

PRIME

TO: Emily Williams, VP of PR and Marketing Communications

FROM: Easton Smith, Prime Public Relations Manager

Date: November 29, 2023

RE: Status Update

Hi Emily,

Below is a brief status update for each component of the Portfolio project:

Research report: This report helped me establish a great understanding of Prime as a brand, as I gathered helpful secondary research data. Various sources were used for information, helping provide context on the industry, Prime as a brand and the direction the company wants to head in.

Blog post: I crafted a post to appear on the Prime website. The purpose of this blog is to highlight the amazing partnership between Prime and the UFC. The UFC is one of the premier sports leagues worldwide, so a blog post announcing this partnership highlights a great step for Prime.

New product release: A release created with the intention of promoting Prime's new Glowberry flavor. The release is focused on promoting the product and generating interest amongst the fans who will read the stories produced.

Media advisory: This advisory was created to inform journalists that Prime founders KSI and Logan Paul were going to be attending a press conference in Las Vegas. The advisory follows the 5 W's and H format to make the information as clear and processable as possible.

Feature release: This release was created for journalists, shining a light on the unlikely origin story of Prime. Many people know Prime for their bold products, but do not realize

the amazing backstory of how the brand came to be with two founders who used to hate each other.

Pitch: A feature release story pitch created specifically for BBC journalist Manish Pandey. Includes offer to interview Logan Paul and KSI as well as photo opportunities.

Social media plan: A month long social media plan for Prime, focusing on Prime's new original energy drink. Created with the purpose of engaging fans and promoting the product.

Video News Release: A VNR created to advertise a special Prime event, featuring two gold Prime bottles each worth \$500,000. The purpose of this was to provide a sneak peek to fans and advertise an event that will be free to the public. The goal is to get fans engaged, excited, and to create positive word of mouth.

Link to portfolio timeline chart:

The timeline shows my plan for revising each portfolio piece, as well as when each project will be finalized and ready for submission.

Portfolio document	Date submitted	Notes	Revised for content	Revised for readability	Revised for format	Final proof	Ready for submission
Research Report	9/22	Well done!	na	na	na	na	11/29/23
Blog post	9/26	Left justify and include links	11/30	11/30	11/30	11/30	11/30
New product release	10/5	change color, APA style, smaller image	12/1	12/1	12/1	12/1	12/1
Media advisory	10/16	Need to improve content	12/2	12/2	12/2	12/2	12/2
Feature release	10/24	Last name referrals, subject line and for immediate release	12/3	12/3	12/3	12/3	12/3
Pitch	10/25	specific follow up and updated phone number	12/4	12/4	12/4	12/4	12/4
Social media plan	11/9	Improve my audit and explain my reasoning for calendar	12/5	12/5	12/5	12/5	12/5
VNR	11/16	double space audio and put in Prime template	12/5	12/5	12/5	12/5	12/5
Memo	11/30	none yet	12/6	12/6	12/6	12/6	12/6

I look forward to continuing any additional work on these projects and thank you for taking the time to read this report. I would love it if you could provide some feedback for me to consider as well. Please feel free to reach out with any questions.

Thank you,

Easton Smith

Prime Public Relations Manager

973-756-9807