

# Advertising and Public Relations

## Tutorial

### 1. Introduction to Advertising

#### (a) Definition

**Advertising** in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common.

#### (b) Origin & development

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America.

As the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, instead of signs that read "cobbler", "miller", "tailor", or "blacksmith" would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour.

As education became an apparent need and reading, as well as printing, developed advertising expanded to include handbills.

In the 18th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe.

## **19th century**

Edo period advertising flyer from 1806 for a traditional medicine called *Kinseitan*

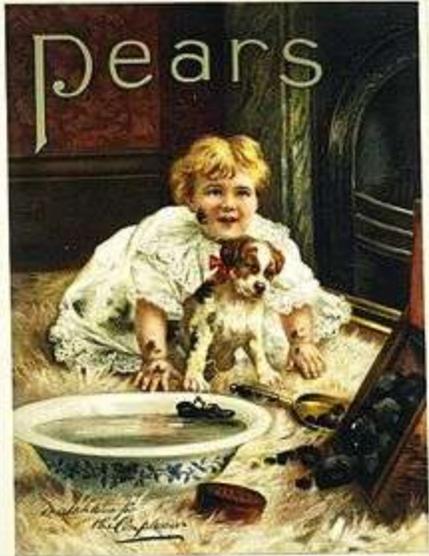
Thomas J. Barratt from London has been called "the father of modern advertising".

Working for the Pears Soap company, Barratt created an effective advertising campaign for the company products, which involved the use of targeted slogans, images and phrases. One of his slogans, "Good morning. Have you used Pears' soap?" was famous in its day and well into the 20th century. Under Barratt's guidance, Pears Soap became the world's first legally registered brand and is therefore the world's oldest continuously existing brand.

As the economy expanded across the world during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles.

## **20th century**



A 1900 advertisement for Pears soap

Advertising increased dramatically in the United States as industrialization expanded the supply of manufactured products.

The tobacco industry was one of the firsts to make use of mass production, with the introduction of the Bonsack machine to roll cigarettes.

At the turn of the 20th century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process.

#### (c) Growth of advertising in India

The Indian M&E industry is expected to grow 11.8 per cent to garner revenues worth Rs 91,700 crore (US\$ 14.79 billion) in 2013, according to an industry report. Traditional media such as television, print and radio continue to dominate. However, other segments such as animation, visual effects, films and music are quickly gaining acceptance due to their content and the advantages of digitization.

Conventional media such as television and newspapers remain the masses' preferred source for information and entertainment; they account for over four-fifths of the advertising revenue. However, the

Internet has gradually been increasing its share in the advertising pie. Spends on digital media hovered just above 1 per cent of the total advertising expenditure in 2005; in 2012, it stood at a respectable 7 per cent.

Advertisements on mobile phones and tablets have increased from a 7 per cent share in FY 2011–12 to 10 per cent of the online advertisement market in FY 2012–13, which amounts to expenditure of around Rs 230 crore (US\$ 37.17 million). Social media, email and video advertising comprise 13 per cent, 3 per cent and 7 per cent of the online advertising market, respectively.

#### (d) Scope (Effects on Economy/Industry)

Commercial advertisers often seek to generate increased consumption of their products or services through "branding", which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Modern advertising was created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered the founder of modern, Madison Avenue advertising.

In 2010, spending on advertising was estimated at \$143 billion in the United States and \$467 billion worldwide

Internationally, the largest ("big four") advertising conglomerates are Interpublic, Omnicom, Publicis, and WPP.

#### (e) Facets of advertising (As an act of commerce, as hidden persuader)

Today's marketplace is highly competitive and fragmented. It is difficult to stand out from the clutter of brands offering similar services

and making identical claims. To succeed, a brand must differentiate and communicate. An integrated and diversified marketing communications plan is critical for success, and advertising should still be a key component of the media mix.

Here are some reasons why advertising is so important in today's market:

### **1. Brand Awareness & Exposure**

An organization's main objective should be to keep its brand on the mind of its target audience. Frequent advertising builds awareness, awareness builds familiarity, and familiarity builds trust. If a brand stops advertising, prospects and current customers may think it is troubled or out of business. Advertising is even more important for brands undergoing major change, such as a re-branding or establishing their independence from a parent corporation.

### **2. Thought Leadership**

A brand must become a thought leader within its industry. This can provide brand differentiation and build awareness. Advertising should be combined with PR, social media, seminars / webinars, speaking engagements, education and white papers—creating an integrated marketing communications plan focused on making a brand the recognized expert in its industry.

### **3. Boost Sales With Lead Generation**

A well-executed, targeted campaign can trigger quick sales. There are numerous methods for adding a measurable call-to-action to any advertisement.

### **4. Buying Power**

Media outlets need money and advertising is a primary revenue stream. With less advertisers in certain industries there is more room for negotiation and opportunities for better or unique placement.

## **5. Historical Precedence**

Over the years, numerous studies and case histories have been developed to prove that companies should maintain advertising during a recession. History tells us that the best results (increased sales, attendance, funding, etc.) among competing companies through tough economic periods were produced by the organizations that advertised the most.

## **6. Influence**

Today's advertising influences tomorrow's buyers. Advertising turns wants into needs.

## **7. Competitive edge**

Frequent advertising can help a brand establish forefront awareness and beat its competition.

## **8. Consistency**

Advertising helps establish even sales throughout the year. By advertising on a regular basis and running special promotions, you can lessen the impact of slow periods.

## **9. Cut through the clutter**

Unique, strategically-grounded advertising helps cut through the clutter by repeating a message to the target audience, increasing the odds that your message will be retained.

## **10. Reach**

Advertising can reach geographically dispersed target audiences at a low cost per exposure.

The key: advertising and marketing never stops, and some of the best opportunities to successfully market a brand occur during downward economic trends. Don't let your brand slip in the minds of your customers.

## 2. Purpose of Advertising

### (a) Need for advertising

1. If business is strong and money is coming in, you have an available cash flow to support an advertising campaign.
2. A strong client or customer base removes the unnecessary pressure of “*this campaign NEEDS to bring in X new customers.*” When you focus on the end result you tend to lose sight of the path that gets you there in the first place.
3. In contrast, without that stress you are more likely to “think outside the box” and allow your marketing to be more creative. Creative advertising has a better chance to create an emotional response in potential customers. Emotional responses trigger chemicals in their brain. This help them remember your brand.
4. Current customers may have forgotten about other services or products you offer. Use effective soft selling to gain more of their business. They already trust you or your brand. You’ve won 90% of the battle already.
5. Advertising works in cycles and may take some time before the prospect becomes a customer.
6. Advertising make customers want to buy a product or service they aren’t ready for yet. It’s a game of timing. This is why we see the same commercials on television and hear the same radio ads throughout the day. It’s about brand awareness.

