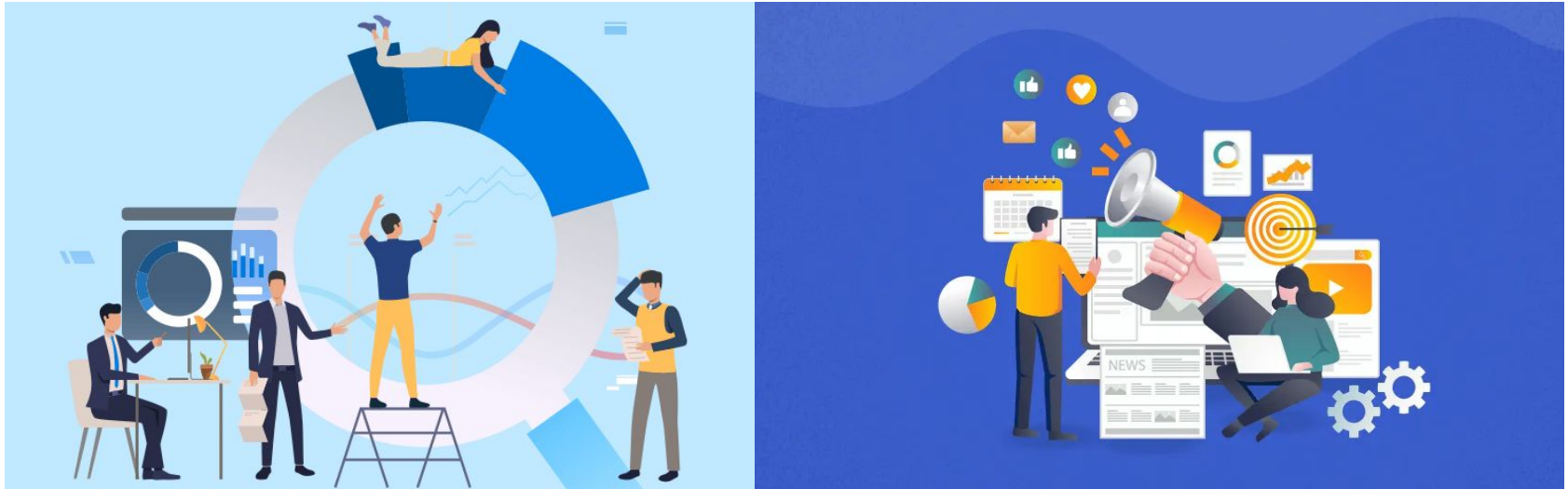


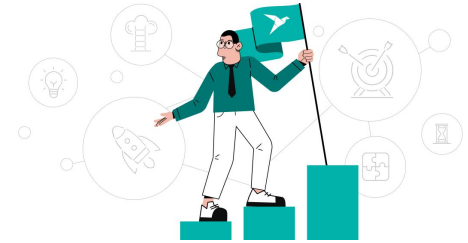
Deliverables

Helena, Georgelle, Bennett, Jaylon



What are Deliverables?

- In Public Relations, deliverables are the specific products, services, or results that are produced and then handed over to the client.
- Some examples of Deliverables:
 - Written Content (press releases, social media post, articles)
 - Reports (research report, business report, inventory report)
 - Strategic Plans (a social media strategy, market research)
 - Digital Assets (social media content, video scripts)
- Deliverables can vary depending on the campaign, audience, and goals.



Product vs Project Deliverables

Product

According to teamwork.com, product deliverables are the final product or service delivered to the client when the project is completed.

An example of product deliverables would be a fully functioning app.

Project

According to teamwork.com, project deliverables are the tangible and intangible items that are produced as a part of the projects process.

An example of project deliverables would be a project timeline or report.

Tactics vs Deliverables

Tactics

A tactic is a specifically planned action or method used to achieve a certain goal. Tactics break down the steps you need to implement your plan or strategy.

5 Major Sections: Owned Media, Promotions, Media Relations, Digital and Social Media, and Events Advertising (Textbook- Page 247)

Deliverables

Deliverables are the thing that you are working towards and they are produced by tactics which are essentially the steps to deliverables.

Essentially, tactics are the “how to” and deliverables are the “what”.

