# Intro to Advertising

## November 30, 2012

Public Relations, Sponsorships, and Corporate Advertising

* **What is PR?**
  + **Public Relations refers to the total communication strategy conducted by a person, government, or an organization attempting to reach and persuade an audience (publics) to adopt a point of view**
  + **Public relations is the management function that focuses on the relationships and communications that individuals and organizations have with other groups (publics) for the purpose of creating mutual goodwill.**
* **PR vs. Advertising**
  + **Is PR and Advertising the same? No.**
  + **What are the differences?**
    - Advertising
      * Uses simple and fixed messages
      * Transmitted directly to the public through the purchase of ads
      * Part of marketing communications
    - Public Relations
      * Complex messages that evolve over time
      * Transmitted indirectly to the public often through external media (news). E.g. Press Releases
      * Part of corporate communications
    - Examples of the difference
      * Advertising = We are a great company
      * PR = They are a great company
* **The Role of Public Relations**
  + **PR manages communication between stakeholders (publics) in order to:**
    - Develop goodwill
    - Affect public opinion
    - Improve reputation
  + **Good PR Creates**
    - Mutual understanding, positive outcomes, good long-term relationships
* **The Public Relations Job**
  + **PR Activities**
    - Planning & Research
      * Uses mail, telephone, and internet surveys and focus groups, & interviews to understand audience perception of a product, issue, policy, program, or image
    - Reputation Management
      * Publicity
        + Publicity is the generation of news about a person, product, or service that appears in print or electronic media
      * Press Agentry
        + Press Agentry is the planning and staging of events to generate publicity
      * Crisis Communication
        + Tony Hayward Ad
      * Community Involvement
        + Make their name more visible around the community
    - Public Affairs & Lobbying
    - Speech-writing
    - Fundraising, membership, or events
* **PR and Community Involvement**
  + **Community and Consumer Relations**
    - Sustain a dialogue and goodwill between the clients and the public
    - Public
      * Communities: Sustain close ties with their communities and neighbors helps to enhance their image and attract customers. E.g. Donations, participating in town events like parades and festivals.
      * Consumers: Good customer service – satisfied customers lead to repeat business and new business through word of mouth
* **Sponsorships and Events**
  + **Sponsorship**
    - Cash or in-kind payment for a commercial opportunity
  + **Philanthropy**
    - Support of a cause without commercial incentive
  + **Events**
    - Special Events help to raise the profile of corporate organizational, or government clients. E.g. Companies sponsoring music events, festivals, arts, social cause, etc.
      * E.g. v=V7\_Hz5n6FUo
    - Psuedo-Events are created to just gain media coverage. E.g. Press conference and TV/Radio talk show appearances. Even Tiger Woods public apology