

Public Relations, Publicity, and Corporate Advertising

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MKT728

Lecture 8





Learning Objectives

- To recognize the roles of public relations, publicity, and corporate advertising in the promotional mix
- To know the difference between public relations and publicity and demonstrate the advantages and disadvantages of each
- To understand the reasons for corporate advertising and its advantages and disadvantages
- To know the methods for measuring the effects of public relations, publicity, and corporate advertising
- To understand the different forms of corporate advertising

The Traditional Definition of PR *(responsibilities)*

- Evaluates public attitudes *(through market research & observation)*
- Identifies the policies and procedures of an organization with the **public interest**
- Executes a program of action to earn public understanding and acceptance. (once we determine our program, we implement)

** PR is not about events, it is about evaluating the public attitude in reacting against this attitude



- The traditional definition of public relations is that it is a management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest, and executes a program of action (and communication) to earn public understanding and acceptance.
- Traditionally PR was used to maintain mutually beneficial relationships between the organization and its publics and act as a marketing communications function.
- In the new role PR takes on a much broader (and more marketing-oriented) perspective, designed to promote the organization as well as its products and/or services. The new role of PR is much closer to a marketing function than a traditional one and contributes to the IMC process in a way that is consistent with marketing goals.

The New Role of PR

– Traditional Role

- Maintain mutually beneficial relationships (+ve linkage) between the organization and its publics
- Act as a management communications function

– New Role

- Work together with the marketing department
- Contribute to the IMC process in a way that is consistent with marketing goals

Marketing Public Relations Functions

- **Marketing public relations (MPR):** Public relations activities designed to support marketing objectives
- **Functions**
 - Building marketplace excitement (teaser) before media advertising breaks
 - Improving ROI
 - Creating advertising news where there is no product news (conference, press release)
 - Introducing a product with little or no advertising
 - Providing a value-added customer service
 - Building brand-to-customer bonds
 - Influencing the influentials
 - Defending products at risk and giving consumers a reason to buy



مستشفى
شفاة الأورمان
مستشفى مكة المكرمة

شفاة الأورمان

أول مستشفى خضراء

شفا الأورمان
١٩٤٥٥

530-071-506
dmc

مبروك لمصر



RTTC





Advantages

- It is a cost-effective way to reach the market.
- It is a highly targeted way to conduct public relations.
- It benefits from the endorsement of independent and objective third parties who have no association with the product.
- It achieves credibility.
- It supports advertising programs by making messages more credible.
- It breaks through the clutter.
- It circumvents consumer resistance to sales efforts.
- There can be improved media involvement among consumers.
- It can create influence among opinion leaders and trendsetters.
- It can improve ROI.

Disadvantages

- There is a lack of control over the media.
- It is difficult to tie in slogans and other advertising devices.
- Media time and space are not guaranteed.
- There are no standard effectiveness measures.

Advantages of MPR.

- Cost-effective way to reach the market
- Highly targeted way to conduct public relations
- Endorsements by independent third parties
- Achieves credibility
- Makes advertising messages more credible
- Breaks through the clutter
- Circumvents resistance to sales efforts
- Improved media involvement among consumers
- Can influence opinion leaders and trendsetters
- Can improve ROI

Disadvantages of marketing public relations.

- Lack of control over media
- Difficult to tie in slogans or other advertising devices
- Media time and space are not guaranteed
- No standards for effective measurement









Determining and Evaluating Public Attitude (do they value my company)

- Reasons for conducting research
 - Provides input into the planning process (what is the benefit)
 - Serves as an early warning system
 - Secures support internally (for employees)
 - Increases the effectiveness of the communication





