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Media Kit

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What was included?

The media kit I found for Costco seemed to be well intact with all the components of a traditional media kit. It had a main news release along with a news feature story

- The Costco news release was descriptive and brief as a news release should be. It started with a headline and a strong lead as chapter 5 of the text claimed news releases should have. One thing I liked about the release was the lead, it was capturing. It wrote, “THE COSTCO OF TOMMOROW”.

I also saw a descriptive fact sheet within the media kit. The Fact sheet described what was new for Costco, when they were planning to launch the new feature and It at.

- The Costco fact sheet detailed the information pertaining to event, which was the release date. The release date was October 25, 2017. This date was one of the components that made the fact sheet accurate and relevant.

The Media kit included multiple pictures of the brand and setup. It also had many depictions of art that pertained to the company within the kit. At the beginning of the kit was a short video clip, within the clip the head of the company had spoken for a minute or so about the direction of company and where it was heading.

- The short clip was a good way to start the media kit, it humanized the business and made the company relational with customer. The information feels complete, after reviewing the chapters and their components it relates well to what a media kit should include.

Costco’s media kit was made to appeal to customers, due to its humanizing features.

What could be improved

In my opinion this media kit has served its purpose well. It seems to have gathered the attention of customers that seek the information which is the overall goal.

What wasn't included?

The media kit had all the necessary components and did not seem to lack anything in my opinion. The biggest value for me as it relates to an effective media kit, is it to follow by those reading viewing the material and this media kit seems to be.

What do you consider the two greatest strengths of the media kit? Why?

Short video clip and the news release. The reason why I feel these two are the greatest strengths of the media kit. The short clip created a personal connection between customers and the company. The news release provided brief details on the information being forwarded.