### (b) Functions of advertising

#### ***information***

Advertising supplies the necessary information to consumers so that they know what is available and where to buy it. It broadcasts information on products, services and ideas sold on the open market through a variety of media portals. It reveals the special features being sold, what color and size the product is and which stores carry it.

#### ***Persuasion***

Powerful, visual advertising presentations compel consumers to purchase goods, services and ideas as a way to achieve emotional

fulfillment. Persuasion is the core mission of advertising. Advertising tells you how the product, service or idea you are considering will improve your life. According to Jeremiah O'Sullivan R, author of "The Social and Cultural Effects of Advertising," advertising feeds on the concepts of ideology, myth, art, sexual attraction and religion. Advertising infuses images and ideas into products and services, just as the meanings of products and services are infused into images and ideas, notes O'Sullivan.

### ***Previewing New Trends***

Previews about the virtues of new products, services and ideas motivate consumers to obtain them because they don't want to be left out. Advertising lets consumers in on up-and-coming trends and new markets. They offer coupons, rebates and trial offers on new products, services or ideas to recruit new customers and induce existing customers to try things. Advertisers preview new or improved products, services and ideas to consumers in order to appeal to their sense of wanting to be in the know about leading edge trends. Previewing new trends is a technique employed by advertisers that capitalizes on consumers' desires to "keep up with the Jones" by owning the latest and greatest product, service or idea.

### ***Demand***

The demand generated by advertising, public relations, and sales promotion "pulls" the goods or services through channels of distribution, notes "Reference for Business." One of the powerful functions of advertising is to generate consumer demand for specific products, services and ideas through ad campaigns that target the audiences that are most likely to buy them." Products, services and concepts are sold in volume, according to the consumer demand for them.

### ***Customer Base***

Consistent quality advertising increases consumer loyalty for a product, service or idea. Advertising seeks to maintain the current customer base by reinforcing purchasing behavior with additional information about the benefits of brands. The goal of advertising is to

build and reinforce relationships with customers, prospects, retailers and important stakeholders.

### ***Pricing***

Advertising displays consumer goods with competitive prices relative to the current market, thus educating consumers about what things should cost. Advertising lets you know what the competition is doing, when the next sale is, and how you can receive the latest coupon or rebate and seeks to assure you that you are receiving the best value for your money.

(c) Benefits of advertising: To Seller, Buyer & Media

#### **1. Information to the customer. To Buyer**

Advertisement about new products keeps the customer informed about the new developments in the industry. They help to provide them information regarding the newly launched products.

#### **2. Takes care of customers. To Buyer**

Advertising takes care of customers. It helps in holding on to the loyal customer, decreasing the number of lost customers and enlisting new customers. Thus the overall effect of advertising is increase in the number of customers that will gradually become loyal to the product.

#### **3. Improves the sale of product. To Seller**

Advertising facilitates a noticeable increase in the sale of the product. It thus helps reduces per unit cost of the product and help the businesses to earn profits.

#### **4. Alters the attitudes of people. To Buyer**

An effectual advertisement results in a swift change in the attitudes and habits of the people.

#### **5. Direct communication. To Seller**

In earlier days customers believed on the opinions of retailers, when making the purchases of products. With the rapid spread of media and advertising to every nook and corner of the world, people have become aware of the various products that are available in the same category and the freebees and benefits of purchasing them. So the

companies or manufacturers are able to communicate their message directly to the customers.

### **6. Increase employment. Media**

Advertising is a complicated task and a lot of people are involved in the making of an advertisement. Research team, design team and many other people are required to make and deliver it. So, advertisements generate employment for a lot of people.

### **7. Economic progress. Media**

Advertising increases sales, employment and profits. The overall effect of all this is economic progress for the nation, or more broadly for the world as a whole.

### **8. Religious and moral benefits. Media**

Social and religious institutions use advertising for communicating their messages like messages of patriotism, faith, compassion tolerance, and charity toward needy, messages related to health and education. These educate people and guide better behavior.

## **3. Types of Advertising**

(a) Commercial & Non – commercial

A **commercial advertisement on television** is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. Advertising revenue provides a significant portion of the funding for most privately owned television networks. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes (as well as program-length infomercials). Advertisements of this sort have been used to promote a wide variety of goods, services and ideas since the dawn of television.

The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.

**Non-commercial advertising** is sponsored by or for a charitable institution or civic group or religious or political organization. Many noncommercial advertisements seek money and placed in the hope of raising funds. Others hope to change consumer behavior. So the main goals of noncommercial advertising are:

- Stimulate inquires for information
- Popularize social cause
- Change activity habits
- Decrease waste of resources
- Communicate political viewpoint
- Improve public attitude
- Remind people to give again.

(b) Product & Consumer

**Product advertising** tries to sell a product. It may be aimed at the end user or at potential representatives and distributors. Product advertising may be further classified as pioneering, competitive, and reminder advertising.

Consumer advertising is advertising that is directed and intended for domestic markets such as individuals and families. This is in contrast to industrial advertising, which is specifically directed and marketed toward businesses. The goal of consumer advertising is to introduce, or sometimes re-introduce, products and services to families and private individuals for daily use and consumption. These can be automobiles for family use, household appliances, home electronic devices, clothes, books, movies, and just about anything else commonly found in an individual or family household.

(c) Classified & Display

**Classified advertising** is a form of advertising which is particularly common in newspapers, online and other periodicals which may be sold or distributed free of charge. Advertisements in a newspaper are typically short, as they are charged for by the line, and one newspaper column wide.

Publications printing news or other information often have sections of classified advertisements; there are also publications which contain only advertisements. The advertisements are grouped into categories or *classes* such as "for sale—telephones", "wanted—kitchen appliances", and "services—plumbing", hence the term "classified".

Classified advertisements are much cheaper than larger display advertisements used by businesses, and are mostly placed by private individuals with single items they wish to sell or buy.

**Display advertising** is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content. In contrast, classified advertising generally appears in a distinct section, was traditionally text-only, and was available in a limited selection of typefaces.

Display advertisements are not required to contain images, audio, or video: Textual advertisements are also used where text may be more appropriate or more effective. An example of textual advertisements is commercial messages sent to mobile device users, or email.

One common form of display advertising involves billboards. Posters, fliers, transit cards, tents, scale models are examples of display advertising.

#### (d) Retail & Wholesale

**Retail** advertising is advertising that is aimed at creating awareness of different retail products and directly targets the consumers. Its main aim is to help the retailer effectively reach their existing customer and also attract new ones.

**Wholesale** business advertising presents challenges similar to those other businesses face when they sell to their counterparts. Wholesale businesses sell products and services to retail businesses, and must keep a low profile to protect their identity and pricing from retail consumers by using business-to-business advertising and marketing (also called "B2B" or "BtoB"). If consumers are able to purchase goods by posing as business buyers or become aware of wholesale

pricing, the wholesaler's credibility could be compromised, losing the faith and business of their retail business customers. Fortunately, there are different methods of advertising to businesses that are not easily found by mainstream consumers.