ماكدونالز وسينابون (فرع المرغنى)
امبارح عملو حركه لا انسانيه تماما
فى عز ازمه المطره والوقوف المرورى التام ..
كان فيه اتوبيس اطفال واقف جنبه والاطفال كانوا عايزين
يخشوا الحمام
ايه بقى الى حصل يا سيدى .. منعوهم من الدخول
طبعا هتبقى الحجه انهم هيوظوا الفرع و هيبلاو الدنيا
الى هو الاطفال فى ستين داهيه المهم الشغل يمشى كويس
تخيل بقى لو كانوا عملوا حركه نضيفه ووزعوا وجبات ببلاش
على الاطفال و استقبلوهم عندهم
ومفيش مانع يا سيدى صور و اديك خدت دعايه
بكam الف هتنتشر فى الدنيا كلها بدل الملايين الى بتصرفها
فى الدعايه
لكن الغباء سيد الاخلاق
قاطعوهم عشان يعرفوا انهم عره وميسوش حاجه من غير
فلوسنا
دا مش خراب بيوت دا عبره لغيره بعد كد لآى حد يقع فى
نفس الموقف
شير من فضلكم لازم نعلمهم الادب

#Mcdonadls_egypt

#cinnabon_egypt

هتاكل؟
يلا ماكدونالدز

جديد
ولفترة
محدودة



تشيلي تشيكن

المشروم بيف



اطلب دلوقتي

تطبق الشروط والأحكام
رقم التسجيل الفريبي: 100-507-638

زيارة الموقع

اطلب المشروم برجر الجديد

مرأة

رفضوا دخول الأطفال الحمام.. غضب
عارم من موقف ماكدونالدز وسينابون
خلال أزمة الأمطار



بيان من سينابون مصر

بالإشارة إلى بعض التعليقات المنتشرة عبر وسائل التواصل الإجتماعي منذ مساء أمس عن رفض فرع سينابون الميرغني دخول مجموعة من الأطفال لاستخدام دورات مياه الفرع بسبب سوء الأحوال الجوية وتعطل حركة المرور لأكثر من ٦ ساعات.

نود التأكيد على أن هذا الأمر، وبعد مراجعة كاميرات المراقبة الخاصة بالفرع، لم يحدث مطلقاً.

فبخلاف أن المنطقة بالكامل كانت تعاني من انقطاع المياه منذ الثالثة عصراً، لم يرفض فريق عمل الفرع دخول أي من المترددين على الفرع، كباراً كانوا أو صغاراً، لاستخدام دورات المياه، سواء قبل أو بعد انقطاع المياه.

ما كان يحدث هو الإشارة فقط إلى حالة إنقطاع المياه، فكان البعض يوافق على استخدام دورة المياه على هذه الحالة والبعض يرفض، وقد يكون البعض قد أساء فهم هذا التحذير على أنه رفض وعدم ترحيب باستخدام دورات مياه الفرع.

وإذ تعتذر سينابون مصر عن سوء التفاهم وعن هذه الظروف الخارجة عن إرادتنا جميعاً، فإنها تشدد على أن سياسة التعامل في كل فروع سينابون مصر تقضي بحسن التعامل ونشر السعادة والابتسام في وجه الزائرين والمترددين على فروعنا، ولا يمكن أن تصدر مثل هذه التصرفات غير الإنسانية عن أي من المنتمين لنا.



وترحب إدارة سينابون مصر بأي شكاوى أو استفسارات عبر خدمة العملاء ١٧٢٠

McDonald's



Establishing/Developing a PR Plan

— Four-step process

- Define public relations problems
- Plan and program
- Take action and communicate (Vodafone & McD problems)
- Evaluate the program

Developing and Executing the PR Program

– Determining Relevant Target Audiences (Types of Target Audience)

- **Internal Audiences**

- People who are connected to a firm with whom the firm communicates on a routine basis
 - » Employees
 - » Stockholders
 - » Investors
 - » Members of the local community (GSM, PCs, جمعيات)
 - » Suppliers
 - » Current customers



FLAVOUR
AROMA

المذاق الرائع من القهوة العربية

19319
1000

Developing and Executing the PR Program continued

– Determining Relevant Target Audiences continued

- **External Audiences**

- People who are not closely connected with the organization
 - » Media (fb Vodafone frame)
 - » Educators (influencers)
 - » Civic and business organizations
 - » Governments
 - » Financial groups

