



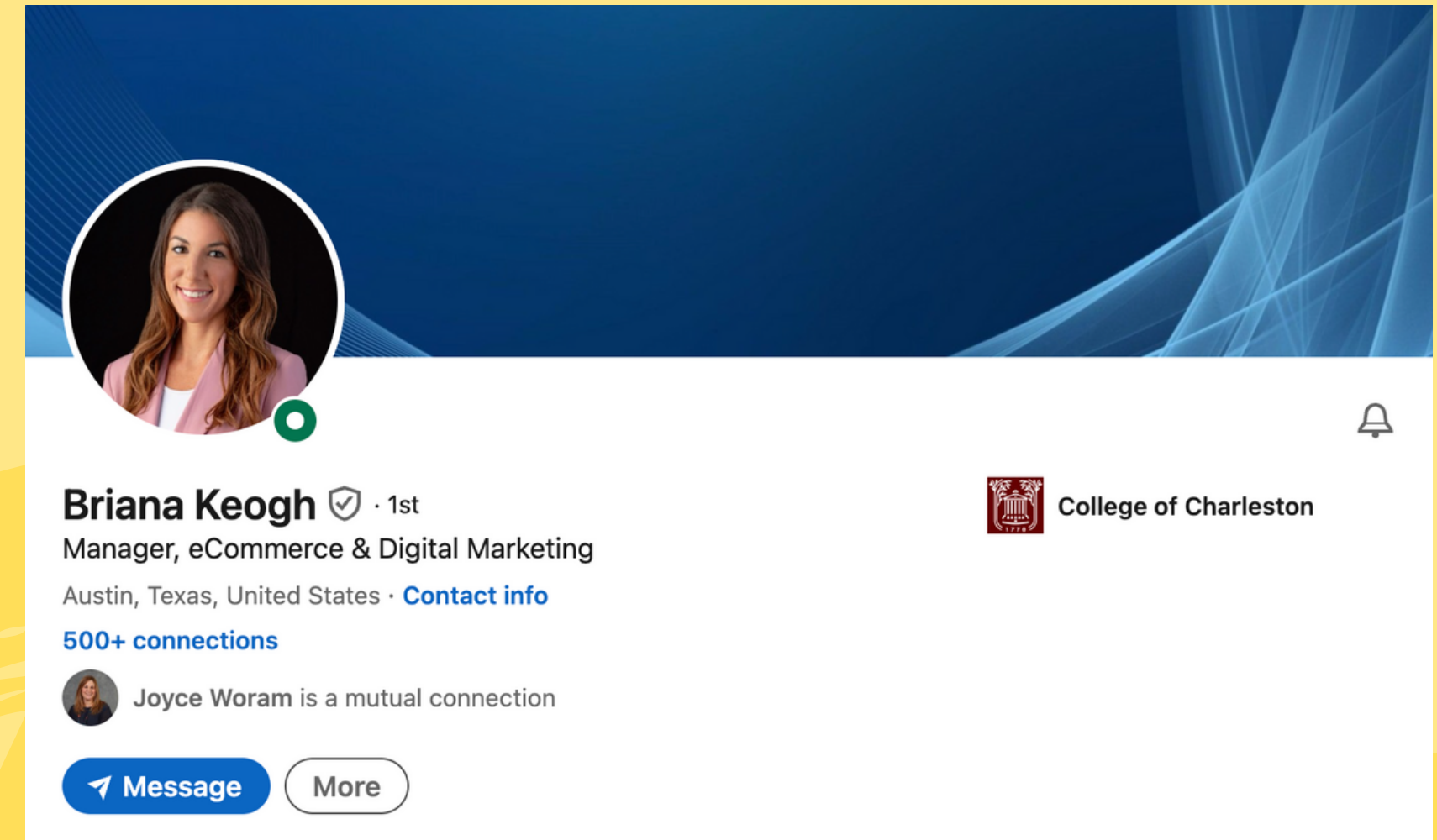
Blinded By How Bright The Future Is For Advertising & Public Relations

BY GRACE WORAM

Why am I a expert in AD & PR?

Since being at the University of Tampa...

