

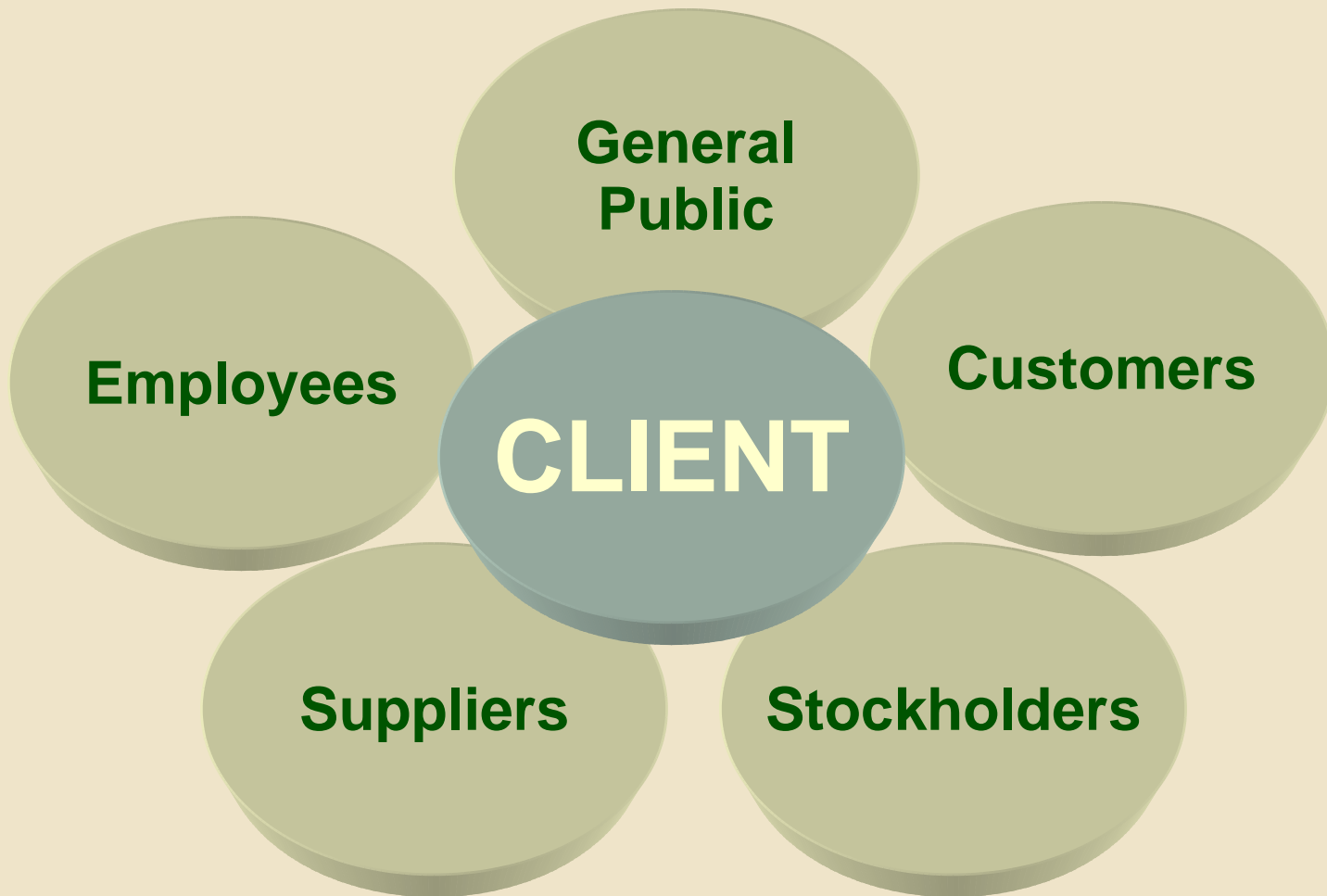
# 17



## Public Relations, Publicity, and Corporate Advertising

# The Role of Public Relations

*To manage relationships with the public*



# Public Relations Management Process

- *Determination* and *evaluation* of public attitudes
- *Identification* of policies and procedures of an organization
- *Development* and *execution* of the program