Developing and Executing the PR Program continued

Tools Used for Implementing PR Program

– Implementing the PR Program

- **Press release:** One of the more important publics is the press. Statement provided to the media
 - Information must be factual, true, and of interest to the medium and its audience
- **Press conferences:** Delivering information by interacting directly with the media. Must be of major interest to a specific group before it is likely to gain coverage
- **Exclusives:** Offering one particular medium exclusive rights to the story



Developing and Executing the PR Program continued

– Implementing the PR Program continued

- **Interviews:** Interactions involving a spokesperson for the firm answering questions directed toward him or her
- **Community involvement:** Supporting and contributing to a community. Memberships or participation in local organizations
- **Internet:** Helps to spread PR information electronically. Can be used to disseminate information through the company's website, through social networks and blogs, or via press releases
- **Social networks and blogs:** Online social platforms



هشام طلعت مصطفى يكشف سر اختيار موقع مدينة (نور)



– Advantages

- Credibility
- Cost
- Avoidance of clutter
- Lead generation (create potential for sales)
- Ability to reach specific groups
- Image building

– Disadvantages

- Potential for incomplete communication process
- Lack of connection between receiver and sender
- Lack of coordination with marketing unit
- Erratic, redundant communications (we all do the same, repeating)

no guarantee for gaining results from the press release.

Do a successful event and no coverage.

– Advantages

- **Credibility** - Not seen as being sponsored by the organization which enhances perceptions of credibility
- **Cost savings** - Do not have to pay for media time or space
- **Avoidance of clutter** - Generally news items not cluttered by other ads
- **Lead generation** - Certain announcements can lead to inquiries
- **Selectivity** - Can reach specific groups
- **Image building** - Can develop a positive image for the company

– Disadvantages

- Potential for incomplete communication process
- **Lack of connection between receiver and sender.** Although the message may break through the clutter, the receiver may not make the connection to the source
- **Lack of coordination with marketing unit.** Mismanagement and a lack of coordination with the marketing department, which can result in inconsistent communications, redundant efforts, and so on.
- **Erratic, redundant communications (we all do the same, repeating)**

no guarantee for gaining results from the press release.

Do a successful event and no coverage.

The advantages of Measuring the Effectiveness of PR

- Determines what has been achieved. It tells management what has been achieved through public relations activities.
- Provides management with a way to measure the PR achievements quantitatively
- Provides management with a way to judge the quality of PR the achievements and activities

How many channels covered the event?

Measuring the Effectiveness of PR

- Should consider whether the target audience:
 - Received the messages
 - Paid attention to the messages
 - Understood the messages
 - Retained the messages

Measuring the Effectiveness of PR

– Methods

- **Media content analysis** - Identify the characteristics of messages that appear in the media, analyzing the content to determine trends and perceptions relevant to the product or brand.
- **Survey research** - Quantitatively assess consumers' attitudes toward the product or brand
- **Marketing-mix modeling** - Draw data from multiple sources and integrate them to provide insight



Publicity: Generation of news about a person, product, or service that appears in broadcast or print media

Differs from public relations by:

- Public relations is a long-term strategy; publicity is a short-term strategy.
- Public relations is designed to provide positive information, and is usually controlled by the firm, while Publicity is not always positive, and often originates from sources outside the firm.
- Not always being controlled or paid by the organization



Mohamed Salah
@MoSalah

We need to believe in second chances... we need to guide and educate. Shunning is not the answer.

9:53 AM · Jun 27, 2019 · Twitter for iPhone

8K Retweets 57.6K Likes

The Power of Publicity

- Publicity is much more powerful than advertising, sales promotion, and other forms of public relations because:
 - Publicity is highly credible.
 - Publicity information may be perceived as endorsed by the medium in which it appears.
 - Publicity has news value and frequently generates exposure (it goes viral)

The Control and Dissemination of Publicity

- **Video news release (VNR)**
 - Marketers like to have as much control as possible over the time and place where information is released. One way to do this is with the video news release (VNR) , a publicity piece produced by publicists so that stations can air it as a news story.

