach and the trade, business or regional titles they read	
Spokespeople	Who can talk to journalists at short notice, in which languages, and who needs media training	
Markets	Countries and languages for coverage, and any market you will not pitch	
Timing	Trade shows, results, launches or seasonal peaks the campaign should meet	

Field	What to write	Your answer
Coverage that counts	The outlets and formats you will count, such as features, interviews, bylines or data citations	
Links and AI answers	Whether links or AI visibility matter to you, and how the firm will measure them	
Corrections	Who corrects a published figure, how fast, and where the correction is shown	
Reporting	A monthly list of every placement with outlet, date, link and the client message it carried	
Budget	Monthly retainer or project fee, with wire distribution, paid placements and media training priced separately	
Ownership and conflicts	Who owns the data, reports and media lists if the contract ends, and which competitors the firm also represents	

Meridian Land Ventures LLC, trading as Vektor Group, Tallinn, Estonia