#### Step 1

Join business trade associations and organizations.

#### Step 2

Use direct mail.

#### Step 3

Join social media websites and restrict content access to legitimate businesses that subscribe by invitation.

#### Step 4

Create your own company website and restrict content access to legitimate businesses that subscribe by invitation.

#### Step 5

Create an email list

#### Step 6

Use cold-calling and canvassing sales tactics.

#### Step 7

Place ads in business magazines and newspapers.

#### Step 8

Integrate all advertising and marketing media into your overall plan.

(e) Regional, National & Co-operative

**Regional advertising** in India has two facets: advertising created by 'national' agencies and released in regional media; advertising created by local agencies and released largely in regional media. Both these aspects have their issues. In a diverse country like India, it is very difficult to cut across regional language barriers and other cultural nuances.

**National advertising** is advertising for companies that have a nationwide market. Advertising is a form of communication for marketing and is used to persuade, manipulate, or encourage an audience to take some new action or continue.

**Cooperative advertising** is the sharing of costs for locally placed advertising between a retailer or wholesaler and a manufacturer. Many manufacturers have a set amount of cooperative advertising funds available per year, distributed as opportunities for collaboration arise. Manufacturers report, however, that much of this money goes unspent, as relatively few retailers and wholesalers pursue cooperative agreements.

Cooperative advertising can be a very powerful tool for the small business owner, especially one with limited means to support the kind of advertising campaign which can be vital to the survival and success of a business enterprise. The added funds from such a cooperative agreement can improve the quality of advertising or broaden the scope of its distribution. It can create important links between products and the small wholesaler or retailer who handles the product for the manufacturer. Above all, it can attract customers loyal to a certain product to a vendor whose name had not before been associated with that product.

#### (f) Govt. advertising

The Government approach to advertising is guided by the principles of value for money, transparency, and accountability. The three main objectives are to:

- Strengthen the overall management of government advertising;
- Improve planning and decision-making to achieve strategic communication objectives; and
- Ensure transparency of advertising activities.

A key element of the Government's approach to advertising includes more rigorous planning and management on an annual cycle. Federal institutions are encouraged to pool their knowledge and efforts to develop joint advertising initiatives on shared themes and geared to common audiences.

Under an annual cycle:

- Departments and agencies prepare advertising proposals reflecting government priorities, and recommendations are submitted to the Cabinet;
- Cabinet decides which proposals will go ahead and determines a maximum allocation for each;
- An amount is set aside in the fiscal framework by the Treasury Board for spending on advertising (funds may also come from new funding decisions or from funds already allocated to departments);
- Departments and agencies prepare Treasury Board submissions for approved advertising initiatives to obtain funds;
- Following Treasury Board approval, funds are allocated to departments to be managed by them; and
- Public Works and Government Services Canada (PWGSC) administers contracting and procurement for approved initiatives, administers the Advertising Management Information System (AdMIS), and develops and issues an annual report.

(g) Comparative advertising

**Comparative advertising** is an advertisement in which a particular product, or service, specifically mentions a competitor by name for the express purpose of showing why the competitor is inferior to the product naming it. Comparative advertising, also referred to as 'knocking copy', is loosely defined as advertising where "the advertised brand is explicitly compared with one or more competing brands and the comparison is oblivious to the audience."

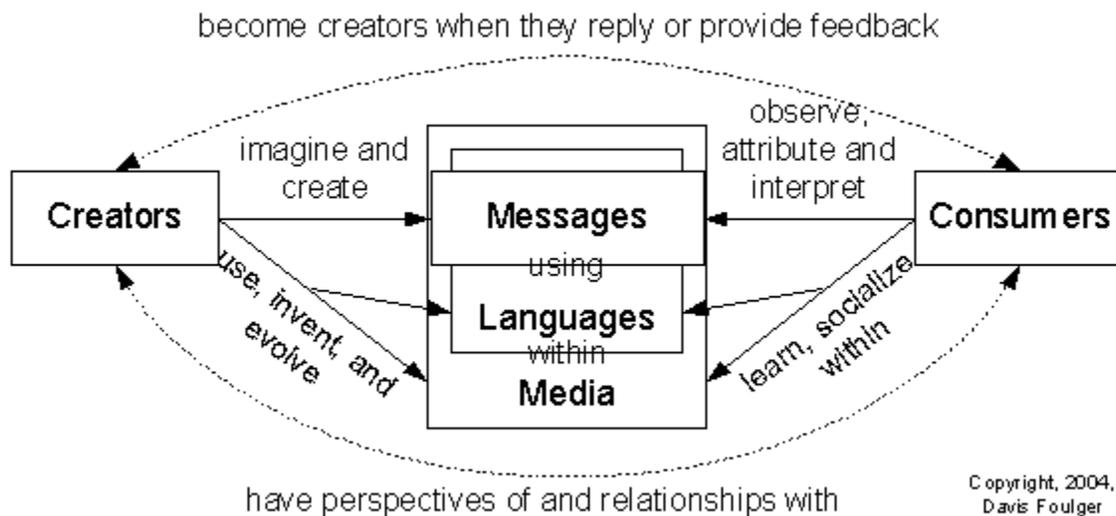
This should not be confused with parody advertisements, where a fictional product is being advertised for the purpose of poking fun at the particular advertisement, nor should it be confused with the use of

a coined brand name for the purpose of comparing the product without actually naming an actual competitor.

Comparative advertisements could be either indirectly or directly comparative, positive or negative, and seeks “to associate or differentiate the two competing brands”. Different countries apply differing views regarding the laws on comparative advertising.

#### 4. Advertising as a Communication Tool

##### (a) Communication Process & Advertising



Advertising is a process of transmission of information by the manufacturer or a seller of a product or service to modify or stimulate the behavior of the buyer to buy a particular product. Advertising can

be in any form of presentation such as sign, symbol or illustration in print media, a commercial on radio or television, poster etc. Thus advertising is the communication link between the seller and the buyer.

Advertising is a paid form of a non-personal message communicated through the various media by industry, business firms, nonprofit organisations, or individuals. Advertising is persuasive and informational and is designed to influence the purchasing behavior and/or thought patterns of the audience.

One of the basic ingredients of today's popular culture is consumption and it is the advertising industry that makes mass consumption possible. Advertising is an important element of our culture because it reflects and attempts to change our life styles.

The advertising message has to reach a billion people, speaking different languages, practicing many religions. Advertisers can reach their audiences through television, radio, cinema, print medium, outdoor advertising, sales promotion and the Internet. Hence, advertising is a form of mass communication.