Advantages and Disadvantages of Publicity

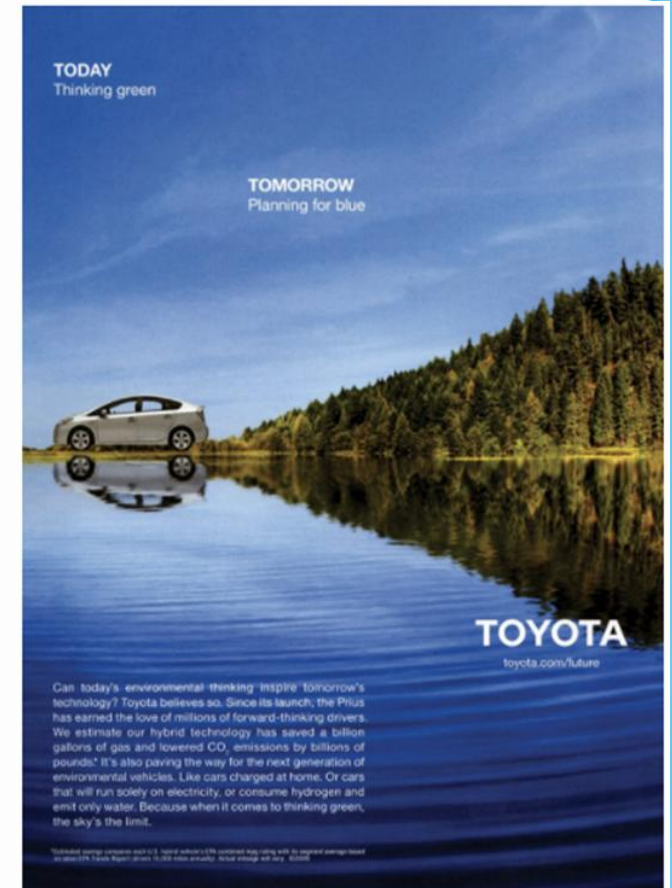
– Advantages

- Substantial credibility
- News value
- Significant word-of-mouth
- Perception of media endorsement (interest)

– Disadvantages

- Lack of control.
- Timing. (Timing may be difficult or impossible to control)
- Accuracy. (Inaccuracy, omission, or distortion may result)

- Corporate advertising is one of the more controversial forms of advertising.
- It is designed to promote the firm overall by:
 - Enhancing its image
 - Assuming a position on a social cause
 - Seeking direct involvement in something



Corporate Advertising Is Controversial

- Consumers are not interested in this form of advertising (what's in it for me)
- Costly form of corporate self-indulgence
- Belief that the firm must be in trouble
- Perceived as a waste of money