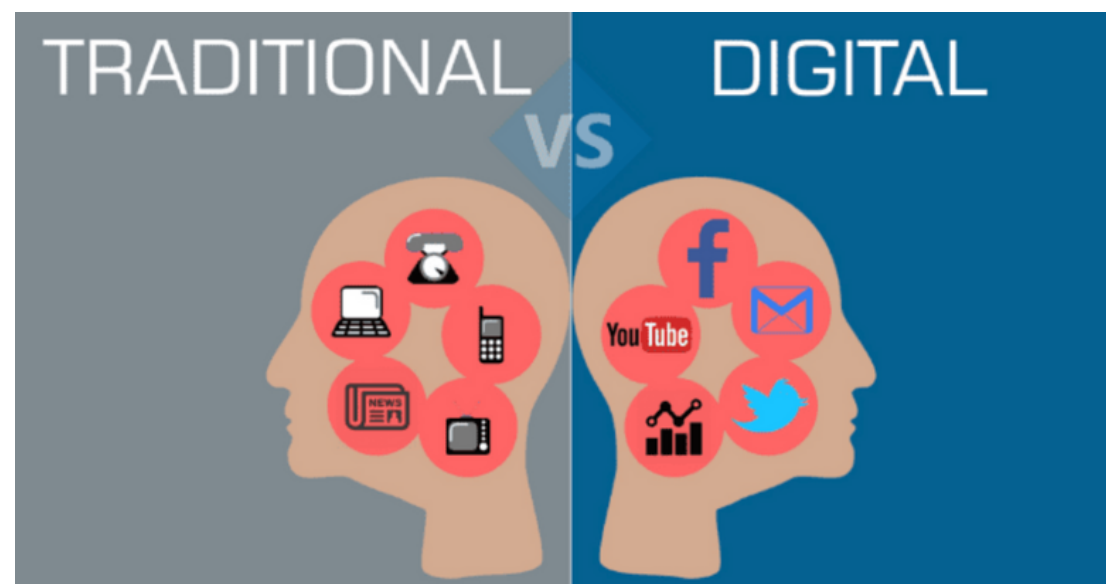
- I have taken Advertising and Public Relation courses that has helped me gain more knowledge on this subject.
- I've expanded my understanding of advertising and public relations through an informal conversation I had with Brianna Keogh, who serves as the Manager of eCommerce and Digital Marketing at Freebirds World Burrito.
- Acquired the skill of how to write letters to gain access to brands' PR lists.



Advertising	Public Relations
Paid	Earned
Builds exposure	Builds trust
Audience is skeptical	Media gives third-party validation
Guaranteed placement	No guarantee, must persuade media
Complete creative control	Media controls final version
Ads are mostly visual	PR uses language
More expensive	Less expensive
"Buy this product"	"This is important"

Jobs in Public Relation

SAY GOODBYE TO TRADITIONAL PR



DIGITAL PR

Uses online platforms and tools to reach and engage with target audiences.

INFLUENCER MARKETING

Utilizes individuals who have a significant influence and following on social media platforms to promote a brand, product, or service.

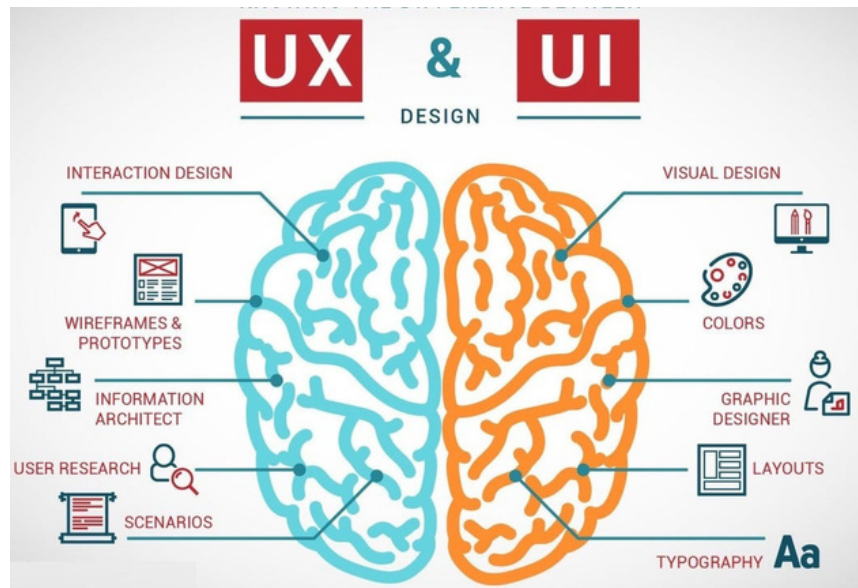
DATA DRIVEN PR

Gives proof that helps PR professionals improve their messages and reach their target audiences more effectively.



Jobs in Advertising

Say goodbye to traditional advertising



CONTENT CREATORS

Focuses on creating narratives, multimedia content, and interactive experiences so they can advertise to their followers.