#### (b) Communication Principles, Theories applied to advertising

Communication is a two-way process of giving and receiving information through any number of channels. Whether one is speaking informally to a colleague, addressing a conference or meeting, writing a newsletter article or formal report, the following basic principles apply:

- Know your audience.
- Know your purpose.
- Know your topic.
- Anticipate objections.
- Present a rounded picture.
- Achieve credibility with your audience.
- Follow through on what you say.
- Communicate a little at a time.
- Present information in several ways.
- Develop a practical, useful way to get feedback.

- Use multiple communication techniques.

Theories applied to advertising

## **1. Hierarchy-of-effects models**

Various competing models of hierarchies of effects attempt to provide a theoretical underpinning to advertising practice.

- The model of Clow and Baack clarifies the objectives of an advertising campaign and for each individual advertisement. The model postulates six steps a consumer or buyer moves through when making a purchase:
  1. Awareness
  2. Knowledge
  3. Liking
  4. Preference
  5. Conviction
  6. Purchase
- Means-End Theory suggests that an advertisement should contain a message or means that leads the consumer to a desired end-state.
- Leverage Points aim to move the consumer from understanding a product's benefits to linking those benefits with personal values.

## **2. Marketing mix**

The marketing mix has been a key concept to advertising, it was proposed by professor E. Jerome McCarthy in the 1960s. The marketing mix consists of four basic elements called the four P's. Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer such as distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to buy the product.

## **5. Advertising as a Marketing Tool**

(a) Concept of Marketing & advertising

**Marketing** is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service.

From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behavior and providing superior customer value.

There are five competing concepts under which organizations can choose to operate their business: the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept. The four components of holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing. The set of engagements necessary for successful marketing management includes capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating I

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In Latin, *ad vertere* means "to turn toward." The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including

mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

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(b) Marketing Mix - 5 P's in marketing

**The marketing mix** is a business tool used in marketing and by marketing professionals. The marketing mix is often crucial when determining a product or brand's offer, and is often synonymous with the **four Ps**: *price, product, promotion, and place*; in service marketing, however, the four Ps have been expanded to the **Seven Ps** or **eight Ps** to address the different nature of services.

Classification

**Category**      **Definition**

Product	A product is seen as an item that satisfies what a consumer demands. It is a tangible good or an intangible service. Tangible products are those that have an independent physical existence. Typical
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examples of mass-produced, tangible objects are the motor car and the disposable razor. A less obvious but ubiquitous mass-produced service is a computer operating system.

The amount a customer pays for the product. The price is very important as it determines the company's profit and hence, survival. Adjusting the price has a profound impact on the marketing strategy, and depending on the price elasticity of the product, often it will affect the demand and sales as well. The marketer should set a price that complements the other elements of the marketing mix.

## Price

When setting a price, the marketer must be aware of the customer perceived value for the product. Three basic pricing strategies are: market skimming pricing, market penetration pricing and neutral pricing. The 'reference value' (where the consumer refers to the prices of competing products) and the 'differential value' (the consumer's view of this product's attributes versus the attributes of other products) must be taken into account. All of the methods of communication that a marketer may use to provide information to different parties about the product. Promotion comprises elements such as: advertising, public relations, sales organisation and sales promotion.

## Promotion

Advertising covers any communication that is paid for, from cinema commercials, radio and Internet advertisements through print media and billboards. Public relations is where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word-of-mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and public relations (see 'product' above)

Distribution (Place) Refers to providing the product at a place which is convenient for consumers to access. Various strategies such as intensive distribution, selective distribution, exclusive distribution and franchising can be used by the marketer to complement the other aspects of the marketing mix

People

### (c) Segmentation of consumer & positioning of product

**Consumer segmentation** is the process of classifying people into groups that have some set of similar characteristics, resulting in the ability to be studied and targeted.

The most basic method is to segment by simple demographics such as age, income, or marital status. The goal is to identify relatively homogeneous groups with similar behavior that will assist in customizing the message and/or offer for each segment.

Some companies target only one macro group, such as the AARP attracting anyone 50 years old or older. Others have much more sophisticated segmentation schemes, using dozens, or even hundreds of variables.

The advent of accessible computer technology, the development of new statistical methods, and the availability of US Census data have all contributed to a whole new industry specializing in multi-tiered consumer segmentation. Add to this the standardization of geographic definitions and you now have a powerful basket of measurable variables that can help segment the population in a very detailed fashion.

**Positioning** is also defined as the way by which the marketers attempt to create a distinct impression in the customer's mind.

### ***Product positioning process***

Generally, the product positioning process involves:-

1. Defining the market in which the product or brand will compete (who the relevant buyers are)
2. Identifying the attributes (also called dimensions) that define the product 'space'
3. Collecting information from a sample of customers about their perceptions of each product on the relevant attributes
4. Determine each product's share of mind
5. Determine each product's current location in the product space
6. Determine the target market's preferred combination of attributes (referred to as an *ideal vector*)
7. Examine the fit between the product and the market.

## **6. Advertising as a PR Tool**

### (a) Relationship of Advertising & Public Relation

Advertising involves paying for space in publications or airtime, then using that opportunity to deliver a message directly to consumers. Public relations covers a wide range of tactics, usually involving providing information to independent media sources in the hope of gaining favorable coverage. While both techniques have similarities, there are several key differences.

#### ***Similarities***

Public relations and advertising are similar in concept: both are designed to raise awareness of a company or product in a positive manner. Another similarity is that in both cases the company will often target its message toward a particular audience. This could be people living in a particular location; people of a particular age, gender or social background; or people with particular interests or hobbies.

#### ***Cost***

Advertising has a fixed cost, usually based on a combination of the audience that will be exposed to the advertisement or commercial, and the demographics of the audience. An advertising medium perceived to have an audience with more disposable income will

often be more expensive to use on a per-audience member basis. Public relations does not have fixed costs, meaning the company cannot guarantee that paying a certain amount will achieve a specific result. However, it is also possible that a company could wind up getting coverage that would have cost far more in advertising than it spent in public relations costs.

### ***Control***

Advertising gives the company almost complete control of the message, subject only to any regulations or policies that restrict the content of commercials and ads. Public relations gives much more limited control and attempts to get publicity can even backfire if they lead to negative coverage.

### ***Credibility***

Public relations-based publicity is usually more credible with an audience as it comes via independent media. Advertising often appears less credible because viewers, readers and listeners are aware if comes from an unbiased source.

### ***Brand Vs. Product***

Public relations involves a mix of promoting specific products, services and events, and promoting the overall brand of an organization, which is an ongoing task. Individual advertisements are sometimes based on a brand but are more often based on a specific promotional message such as a price cut or the launch of a new product.

### ***Proactive Vs. Reactive***

Public relations contains a mixture of proactive publicity, meaning the company sets out to promote a message, and reactive publicity, meaning it reacts to events such as a scandal, or gives a view to a journalist writing a story that doesn't stem from the company's own publicity. Advertising occasionally involves reacting to events, such as a product recall, but is more commonly a proactive tool.