# Marketing Public Relations (MPR) Functions

- Building marketplace excitement before media advertising breaks
- 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 the influentials/opinion leaders
- Defending products at risk and giving customers a reason to buy

# Segway: An Example of MPR's at Work





# The Process of Public Relations

- Determining and evaluating public attitudes
- Establishing a PR plan
- Developing and executing the PR program



# Research on Public Attitudes

- Provides input for the planning process
- Serves as an “early warning system”
- Secures internal cooperation, support
- Increases communications effectiveness



# Evaluating Public Relations Plans

1. Does the plan reflect a thorough understanding of the company's business situation?
2. Has the PR program made good use of research and background sources?
3. Does the plan include full analysis of recent editorial coverage?
4. Do the PR people fully understand the product's strengths and weaknesses?
5. Does the PR program describe several cogent, relevant conclusions from the research?





# Evaluating Public Relations Plans

6. Are the program objectives specific and measurable?
7. Does the program clearly describe what the PR activity will be and how it will benefit the company?
8. Does the program describe how its results will be measured?
9. Do the research, objectives, activities, and evaluations tie together?
10. Has the PR department communicated with marketing throughout the development of the program?



# Public Relations Audiences

- Employees of the firm
- Stockholders and investors
- Community members
- Suppliers and customers
- The media
- Educators
- Civic and business organizations
- Governments
- Financial groups



# Public Relations Tools

- Press releases
- Press conferences
- Exclusives
- Interviews
- Community involvement
- The internet

# Example of a Press Release

NEWS RELEASE NEWS RELEASE NEWS RELEASE NEWS RELEASE NEWS RELEASE NEWS RELEASE



## FOR IMMEDIATE RELEASE

**Contact:** Charles Robbins, 202-380-4316, [charles.robbins@xmradio.com](mailto:charles.robbins@xmradio.com)  
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### XM USHERS IN NEXT GENERATION OF RADIO WITH 71 GREAT SONGS

Washington, D.C., September 25, 2001 - XM Satellite Radio ushered in the next generation of radio with 71 great songs representing the spirit and passion of each of its music channels.

"Twenty years ago MTV launched its service with one song, 'Video Killed the Radio Star' by the Buggles. Today's, launch of XM Radio with 71 great songs from modern Rock to Classical, Blues to Hip Hop, Heavy Metal to Country shows that radio is very much alive and well with each of our channels a celebration of the music and the artists they are dedicated to serve."

Tuesday, September 25, 2001 is not only the launch date of XM but is also the birthday for 71 great XM music channels. Thus, each disc jockey and music director was tasked with identifying that one song that summarized the spirit and passion of their respective channel. The list is as follows:

<u>Channel</u>	<u>Song</u>	<u>Artist</u>
40s	Sunny Side of the Street	Tommy Dorsey
50s	Rock Around the Clock	Bill Haley
60s	Revolution	Beatles
70s	Space Oddity	David Bowie
80s	Radio GAGA	Queen
90s	O.P.P.	Naughty By Nature
America	God Bless the U.S.A.	Lee Greenwood
WSIX XM	It's A Great Day to Be Alive	Travis Tritt
X Country	I'm Country	Trent Summar
Hank's Place	Honky Tonkin'	Hank Williams
Bluegrass Junction	Steam Powered Aeroplane	John Hartford
Highway 15	Only In America	Brooks & Dunn
20 on 20	I'm Real	Jennifer Lopez
KISS XM	Drive	Incubus
MIX XM	Follow Me	Uncle Kracker
Heart	Power of Love	Celine Dion
LITE XM	Against All Odds	Collins/Carey
MTV Radio	Music	Madonna

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# Reebok Used a Press Conference to Announce the Sponsorship of Shakira



# Telling the Story

- *Technological methods make it easier for the press*
- **They increase the likelihood media will use the story**
  - Telephone press conferences
  - In-studio media tours
  - Multicomponent video news releases (VNR)
  - Targeted wire stories



# PR Publications

- Inserts
- Enclosures
- Annual reports
- Posters
- Bulletin boards
- Exhibits
- Audiovisuals
- Position papers
- Speeches
- News releases
- Media kits
- Booklets
- Leaflets
- Pamphlets
- Brochures
- Manuals
- Books
- Letters



# Advantages of Public Relations

- Credibility
- Cost
- Avoidance of clutter
- Lead generation
- Selectivity
- Image building





# Criteria for Measuring PR Effectiveness


- **Total number of impressions . . .**
  - Over time
  - On the target audience
  - On specific target audiences
- **Percentage of . . .**
  - Positive articles over time
  - Negative articles over time
- **Ratio of positive to negative articles**
- **Percentage of positive and negative articles by . . .**
  - Subject
  - Publication
  - Reporter
  - Target audience

# Publicity

Publicity involves the generation of news about a company, product, service, brand or person in various media. It is a subset of the public relations effort.