5 Major Sections of Tactics

Owned Media- something that the organization controls (a website or its newsletters).

Promotions- an event or activity that motivates someone to purchase a product or service based on its benefits.

Media Relations- a way to get a preferred story out through a third party (news release, story pitch, or a script).

Digital and Social Media- electronic content that is accessed through technology (websites, email marketing, apps, digital ads, etc.).

Events Advertising- advertising that attracts attendees.

Types of Project Deliverables

Internal Deliverables- a project plan or status shared between team members.

External Deliverables- the final result shared to the client (a new product launch or marketing campaign).

Process Deliverables- the tools or documents created during project execution.

Product Deliverables- the actual product or service produced by the project.

Tangible Deliverables- physical or measurable outcomes.

Intangible Deliverables- non physical outcomes.

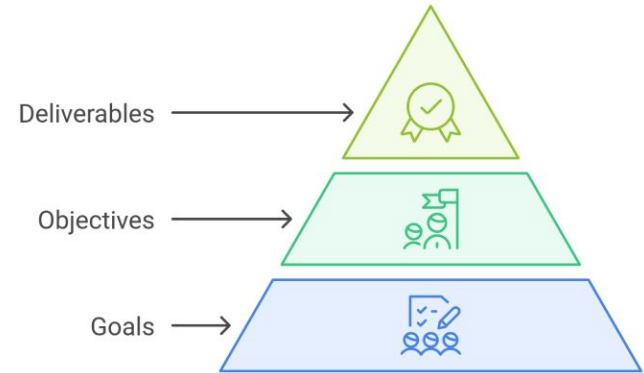
Digital Deliverables- delivered online (websites or digital prototype).

How to Identify the Project Deliverables

1. Define your project outlines.
2. Start with the project objectives.
3. Break down the workload.
4. Identify the specific deliverables.
5. Involve the key stakeholders or clients.
6. Look at the internal and external deliverables.
7. Make sure your deliverables tie back to the initial goals.



The Project Success Triangle



How to Manage Project Deliverables

Set Deadlines: divide the workload into clear phases and provide checkpoints to review work and adjust the timeline if necessary.

Assign Responsibilities: every task should have a clear owner or leader. When assigning work consider the workload but also the individual working on the task. Assigning roles prevents confusion and missed steps.

Track Progress: keep an eye on the overall project and keep everyone that is working on the project moving towards the end goal.

Examples of Deliverables

- Marketing Campaign
 - Product Launch
- Quarterly or Annual Report
 - Website Real Design
 - Construction Project
 - Software Upgrades
- Construction Blueprint
 - Finalized Contract



Examples of Deliverables



Deliverables Coupon



www.reallygreatdeliverables.com

Example of Deliverables

Billie Eilish x Nike Collaboration

- Billie Eilish and Nike teamed in 2022 up to release a new collection that is a sustainable sneaker and apparel like made from recycled materials. This collaboration reflects Billie's commitment to sustainability and eco-friendly fashion while also supporting Nike's goal to have zero waste. The collection empowers consumers to make more sustainable choices.



How Does the Collab Tie to PR Deliverables

- Newsworthy: a major brand collaboration that led to many press releases.
- Strategic Plan: connects sustainability and fashion.
- Corporate Alignment: reinforces that Nike wants to have no material waste.
- Celebrity Voice: the collab included Billie and her brand.



Sargento “Real Cheese People” Campaign

- This campaign was used to show Sargento’s commitment to using 100% real and natural cheese.
- The Sargento “Real Cheese People” campaign deliverables included a strong visual change, various tv commercials, and a redesigned website which lead to a significant increase in brand awareness and sales.



The background of the image is a 2x2 grid of colored squares: red (top-left), blue (top-right), yellow (bottom-left), and green (bottom-right). Each square contains a faint, stylized map of a world region in a lighter shade of the square's color. The word "Kahoot!" is centered across the grid in a large, white, rounded sans-serif font.

Kahoot!

Sources

Nike x Billie Eilish AF1 Low

<https://about.nike.com/en/newsroom/releases/nike-x-billie-eilish-af1-low>

Project Deliverables: What are they in Project Management

<https://asana.com/resources/what-are-project-deliverables>

What are Deliverables in Agency Project Management

<https://www.teamwork.com/glossary/deliverables/?show-chat=true>