## (b) Corporate/Institutional Advertising

**Advertising designed to win an audience over to a specific point of view is called institutional or corporate advertising.**

### Key Points

- Institutional advertising use the same approaches and techniques that apply to product-oriented advertising: image, branding techniques, clear messaging, a call to action, and selling benefits as opposed to features.
- Corporate advertising can be national, regional or local, aimed at any type of audience, and delivered via any type of media.
- Related to institutional advertising is advocacy advertising. The difference is that in advocacy advertising, the sponsor pushes a point of view that may have nothing to do with selling the product or building an image.

## 7. Advertising Theories

### (a) Unique Selling Proposition

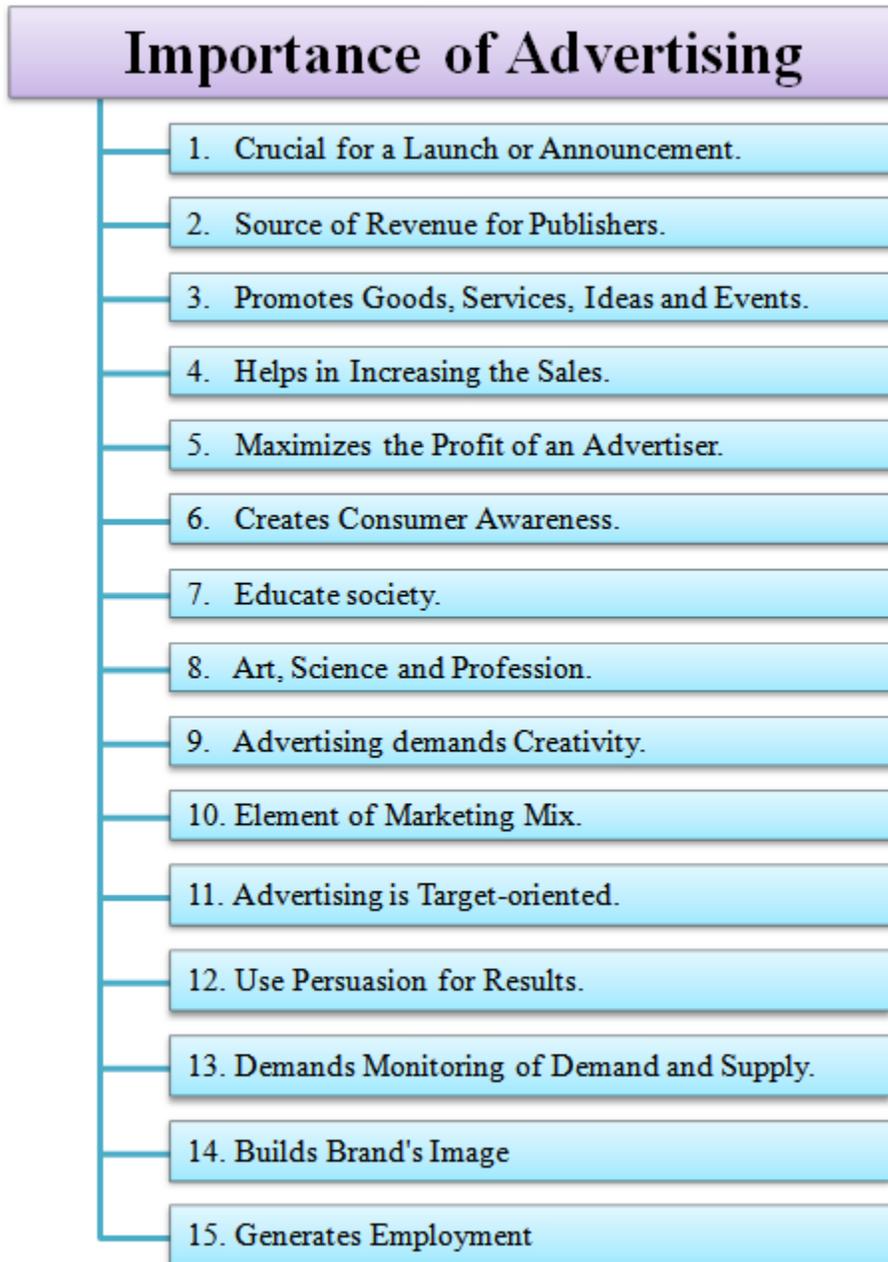
The **unique selling proposition (USP)**, or **unique selling point**, or "unique selling product" or "unique selling price" is a marketing concept first proposed as a theory to explain a pattern in successful advertising campaigns of the early 1940s. The USP states that such campaigns made unique propositions to the customer that convinced them to switch brands. The term was developed by television advertising pioneer Rosser Reeves of Ted Bates & Company. Theodore Levitt, a professor at Harvard Business School, suggested that, "Differentiation is one of the most important strategic and tactical activities in which companies must constantly engage. The term has been used to describe one's "personal brand" in the marketplace. Today, the term is used in other fields or just casually to refer to any aspect of an object that differentiates it from similar objects.

### (b) Brand Image

The impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is

developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. See also corporate image.

(c) Relevance to Indian Advertising



**8. Role & effects of Advertising**

(a) Negative & Positive Effects

There are positive and negative points of advertising, which means effects of advertising for people and organization in society. And describe detail for the positive and negative. Advertising must be two sides of the argument. It was a commercial measure of advertising, we cannot introduce something or products without advertising, that's advance technology all over the world, that's communication would be fast transfer information in the marketing. Good advertising will profit for organization and customer, also is enjoying optic advertising, so much benefits on the advertising, put excellent concept and culture on advertising. But bad advertising will lost for organization, also negative influent people, particular people who under 18, could be education, health, psychology or something.

### ***1. Information and Incentives***

- Advertising provides useful information about goods and services. A consumer can anonymously read information about a product in a magazine or on a website. He can compare similar products to one another without leaving his home. Advertising enables consumers to research features and benefits of new cars, or side effects of prescription medication. Advertisements deliver incentives to consumers; coupons that entitle the buyer to a discount or a free item are part of advertising. Ads also announce upcoming sales when consumers can save money on products and services they need.

### ***Entertainment***

- Entertainment is another positive effect of advertising. The ads that run during the Superbowl exemplify entertaining advertisements. Many viewers look forward to the big championship game because they want to watch the commercials, not because they want to watch the game. Clever ads are a topic of workplace conversation and talk show discussion on the day after the game. Virtually everyone has a favorite ad that they enjoy watching when it comes on television.

## ***Impulse Spending***

- One negative effect is that advertising may induce impulse shopping. Research by the U.S. Small Business Administration shows that signage and point-of-sale advertising can prompt impulse purchases, especially when they call attention to "specials" and "sales." An infomercial increased calls from consumers by telling them, "If operators are busy, please call again." The message suggested that other people were buying the product, and it induced consumers to join the crowd.