## Key points regarding publicity:

- Publicity is generally short-term focused
- Publicity is not always under the control of the firm
- Publicity can be negative as well as positive



# The Power of Publicity

- Perceived as more credible
- Often perceived as endorsed by the medium in which it appears
- Often has high news value
- Often generates high frequency of exposure

# Publicity Vehicles

Feature  
Articles

Captioned  
Photos

Special  
Events

News  
Releases

Press  
Conferences

# Responding to Publicity

## Where we go from here...

Texaco is facing a vital challenge. It's broader than any specific words and larger than any lawsuit.

We are committed to begin meeting this challenge swiftly through specific programs with concrete goals and measurable timetables.

Our responsibility is to eradicate discriminatory behavior wherever and however it surfaces within our company. Our challenge is to make Texaco a company of limitless opportunity for all men and women. Our goal is to broaden economic access to Texaco for women and minorities and to increase the positive impact our investments can have in communities across America.

We have started down this road by reaching out to prominent minority and religious leaders to explore ways to make Texaco a model of diversity and workplace equality.

It is essential to this urgent mission that we work together to help solve the problems we face as a company - which, after all, echo the problems faced in society as a whole.

Discrimination will be extinguished only if we tackle it together - only if we join in a unified, common effort.

Together we can take Texaco into the 21st century as a model of diversity.

We can make Texaco a company of limitless opportunity.

We can and must make Texaco a leader in according respect to every man and woman.



Peter I. Bijur  
Chairman & CEO



# Using Positive Publicity

## Best Consumer Digital Camera

(MacUser Eddy Awards, Jan. '97)

## Product of the Year

(InfoWorld, Jan. '97)

## Stellar

(Windows Sources, Jan. '97)



(Computer Life, Feb. '97)



## Any questions?

### Plenty. How many pictures does the D-200L take?

Up to 80.

### You're not sure?

You can shoot in both high-resolution or standard formats. And switch back and forth whenever you want. Even delete the shots you don't want at any time.

### How do I know which ones to delete or keep?

You can instantly view the images you just captured.



### Where?

On the color LCD screen. One at a time or nine at a time.

### What's the resolution?

640 X 480. But you're not buying a pixel taker. It's pictures you're after. And

picture quality is where the D-200L really outperforms the competition.

### Who says?

*InfoWorld*, for one: "The image quality far surpassed any of the other digital cameras." And *Windows Sources*: "It delivers the best images we've seen from a consumer-level camera."

### What about the lens?

It's a razor sharp, wide angle, macro, Olympus glass lens.

### Flash?

With red-eye reduction, fill flash and auto mode.

### But does it feel like a camera?

With an optical viewfinder and Olympus design, it follows in the footsteps of the Stylus series, the most successful line of 35mm cameras in the world.

### Okay. I take a color shot.

#### Now what?

Download the image into a computer, either Windows™ PC or a Mac®. Then go to town.

### Talk to me.

Create multiple images from one image. Or combine several. Add and subtract color. Retouch. Crop.

### Go on.

E-mail it across the Internet. Put it on a Web page. Store it on disk.

### Suppose I want to be creative?

With the included Adobe PhotoDeluxe™ software you can make greeting cards and real estate listings, design layouts, put together mail-order catalogs and newsletters. All in full living color.

### Hold it! How much is all of this going to cost me?

\$599.

### That's it?

That's it.

### There must be a science to all this.

And an art.

To learn more about the D-200L and how it completes the ideal home or office imaging system, contact your Olympus Marketing Representative at 1-800-622-6372. They'll also tell you all about the new Olympus personal storage system and CD writer.

