Public Relations, Publicity and Corporate Advertising

Week 11

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A management function which evaluates public attitudes and 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.
PR Perspective and Integration

Public Relations Department

- Customers
- Investors
- Government
- Employees
- Suppliers
- Community

Integrated

Marketing Department
Public Relations
Marketing Public Relations (MPR) Functions

- Building marketplace excitement before media advertising breaks
- Improving ROI
- Creating advertising news where there is no product news
- Introducing a product with little or no advertising
- Providing a value-added customer service
- Building brand-to-customer bonds
- Influencing influentials, providing information to opinion leaders
- Defending products at risk, giving consumers a reason to buy
### Benefits of Marketing Public Relations (MPR)

#### Advantages
- A highly targeted way to conduct public relations
- Endorsements by independent third parties / opinion leaders
- Achievement of credibility
- Makes advertising messages more credible
- Breaks through the clutter
- Circumvents resistance to sales efforts
- Improved ROI

#### Disadvantages
- Lack of control over media
- Difficult to tie in slogans or other advertising devices
- Media time and space aren’t guaranteed
- No standards for effective measurement
Implementing the PR Program

PR Tools

Press Releases

Interviews

The Internet

Community Involvement

Press Conferences

Exclusives
Publicity

The Generation of News About a Person, Product, or Service That Appears in the Media

Part of the PR Process

May Be Out of the Marketer’s Control
Corporate Advertising

An extension of the PR function

Does not promote a specific product or service

Promotes the organization

Image enhancement
Assuming a position on an issue or cause
Seeks involvement
LEARN, SHARE, MOVE TOGETHER

BELAJAR, BERBAGI, BERGERAK BERSAMA

Relawan untuk Negeri
Objectives of Corporate Advertising

Objectives

- Create a positive image for the firm
- Communicate the organization’s viewpoint
- Establish diversified company’s identity
- Smooth labor relations
- Boost employee morale
- Help newly deregulated industries
- Boost employee morale
Types of Corporate Advertising

- Image Advertising
  - General Image Ads
  - Positioning Ads
  - Sponsorship
  - Recruitment
  - Financial Support
- Event Sponsorship
- Advocacy Advertising
- Cause-related Advertising
Advocacy Advertising

the propagation of ideas and elucidation of controversial social issues of public importance in a manner that supports the interests of the sponsor.
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The Airline of Indonesia

Official Global Airline Partner of
Liverpool Football Club
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Corporate Advertising

Advantages

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

Disadvantages

- May have questionable effectiveness
- Raises questions of constitutionality and ethics