## ***Feelings of Inadequacy***

- Another downside of advertising is that ads can negatively influence the way readers and viewers see themselves. Models in most ads are young and attractive. They appear to live fun-filled, carefree lives where they attend parties with young, attractive friends. This can provoke feelings of inadequacy in the viewer. Similarly, researchers believe that soup ads featuring preadolescent children eating low-calorie soup encourage young girls to cut calories to unhealthy levels.

## **(b) Advertising & Society**

1. Advertising is wasteful – why is it needed?

Actually, research done on advertising indicates that even when the ad is what is referred to as a persuasive ad (i.e. Pepsi is better than Coke), more than 50% of the ad is informative and serves an important purpose. This purpose is to inform the public of the existence of such a product, the availability of the product and the cost. This is information needed in a free society.

2. Advertising raises prices and prices would be lower without advertising. However, the more customers purchase a product, the lower the prices may go. For example, when the FCC forced professional organizations (AMA, ABA etc) to allow advertising (doctors, lawyers) and the price of eyeglasses

became competitive, the cost actually dropped 30%. When legal fees were advertised, the cost for legal services dropped 5 to 13%. Hence when a customer reads an ad and knows what things cost, this becomes public knowledge and increases competition.

3. Advertising helps to create monopolies. This is an economic argument that suggests that advertising will help large firms maintain a monopoly position in the marketplace since small firms will be unable to compete since they cannot afford the advertising costs. This argument ignores the fact that many small firms use a niche approach and find other ways to promote their product. Very small firms use buzz marketing to spread the word.
4. Advertising lacks taste and uses appeals that people do not like such as fear and anxiety (i.e., feminine hygiene, indigestion, genital herpes, sex). In fact it is the product that may be the problem and not the advertising. Most of the ads for these unappealing categories are quite nicely produced. Moreover research has shown that the inappropriate use of sex actually hurts the image of a product and the viewer/reader may not remember the brand due to the distraction of the sexuality. Sex works when it is appropriate as in the fragrance and lingerie categories.
5. Advertising has negative effects on societal values and lifestyles.  
For one thing, advertising makes people materialistic and unhappy with what they have and encourages them to want more. Advertising reinforces the idea that to be happy you need this product. In fact this argument is true – advertisers do want you to want more and to feel compelled to get it.

Additionally, advertising makes people feel inadequate (i.e., driving an old car) and creates ideal “types” (i.e. the waif look). The counter argument to this is that advertising is reflecting societal values. For example, in America the idea of looking younger than your biological age is considered desirable. Advertising reinforces desires like expensive Nike sneakers that

are targeted to those least able to afford them or Joe Camel cigarettes targeted to 11 to 13 year olds.

6. Advertising creates false needs. Most advertisers believe that they are not creating these needs, but rather stimulating the consumer.
7. Advertising appeals to emotion, not reason. This argument is simply not true. Research has indicated that advertising works best when reason is involved. The ad will inform the consumer as to what the product does. Of course there are some ads that utilize an emotional response, such as quenching thirst.
8. Ads tend to be deceptive and fraudulent and are deliberately deceptive.

In fact there are too many watchdogs from the FCC through the competition to allow deception. For example when Burger King claimed their grilled burger was superior to the competition's fried burger, they were sued because their process of grilling was exactly the same as their competition's frying.

### (c) Advertising & Development

Advertising is an expression and part of an economic system. Each economic system has an interesting relationship with the social system, political system and cultural value. Whatever be the character of the economic system, there are three basic features which are common to all:

- a) determination of goods and services and the quantities to be produced or offered;
- b) allocation of resources according to priorities of production-mainly land, labor and capital; and
- c) distribution of goods and services among individuals and groups.

We are not concerned here about the relative importance of state intervention and market determination of these three processes.

### (d) Role of advertising in National Economy

## HISTORY OF ADVERTISING IN INDIA

-Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began-  
Shop front signages-From street side sellers to press ads-The first trademarks-Handbills distributed separately from the products  
18th Century

# Concrete advertising history begins with classified advertising  
# Ads appear for the first time in print in Hickey's Bengal Gazette. India's first newspaper (weekly).

# Studios mark the beginning of advertising created in India (as opposed to imported from England) Studios set up for bold type, ornate fonts, more fancy, larger ads

# Newspaper studios train the first generation of visualisers & illustrators

# Major advertisers: Retailers like Spencer's, Army & Navy and Whiteaway & Laidlaw

# Marketing promotions: Retailers' catalogues provided early example

# Ads appear in newspapers in the form of lists of the latest merchandise from England

# Patent medicines: The first brand as we know them today were a category of advertisers

# Horlicks becomes the first 'malted milk' to be patented on 5th June 1883 (No. 278967).3

ROLE OF ADVERTISING IN INDIA# 1931- National Advertising Service Pr. Ltd. Bombay set up# 1936- Indian Broadcasting Company becomes All India Radio (AIR)# 1978 -First television commercial seen# 1990-Marks the beginning of new medium Internet# 1991- First India-targetted satellite channel, Zee TV starts broadcast# 1993- India's only advertising school, MICA (Mudra Institute of Communications Ahmedabad), is born

The Indian advertising industry is talking business today. It has evolved from being a small-scale business to a full-fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the number of personnel involved. Indian advertising industry in very little time has carved a niche for itself and placed itself on the global map.

Indian advertising industry with an estimated value of ₹13,200-crore has made jaws drop and set eyeballs gazing with some astonishing pieces of work that it has given in the recent past. The creative minds that the Indian advertising industry incorporates have come up with some mind-boggling concepts and work that can be termed as master pieces in the field of advertising. Advertising agencies in the country too have taken a leap. They have come a long way from being small and medium sized industries to becoming well known brands in the business. Mudra, Ogilvy and Mathew (O&M), Mccann Ericsonn, Rediffusion, LeoBurnett are some of the top agencies of the country. Indian economy is on a boom and the market is on a continuous trail of expansion. With the market gaining grounds Indian advertising has every reason to celebrate. Businesses are looking up to advertising as a tool to cash in on lucrative business opportunities. Growth in business has lead to a consecutive boom in the advertising industry as well. The Indian advertising today handles both national and international projects. This is primarily because of the reason that the industry offers a host of functions to its clients that include everything from start to finish that include client servicing, media planning, media buying, creative conceptualization, pre and post campaign analysis, market research, marketing, branding, and public relation services. Keeping in mind the current pace at which the Indian advertising industry is moving the industry is expected to witness a major boom in the times ahead. If the experts are to be believed then the industry in the coming times will form a major contribution to the GDP.

(e) Social/Public Advertising.

**Social advertising** is the use of advertising to inform the public about a social issue or to influence their behavior.