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THE ART & SCIENCE OF IMAGING™

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The Art and Science of Imaging is a trademark of Olympus America, Inc.  
Intellectual & Macintosh awards received 1997. ©1997 Olympus America, Inc.

# Advertising Versus Publicity

<b><i>Factor</i></b>	<b><i>Advertising</i></b>	<b><i>Publicity</i></b>
Control	Great	Little
Credibility	Lower	Higher
Reach	Achievable	Undetermined
Frequency	Schedulable	Undetermined
Cost	Specific/High	Unspecified/Low
Flexibility	High	Low
Timing	Specifiable	Tentative

# Corporate Advertising

Advertising done to promote the interests of the firm by enhancing its image, assuming a position on a particular issue or promoting a certain cause

## Types of Corporate Advertising

- Image Advertising
- Event sponsorship
- Advocacy advertising
- Cause-related advertising

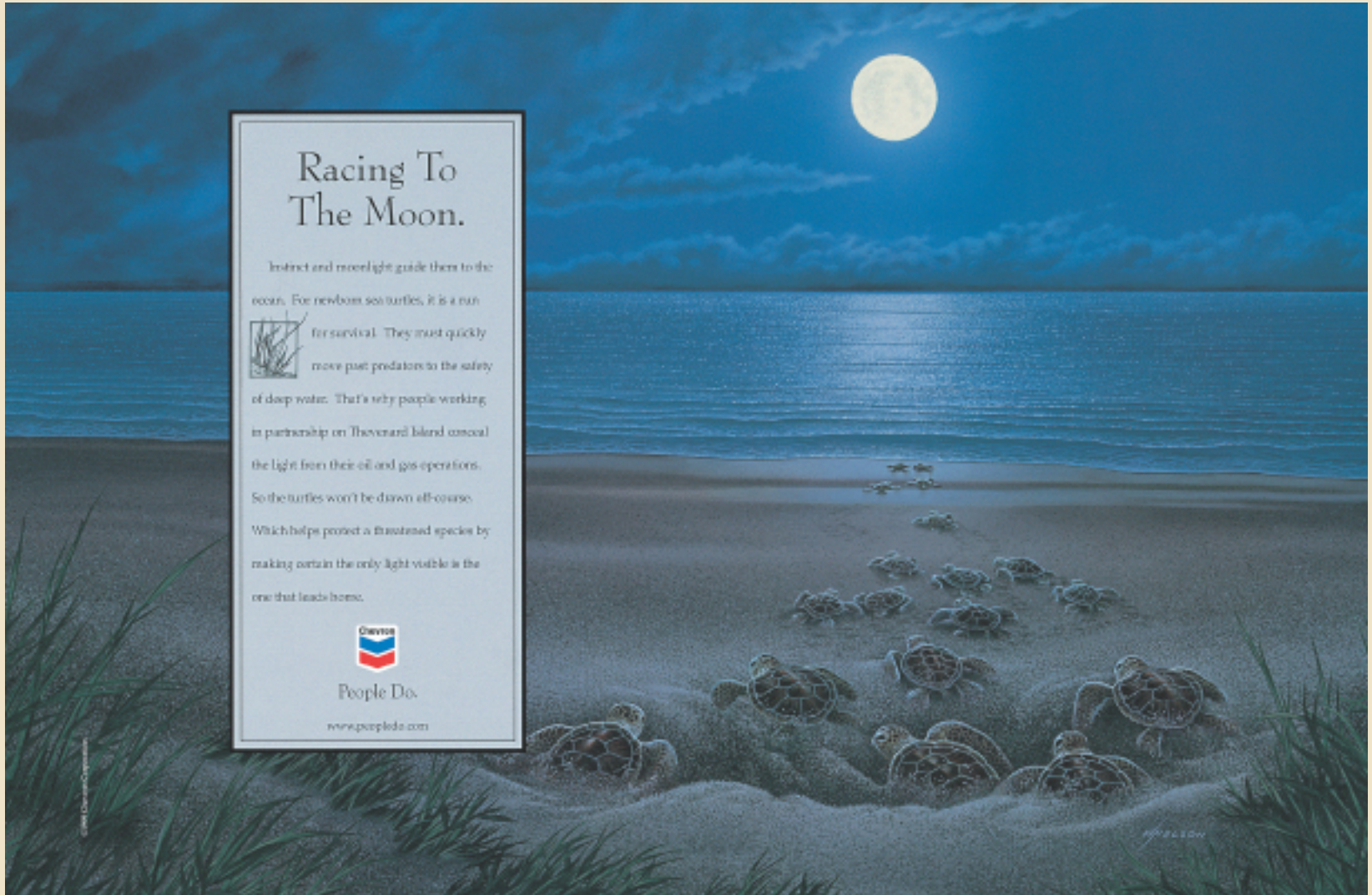





# Objectives of Corporate Advertising

- Create a positive image for the firm
- Communicate the organization's viewpoint on various issues
- Boost employee morale
- Smooth labor relations
- Help newly deregulated industries
- Help diversified companies establish an identity

# Chevron Engages in Image Advertising





Event Sponsorship – a form of marketing communications whereby an organization becomes involved with a particular event by developing sponsorship relations.

### Events used for sponsorship:


- Sporting events
- Music/entertainment
- Festivals
- Arts/cultural events
- Causes



# Advocacy Advertising


***Advocacy advertising*** is the propagation of ideas and elucidation of controversial social issues of public importance in a manner that supports the interests of the sponsor

# The San Diego Zoological Society uses advocacy advertising



ONE LESS ELEPHANT TODAY.

ONE LESS SPECIES TOMORROW.



The African elephant is one of the most endangered species in the world today. Poaching for elephant tusks and the decimation of habitat has led to a drastic reduction in the elephant population. The full consequence is not only the loss of the elephant, but also the extinction of fellow species. Yet, through conservation, research and education efforts by the Zoological Society of San Diego, there remains a chance of reversing this decline. Learn what you can do by visiting us at [www.sandiegozoo.org](http://www.sandiegozoo.org). With your help, we can all make a difference.

© 2001 ZSSD

Source: Courtesy of Zoological Society of San Diego

# Cause Related Marketing

*Cause related marketing* is a form of marketing whereby companies link with charities or nonprofit organizations as contributing sponsors