 Liverpool



Objectives of Corporate Advertising

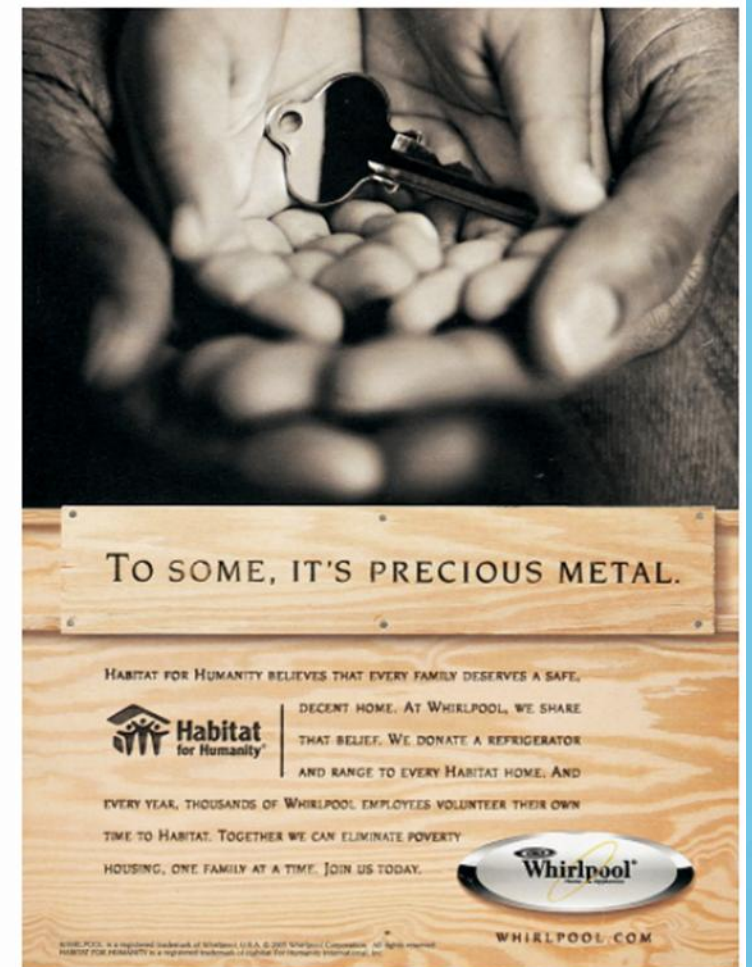
- Creating a positive image for the firm
- Getting across the firm's views on social, business, and environmental issues
- Boosting employee morale and smoothing labor relations
- Helping newly deregulated industries ease consumer uncertainty and answer investor questions
- Helping diversified companies establish an identity for the parent firm rather than relying solely on brand names

Corporate advertising is targeted at both internal and external audiences and involves the promotion of the organization as well as its ideas.



Types of Corporate Advertising

- **Image advertising** - Designed to create goodwill, creating a position for the company and generating resources, both human and financial. Types of image ads include:
 - General image or positioning ads - Create or change an image of the firm in the public mind
 - Sponsorship - Providing support for TV programs or special programming
 - Recruitment - Create an image of the firm to help recruit new employees
 - Financial support - Help generate investments in the corporation





و السباغين الطهارة في البحر في القمطين

A man with glasses, wearing a dark suit, white shirt, and a striped tie, is speaking. He is in an office environment with a large window in the background showing a cityscape. A lower-third graphic is present at the bottom of the frame.

THILO ZELT
BOSTON CONSULTING GROUP – BCG
Managing Director & Partner

تم تصميم نور لتكون مدينة ذكية

Types of Corporate Advertising continued

– Event Sponsorships

- Sponsoring specific events or causes as part of a marketing strategy

– Advocacy Advertising

- Spreading ideas and explaining controversial social issues of public importance
- Indirectly supports the sponsor's interests
- **Issue ads:** Sponsored by an organization to bring attention to what they consider to be an important issue

– Cause-Related Advertising

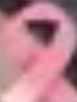
- Linking with nonprofit organizations as contributing sponsors



ELARABY
صُنَاعُ الثَّقَةِ



A close-up, side-profile shot of a woman with dark hair hugging a young child with curly hair. The woman is smiling warmly, and the child is wearing a light blue shirt. The background is softly blurred, showing an indoor setting with warm lighting.

جھینہ ہتتبرع ب ۱,۵٪ من اجمالي مبيعاتها لمستشفى بھية 

Advantages and Disadvantages of Corporate Advertising

– Advantages

- Excellent vehicle for positioning the firm
- Takes advantage of benefits derived from public relations
- Reaches a selected target market

– Disadvantages

- Questionable effectiveness
- Raises questions of constitutionality and ethics

Measuring the Effectiveness of Corporate Advertising

- Attitude surveys
- Studies relating corporate advertising and stock prices
- Focus group research

- We described the roles of public relations, publicity, and corporate advertising in the promotional mix.
- We compared the advantages, disadvantages, and effectiveness of public relations and publicity.
- We discussed the advantages, disadvantages, and effectiveness of corporate advertising.
- We compared the different forms of corporate advertising.



Chapter

08

To Sum Up...



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY



Thank You

Dr. Perihan Salah