While social advertising campaigns are often successful in raising awareness, they are typically unsuccessful in producing long-term behavior change of the type that can be achieved through the use of

social marketing. Social advertising may, however, form a part of a social marketing intervention.

## **Public Relations**

**Public relations (PR)** is the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form of marketing communications. Public relations is the idea of creating coverage for clients for free, rather than marketing or advertising. An example of good public relations would be generating an article featuring a client, rather than paying for the client to be advertised next to the article. The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership, products, or political decisions. Public relations professionals typically work for **PR** and marketing firms, businesses and companies, government, and public officials as PIOs and nongovernmental organizations, and nonprofit organizations. Jobs central to public relations include account coordinator, account executive, account supervisor, and media relations manager

Public relations specialists establish and maintain relationships with an organisation's target audience, the media, relevant trade media, and other opinion leaders. Common responsibilities include designing communications campaigns, writing news releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as an organisation's spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management. Success in the field of

public relations requires a deep understanding of the interests and concerns of each of the company's many stakeholders. The public relations professional must know how to effectively address those concerns using the most powerful tool of the public relations trade, which is publicity

Public relations and journalism have similarities in the work they do, yet these two fields don't necessarily have the greatest relationship, being described as "adversaries" at times.

PR is able to divide to many types, for example the product public relations, financial public relations, corporate public relations, employee public relations and government public relations. Product PR is managing the release of new products into the market. Financial PR is to build up a relation to shareholders and customers. Corporate PR helps communicate the core conception of the companies for customers. Employee PR focus on the employments and HR. Government PR is to help set up a correct attitude towards the political perspectives

## **Public Relations in India**

**Public relations**, despite being over a century old across the world, began in India in the early 1990s. Though there were several individuals and small companies which started even before that, they offered PR with the limited scope of media relations only. It was only natural that the entrepreneurs who began these services came from a background of journalism, seen as a natural hunting ground for the nascent PR industry.

### *Agencies that started in India in the 1990s*

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India came with many advantages in the context of PR - it showed a consistently high growth rate of the economy; the initial penetration of PR had been low leaving much scope for growth, the internet & traditional media also penetrated exponentially giving rise to the quick rise of PR in India. Though some international PR agencies (usually offshoots of advertising agencies) like Ogilvy PR set base in India in the mid-1980s, they floundered to find a firm footing especially since their core focus remained mainly in advertising services. By the early

1990s, after the opening up of the Indian economy, several other PR agencies started with a core focus on PR alone like Lexicon PR in 1996. This decade also saw the advent of Indian IPO agencies offshoots like Ad factors PR began to offer PR services as a freebee along with their IPO services. Catalyst Public Relations, a leading public relations agency in Chennai and South India focused to deliver prolific PR consultancy services for the augmentation of clients image amongst the public. These recent past b2p relations has been emerging as a best PR practice in Chennai. And media monitoring across South India is now made possible through b2p relations.

### *Agencies that started in India in the 2000s*

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If the 90s were the starting block for the Indian PR sector, the next decade was the growth era. Significant in this time was the full buyout of Genesis by Burson Marsteller, and the investment in [Hanmer & Partners] by MS&L, a Publicis company. Edelman entered India with by taking over Roger Periera, the grand old man of PR. In 2002, specialist agencies like Blue Lotus Communications took birth with a focus on specialized sectors like Healthcare, Technology, Finance and Brands. With the decade almost coming to a close, 2008 saw the birth of i9 Communications, as a specialist in consumer communication, with special focus on Brands, Lifestyle, Entertainment and Hospitality PR. Several such boutique agencies also started in other parts of the country.

After the economic slowdown and the resultant market crashes worldwide, several international PR agencies suffered enormous losses when clients cut back marketing budgets. This forced these agencies to turn to higher growth markets like India and China. India naturally took a higher priority due to its large English-speaking base, stable political governance and consistent legal structure. The color of the market has flowered from grey to blue in this decade and the corporate's need for image building and strategic PR is very well understood and accepted.

According to the 2007 report on The State of the Public Relations Industry prepared by Paul Holmes (author of the Holmes Report), the western growth of PR has almost plateaued to a stable range of 9% to 11%, with the growth geographies being India (as too China)

growing at four times the Western pace. To quote the report, "The greatest future in growth is expected to come in China and India, with good prospects for growth in Eastern Europe (particularly those countries recently admitted to the European Union) and in the Middle East (albeit from a very small base)". However, in 2012, the PR market has slowed down due to the overcrowding of the market. The recession of 2008 & 2009 gave birth to another terminology in India - Regional PR and the companies who were once upon a time hooked to pink papers, looking for presence in regional dailies. Regional Public Relations set up country's first such agency where core focus was on Tier-II & Tier-III cities. Naturally then, India and similar paced economies have become favored destinations for global PR firms keen to extract their share of growth from this market. The late realization by many global majors that India has an equal or superior potential than China, has left quite a few panting in the race for market-share. However, in 2012, the PR market has slowed down due to the overcrowding of the market with too many fighting for too few. year 2009 again witness the rising of this industry but more over inn tier II markets. Some regional specialist came up very fast to serve the vast PR business in secondary markets. Regional Public Relations was first such PR agency who rolled down from tier-II market only.

Sparkling Stories, a well known Pune based PR agency was also founded in this decade and in small time it took a giant step in the movies and consumer products area.

The first Public Relations agency of North East India, Cabsford PR, was set up in 2002 by Nurul Islam Laskar, former Chief Manager (PR & Community Services Banking) State Bank of India. Life's Purple is now among one of the big agencies operating from Guwahati, working across Northeast India.

Now PR has started touching the boundaries of advertising & marketing. In early 2016, digital consulting company #ARM Worldwide started their dedicated PR unit and within a year emerged as an organisation for executing most creative PR stunt apart from getting various accolades from reputed organisation like IPRCA 2016, Fulcrum Awards 2017 & IAMAI. There is a list of top PR agency which started in 2000s, APCO Worldwide India, Concept, H+K

Strategies India, Golinopinion, Cohn & Wolfe Six Degrees, Communicate India, PR Pundit, Aim High Consulting, Madison Public Relations, Integral are few of them.

### *PR Crisis in India and its mitigation*

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On January 7, 2009, Ramalinga Raju, the erstwhile chairman of Satyam Ltd., India's leading IT firm, made an admission of conscious fraud & misreporting perpetrated by him over several years. The media who had eulogized him till then, suddenly turned on him with a vengeance, conscious that they had also failed in their duty as watchdogs of businesses. This crisis, coincided with the peak of the global crisis and held the potential to snowball into a credibility & trust issue for brand India and its IT firms, where several billion dollars worth of services were being outsourced every year. The crisis also impacted several companies associated with Satyam including EMRI (Emergency Medical Response Institute), a not-for-profit endeavour (for running free ambulance services) in which Satyam had committed 5% of running costs with the balance 95% coming from various state governments.