# KitchenAid uses cause-related marketing

ADVERTISEMENT

## Designs for Entertaining

**KitchenAid**  
FOR THE WAY IT'S MADE:

*Tips for cutting party prep time:*

*Simplify party preparation and spend more time with guests with these innovative new products from KitchenAid. The Architect® series combines stylish good looks with professional-level performance, letting you—and your kitchen—look your best.*



**Wash stemware and dishes before, and during, the party.**  
The Briva™ dishwasher, the first in-sink dishwasher, cleans small loads up to three times faster than standard full-sized dishwashers. That way you'll never run out of glasses or silverware or be overwhelmed with dishes at the end of the night. Use the two-minute rinse-only cycle for rinsing bowls and cooking utensils or to quickly pre-rinse wine glasses or serving trays before entertaining.



**Prepare as many dishes as possible ahead of time.**  
The stylish Ultima Cook™ high-speed oven uses quartz technology, microwave energy and convection heating to deliver the same professional quality results associated with traditional KitchenAid® ovens in as little as half the time. The Ultima Cook oven offers two cooking modes: *manual*, which allows for complete customization of cooking times and methods, or *forced convection*, which combines microwave cooking power and a broiling element for desired degrees of cooking, browning and crisping.

**Use warming drawers to get out of the kitchen and into the party.**  
Pop prepared food into warming drawers, set the timer and serve when ready. KitchenAid built-in warming drawers can be located anywhere in a kitchen and feature a 90° to 224° temperature range, temperature control sensor, and timer programmable for 15 minutes to four hours. Removable serving pans provide added flexibility.

To find a KitchenAid retailer near you, visit [www.KitchenAid.com](http://www.KitchenAid.com) or call 1-800-422-1230.

**COOK FOR THE CURE**  
PRESENTED BY  
**KitchenAid**



*This holiday season entertain with style—and substance. Host a Cook for the Cure party to support the Susan G. Komen Breast Cancer Foundation in the fight against breast cancer.*

*Bring people together over cooking and good food to support this worthy cause. Visit [KitchenAid.com](http://KitchenAid.com) to download or request recipes, entertaining tips, invitations, menu cards—everything you need to plan your own Cook for the Cure fundraising party.*

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Source: Courtesy of KitchenAid Home Appliances