UI/UX DESIGNERS

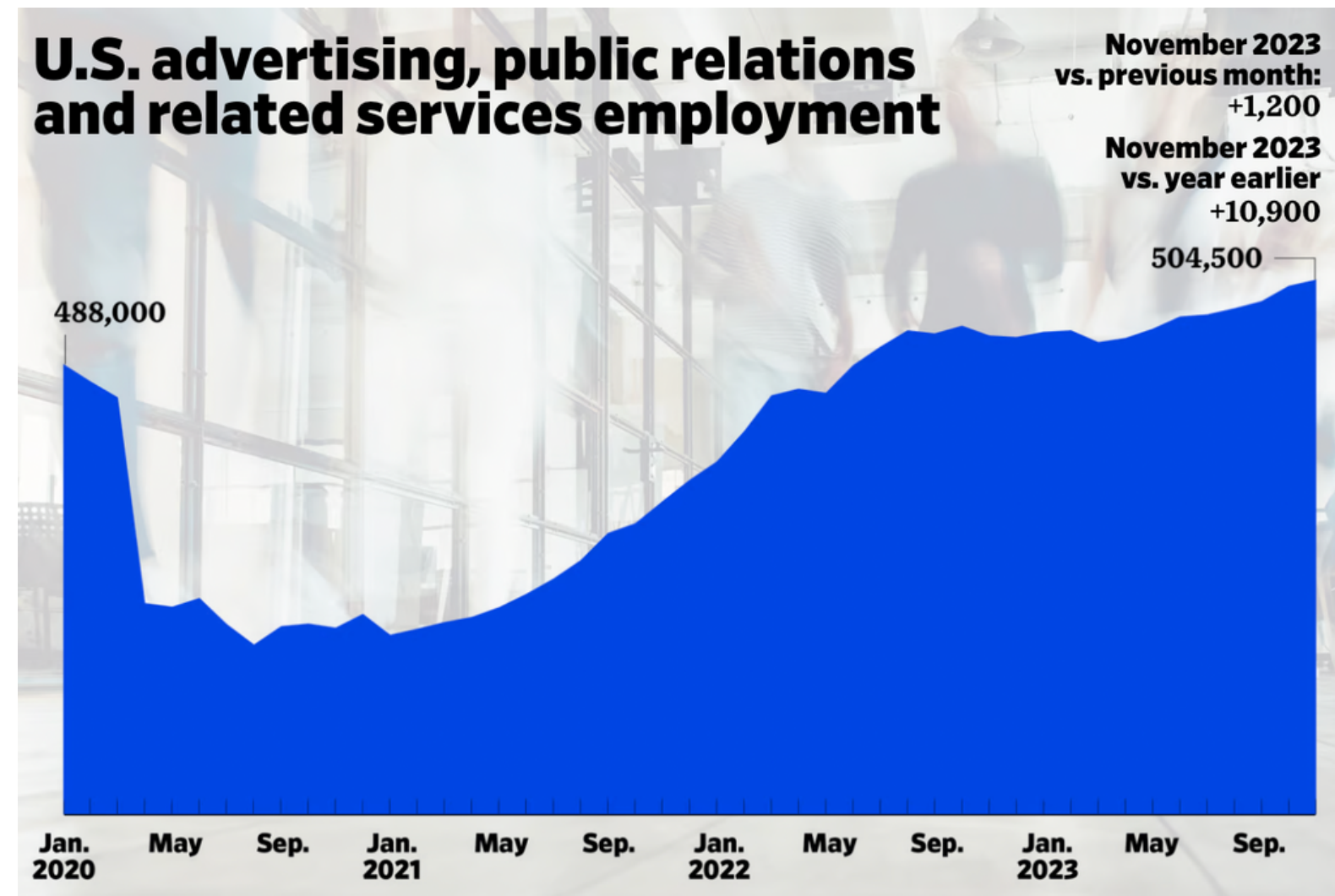
They design intuitive and user friendly interfaces.

VR & AR DEVELOPERS

Make engaging and interactive ads in virtual and augmented reality settings.

HAS EMPOLYMENT increased or decreased?

Employment in the US
advertising, public relations
and related services has
increased since May 2020



Why is AD & PR relevant today?

Is advertising and public relations on the rise?

Increase in multimedia content

Changes the way brands connect with their audiences.

Third Party Validation

With all the false information out there, it's important for consumers and businesses to get third-party validation before buying something.

You can create your desired brand narrative

Public relations helps businesses communicate their brand's message effectively and shape how the public sees them.

Works Cited

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