However, the Indian government took quick action and set up an interim board consisting of industry stalwarts for the company to assess the true worth of Satyam and to seek a suitable investor & management. The swiftly conducted and fiercely contested bid was won by Mahindra & Mahindra and Satyam was merged with a group IT company.

This swift & timely execution and the confidence-building-measures taken by the interim board helped regain faith by the customers and the world at large in the Indian IT industry.

### *Crisis in the Indian PR industry*

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After the global slowdown that hit Indian Public relation agencies in 2008, it took a further hit in November 2010 due to what has come to be known as the 'Radiagate' scam. Open Magazine in an expose, covered the story of Niira Radia's nefarious power-dealings. An Income Tax phone tap collected more than 5000 tapes and hundreds of these tapes were leaked and found their way into Outlook magazine's website. The Central Bureau of Investigation (CBI)

interrogated Radia several times and as a fallout of the tapes, the Telecom minister, A. Raja, with whom Radia had close links was also forced to resign. Several prominent journalists like Barkha Dutt and Vir Sanghvi were also in the middle of the quagmire, caught in power-lobbying conversations with Radia.

## **Role of Public Relations in Corporate Image Building**

PR professionals can do anything from coordinating a company sponsored golf tournament to giving newspaper reporters a tour of a new factory. PR reaches its wide range of audiences by using any number of PR techniques to convey its messages.

Whether it be through a private PR agency or an in house PR department, the PR person is required to undertake major functions. Following are some of the important PR functions and activities:

### **1. *COMMUNICATING WITH PR 'PUBLICS'***

We are all a 'public' of one kind or another, whether we are consumers of products, employees, shareholders, or members and customers of a company, organization, trade or professionals association. 'Publics' in the PR language are classified into internal and external publics.

**Internal Communication:** Full and part time employees of an organization, their families, trainees, trade union officials, form the internal publics of an organization. Employee communication is a vital part of any PR programme. The ultimate success of the organization depends largely on the success of its internal communication. This ensures smooth flow of information from the management to its employees, improving employee performance, team spirit and coordination. Full and truthful information both way results in:

Harmony in the work place

Trust and confidence between the employer and employee

Healthy and safe working conditions

Work satisfaction, fair salary and satisfaction for each employee

Pride in the organization

External Communication: Governments, investors, distributors, customers, suppliers and shareholders, environmental groups and other people affected by the organization's policies and actions are the external publics of an organization. Lets look at each of these closely:

a) Governments: PR is a major in the relations between the industry and the government. PR job is to support a company's efforts to sell products to the government agencies and make sure that the government laws and regulations do not unfairly obstruct a company's business and progress. PR's involvement in this area includes conducting surveys and other research building coalitions and using media to promote their message.

b) Investors: Investor relations involve communicating with the current and potential investors, financial analysts and government regulators. PR people operating here must have extensive knowledge of corporate finances, financial markets and government regulations. Current investors want to know whether to keep the company's stocks and bonds they own, and potential investors want to know if the company has a promising future.

## 2. *COMMUNICATING WITH THE MEDIA*

The PR professional is required to make cordial relations with the media. Media Relations is about the management of the media channels available to any company.

For people engaged in business and industry, the press is the most important communication media. Good press relations assure that a press release will be carried by the leading dailies. The main function of PR while working with the media is giving them what they need, in the correct form and at the right time. PR should never be a barrier between the media and the organization. To make most

effective use of various media, the PR person has to keep 3 key factors in mind:

The message to be conveyed

The target audience

The media through which the message will reach the target audience

### 3. *CORPORATE COMMUNICATIONS*

The term 'Corporate Communications' covers all communication activities which an organization undertakes as a corporate entity: everything that involves communication with staff or which reflects the organization as a whole. Each company has a personality of its own. Corporate identity should take into consideration the whole personality of the company and not just an important aspect.

Corporate identities should not be changed frequently. Before a change is thought about, extensive research is essential. The success of a corporate identity programme involves detailed research to define the organization's present image.

Corporate communication is aimed at:

- i. The general public
- ii. Investors and financial analysts
- iii. Competitors and suppliers
- iv. Government and pressure groups

### **Functions of Public Relations**

#### Competency Functions

Trusted counsel – Advise and anticipate.

Internal communication – Engage employees.

Media relations – Develop public trust.

Community relations – Establish public support.

External communication – Build public support and trust.

#### Four-Step Process Functions

Research  
Strategize and plan  
Implement, execute and communicate  
Evaluate

#### Other Functions

Publicity and special events  
Issues management  
Crisis communication

### **PR Techniques**

In order to build a relationship with the target audience and maintain it on a high level, PR specialists use a variety of tools and techniques. Some of the most common ones include:

- **Attendance at public events.** In order to attract public attention and keep it engaged with a particular organisation or an individual, PR specialists take an advantage of every public event and the opportunity to speak publicly. This enables them to directly reach the public attending the event and indirectly, a much larger audience.
- **Press releases.** Information that is communicated as a part of the regular TV or/and radio programme, newspapers, magazines and other types of mainstream media achieves a much bigger impact than advertisements. This is due to the fact that most people consider such information more trustworthy and meaningful than paid ads. Press release is therefore one of the oldest and most effective PR tools.
- **Newsletters.** Sending newsletters – relevant information about the organisation or/and its products/services - directly to the target audience is also a common method to create and maintain a strong relationship with the public. Newsletters offering promotional products are also a common marketing strategy but PR specialists use it to share news and general

information that may be of interest to the target audience rather than merely promoting products/services.

- **Blogging.** To reach the online audience, PR specialists use the digital forms of press releases and newsletters but they also use a variety of other tools such as blogging and recently, micro blogging. It allows them to create and maintain a relationship with the target audience as well as establish a two-way communication.
- **Social media marketing.** Like its name suggests, it is used primarily by the marketing industry. Social media networks, however, are also utilised by a growing number of PR specialists to establish a direct communication with the public, consumers, investors and other target groups.

## **Relationship & Duties of the PR Practitioner**

Public relations officers use a wide range of media to build and sustain a good image for a company, organisation or brand through planned publicity campaigns and PR activity.

Public relations account executives are responsible for handling all aspects of planned publicity campaigns and PR activities.

Other tasks include:

- planning publicity strategies and campaigns
- writing and producing presentations and press releases
- dealing with enquiries from the public, the press, and related organisations
- organising and attending promotional events such as press conferences, open days, exhibitions, tours and visits
- speaking publicly at interviews, press conferences and presentations

- providing clients with information about new promotional opportunities and current PR campaigns progress
- analysing media coverage
- commissioning or undertaking relevant market research
- liaising with clients, managerial and journalistic staff about budgets, timescales and objectives

Depending on the employer, PR officers may also be required to carry out other, more general, marketing responsibilities. This can involve working on websites and social media and writing and/or producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution.