

PR & Communications Plan

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a PR and communications plan for an FMCG brand — story angles, media and trade-press targeting, founder/brand narrative, launch and milestone PR, and crisis-comms basics — so you earn credibility beyond paid ads. Use it for earned media. For advertising use the Brand Marketing Plan.

Purpose of this tool & output

Earn credibility through media and stories

How the output is used

Use it to earn credibility through media and stories — a PR and communications plan for launches, milestones and issues.

Important cautions

Earned media builds trust ads cannot; for any food-safety issue, respond fast, factually and responsibly.

Companion documents

- Brand Marketing Plan
- Digital & Social Media Plan
- Influencer & Creator Campaign
- Content Calendar & Creatives
- BTL Activation & Experiential Plan
- Consumer Loyalty & Community Program

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.