**LBB News Guide - NEW CREATIVE WORK**

You’ve got a great piece of new creative work to share with the world or an exciting new hire to shout about – but where do you start with the press release? It doesn’t have to be an essay but it helps to give journalists some idea of why the project is interesting – and on LBB you want to encourage the reader to watch the project and even find out more.

The who/what/why

Tell us what has been made (TVC, online film, interactive experience, campaign…), for which brand – and who made it (agency/prod co/ director). Give us a flavour of the project (eye-popping animation/ heartbreaking documentary/innovative experiment..). Is it a global campaign or something aimed at a local market?

Tell us about the brand – particularly if it’s a local brand that international audiences may not know.

WHY has the project been made? (e.g. to highlight the issue of drink-driving, to share the importance of gift-giving at Christmas, to launch the brand’s latest new product…)

**Something interesting about the production**

(Where was it shot? What were the interesting challenges? Did it use any novel technology? Were there any unusual or interesting collaborators?)

**Quote**

Share a from someone involved in making the project (EP, director, creative etc…) to bring the story to life and give it a personal feel.

**Creative inspiration**

Give us an idea of the creative vision behind the project – for example were there any notable inspirations or influences? What was your creative talent hoping to achieve with the project?

**Where/when**

Where is the project running (on TV, in cinemas, at select locations etc) and when did it air/launch (or when will it launch)?

**LBB News Guide - NEW HIRE/SIGNING**

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**WHO**

Name of new hire, their job role and when they will start

**BACKGROUND**

Where was this person previously and what notable projects or brands have they worked on in the past?

**WHAT**

What will this new addition bring to the company? What will they be working on?

**QUOTE**

From the person joining

**QUOTE**

From someone senior at the company

**ADDITIONAL INFO**

If there’s anything else unusual or interesting about the hire or signing let us know. Maybe they’re returning to the company after a break of a few years? Maybe they’re a hotshot new talent who has just won a big award? Maybe they’ve got a really unique background?