

Introduction to PR

Concepts: What Is Public Relations?

- *A channel, a facilitator, and a manager of communication*, conducting research, defining problems, and creating meaning by fostering communication among many groups in society.
- *A strategic conversation.*
- *Is it spin or truth telling?*
- *Public relations' broad scope*: every industry, government, and nonprofit organization.
- *Corporate public relations* (being an in-house public relations department within a for-profit organization of any size) and *agency public relations* (are hired consultants that normally work on an hourly basis for specific campaigns or goals of the organization that hires them differ).

Defining Public Relations

- Public relations is “*the management of communication between an organization and its publics.*” Grunig and Hunt(1984), p. 4.
- Emphasis in original. One reason this definition is so successful is its simplicity, and lays down the foundation of the profession exactly within management, as opposed to the competing approaches of journalism or the promotion-based approach of marketing and advertising that focuses primarily on consumers.
- ü **Management**1. body of knowledge on how best to coordinate the activities of an enterprise to achieve effectiveness.
- ü **Communication**2. Not only sending a message to a receiver but also understanding the messages of others through listening and dialogue.
- ü **Organization**3. Any group organized with a common purpose;
- ü **Publics**4. Any group(s) of people held together by a common interest.

- differs from audiences in that they often self-organize and do not have to adjust to messages;
- differ from stakeholders in that they do not necessarily have a financial stake tying them to specific goals or consequences of the organization.
- Targeted audiences, re publics who receive a specifically targeted message that is tailored to their interests.
- *As “the management of communication between an organization and its publics,” public relations has radically departed from its historical roots in publicity and journalism to become a management discipline—that is, one based on research and strategy.*

Evolution

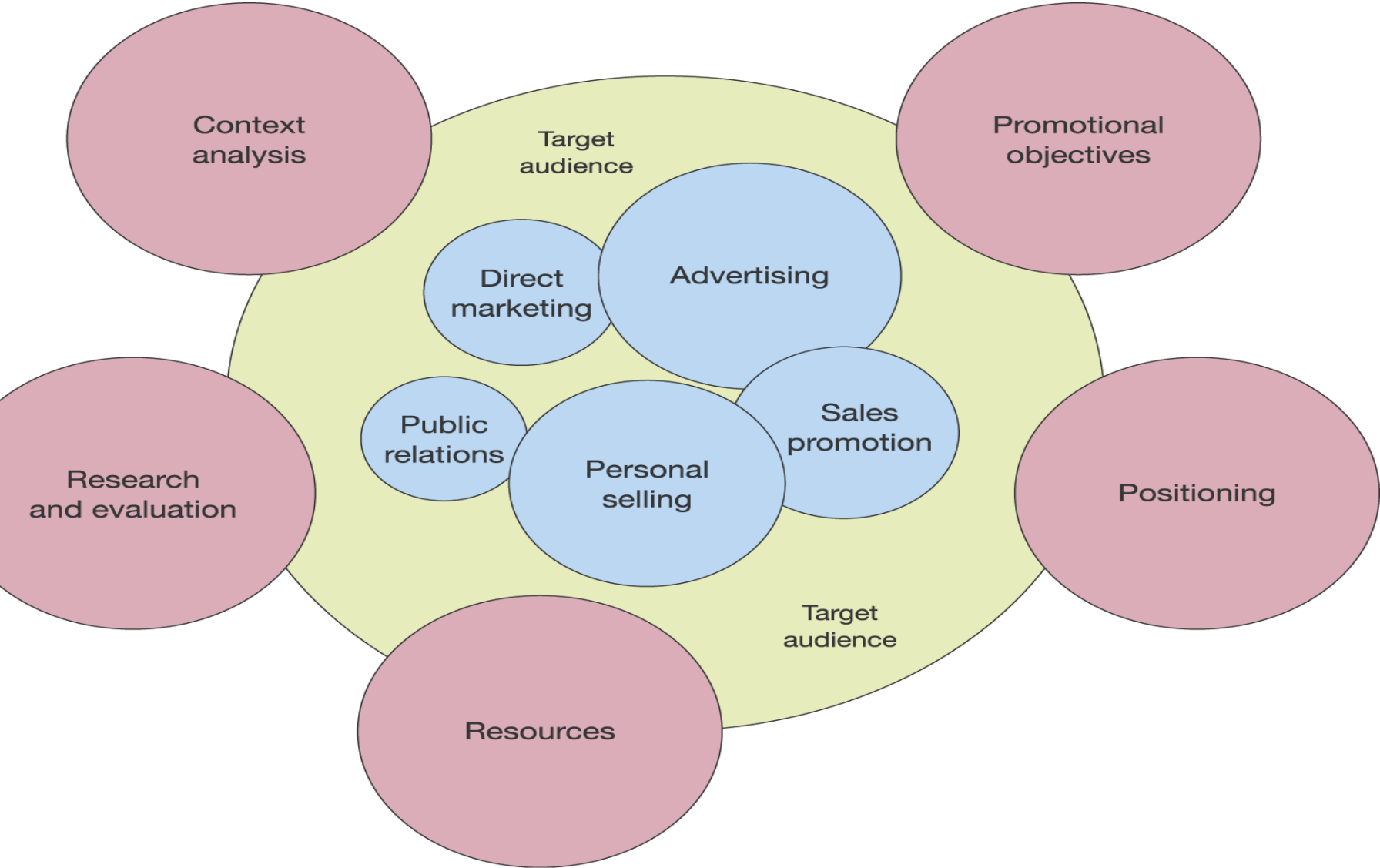
- In the 1800s, public relations techniques were used to encourage settlement in the American West. Railroad companies – which were laying down new tracks across America – employed former journalists to create flyers and pamphlets that described the vast opportunities.
- **Age of Press Agency/Publicity**(Annie Oakley, Buffalo Bill, and Davie Crockett, P.T. Barnum: Barnum and Bailey’s Circus)
 - ü One---way communication; Mass media-driven; Often “hype”
- **Public Information: Ivy Lee – “Declaration of Principles”**
 - ü Emphasis on truthful, accurate information dissemination.
 - ü To enter into World War I – Committee on Public Information (also known as the Creel Committee) in 1917Creel Committee

- ***Scientific persuasion (and the two-way asymmetric model).***
- ü In 1923 Bernays published his landmark book, *Crystallizing Public Opinion* and established the profession's theoretical foundations. Bernays wrote about how to move people to do what you want them to do
- ü Two-way communication; Audience research/feedback; Purpose is to become more effective Persuaders.
- ü It lasted for about 30 to 40 years until the 1950s and 60s when activism (i.e., public protests about perceived corporate power and greed) necessitated a shift toward relationship building
- **Era of relationship building (Two---Way Symmetric):**
- **Two---way, Balanced communication for mutual understanding and/or adjustment**
- ü primary role as identifying, building, and sustaining relationships between an organization and its stakeholders, the nature of the profession changed. Furthermore, if these relationships were to be sustained, they had to be mutually beneficial –where both organizations and their stakeholders benefitted.
- ü When relationships became the primary focus for public relations activities, spin (i.e., intentionally making something appear better than it is) became counterproductive to long-term public relations goals.

- ***Proactive PR***
- ***In the 1970s***, public relations professionals began to increasingly identify themselves as “business people first, and communicators second.” As a result, ***public relations became more concerned with establishing measurable objectives aligned with organizational goals, and demonstrating a tangible ROI (return on investment).***
- The emphasis on business strategy ushered more public relations professionals into senior management where PR input could be made prior to policy formation or product creation. As a result, public relations became more effective because PR activities became more proactive and less reactive. With proactive public relations, organizations can plan and execute strategies and tactics on their own timeline – rather than having to react to a PR problem.
- Today, however, public relations is much broader. In addition to media relations, public relations practitioners work in the following areas: employee relations, investor relations, community relations, public affairs, lobbying, and social media, among other areas.

- As the scope of the profession has expanded, so has the skill set practitioners need to be successful.
- ***Writing continues to be the core skill public relations practitioners need to possess.*** But employers are ***also looking for research skills, good interpersonal communication, media and cultural literacy, critical thinking skills, and business knowledge*** (i.e., what makes businesses more effective).
- ***Today, the trend is to combine advertising, marketing, and public relations into integrated marketing communications (IMC) or integrated strategic communications.*** Under these integrated models, ***public relations works much more closely with advertising and marketing to achieve consistent messages/strategies and realize cost efficiencies.***
- Today, public relations is practiced worldwide. In fact, some of the profession's fastest growth is overseas – especially in developing countries and emerging markets. Any place or situation where public support is key to an organization's success, public relations will be valued.

Marketing Communication System



Context analysis

Promotional objectives

Target audience

Direct marketing

Advertising

Public relations

Personal selling

Sales promotion

Positioning

Research and evaluation

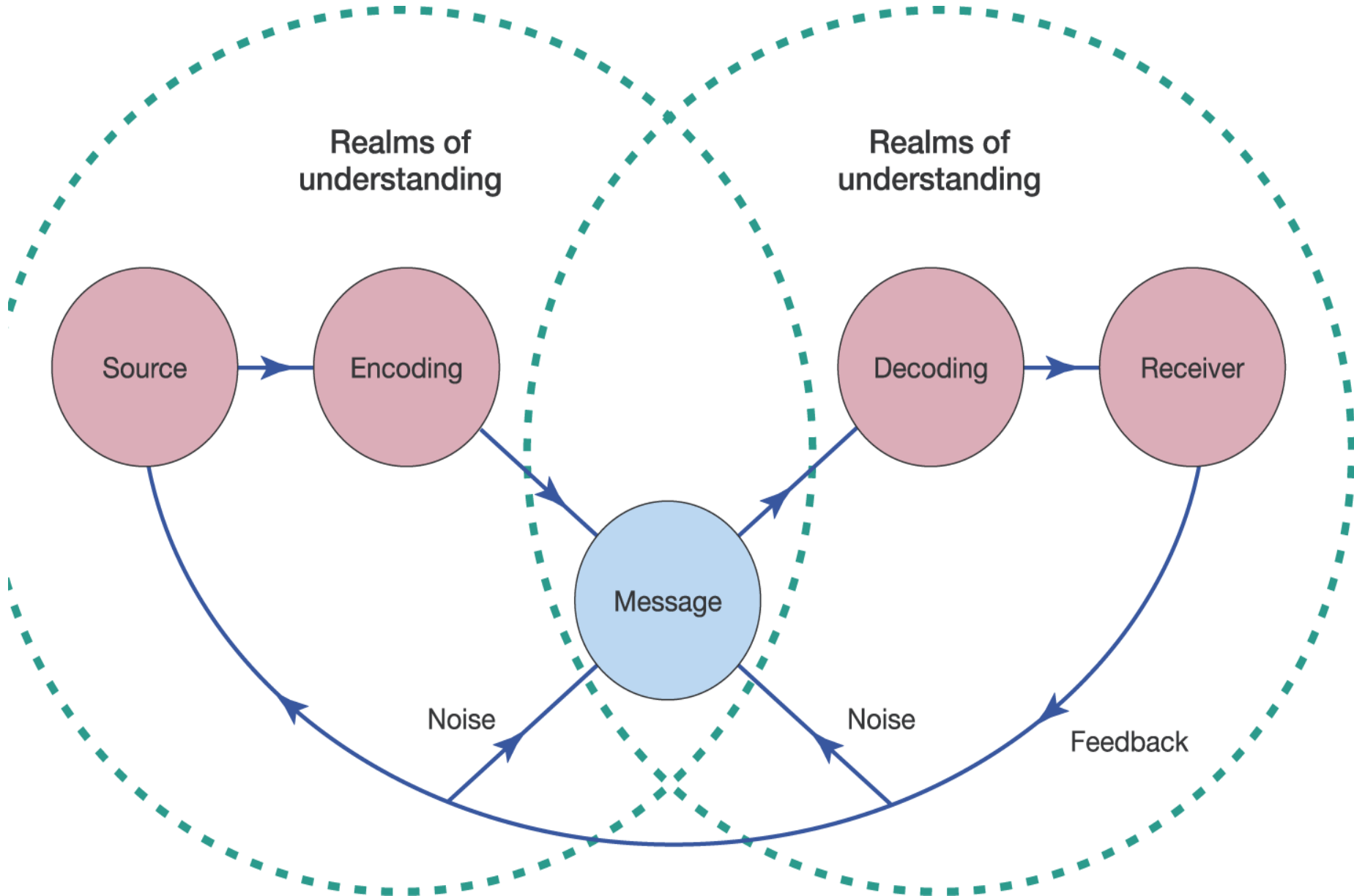
Target audience

Resources

Marketing Communication System

- System is that which interacts with its surrounding.
- 2 types of system: open (which frequently interacts with surrounding); closed (which interacts less with its environment)
- Marketing Communication system interacts with its surrounding with following components.
 - ü Context Analysis: Macro Environment and Task Environment(Micro and internal)
 - ü Promotional Objectives: AIDA(AIDCA)
 - ü Positioning: Image that need to be created/that exists in Target Audience mind.
 - ü Resources: Financial and HR.
 - ü Target Audience: to whom communication is intended.
 - ü Communication Mix: tools to communicate (Ads, PR, DM, SP and PS)
 - ü Research and Evaluation: Targeted Vs. Actual.

Linear Model of Communication



Linear/1step model of communication

- Communication directly goes from Sender to Receiver.
- Receiver then interprets the meaning out of the messages and reacts to communication.

The Two-Step Flow Theory

- In 1948, Paul Lazarsfeld, Bernard Berelson and Hazel Gaudet published *The People's Choice* – a paper analyzing the voters' decision-making processes during a 1940 presidential election campaign.
- The study revealed evidence suggesting that the flow of mass communication is less direct than previously supposed.
- Although the ability of mass media to reach a large audience, and in this case persuade individuals in one direction or another, had been a topic of much research since the 1920's, it was not until the People's Choice was published that society really began to understand the dynamics of the media-audience relationship.

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- The study suggested that communication from the mass media first reaches "opinion leaders" who filter the information they gather to their associates, with whom they are influential.
- What did previous theories suggest?
- Previous theories assumed that media directly reached the target of the information. For the theorists, the opinion leader theory proved an interesting discovery considering the relationship between media and its target was not the focus of the research, but instead a small aspect of the study.

Essentially what Lazarsfeld discovered is that many voters regard family members and close personal friends, and **not the mass media**, as major influences in the decision making process.

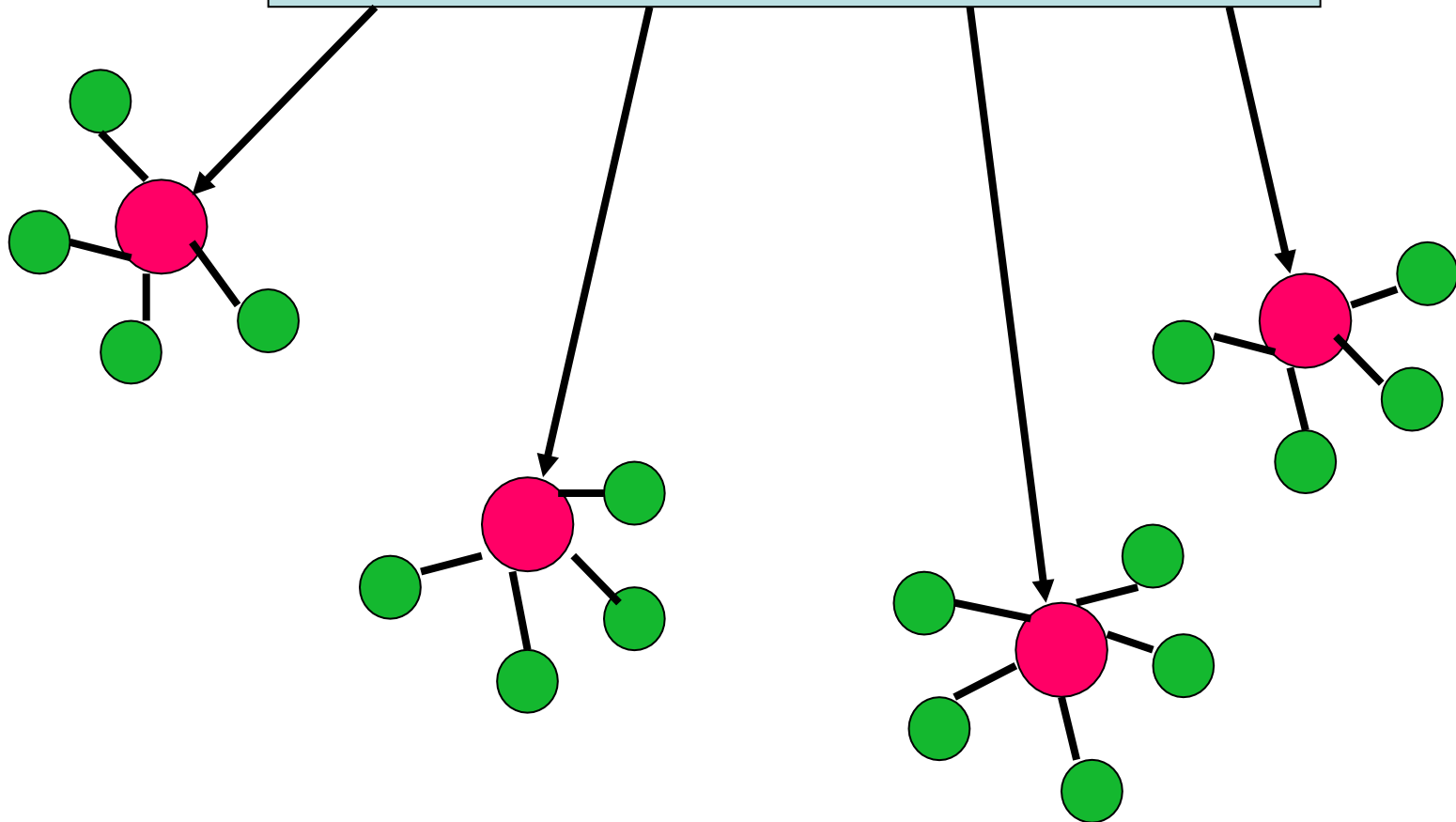


These people of influence, who pass on information received in the media to other people in society, were coined ‘opinion leaders’.

- **Tended to be found at all levels of society**
- **Were much like the people they led**
- **Usually had a little more of education, money, status than followers**
- **Knew more than others in the group**
- **Often had a strategic location where they met lots of people**



Mass Media



 Opinion leaders  Individuals in social contact with opinion leader

« Do you think this model is slightly misleading?

« Why?

The model is often presented graphically as shown on the last slide. In fact, that is somewhat misleading as it suggests that mass media messages flow first to opinion leaders and from them to the rest.

Obviously, that's not the case, since you and I can both receive messages directly. The point is that the messages we receive are then modified through the pattern of our social contacts.

If opinion leaders were able to have this effect on peoples' decision, what do you think their characteristics were?



This early research was later developed by Katz and Lazarsfeld and presented in their book *Personal Influence* (1955).

A number of significant conclusions follow from their research:
∅ Our responses to media messages will be *mediated through our social relationships*. The effects of media messages being sharply limited by interpersonal relationships and group membership.

∅ It is misleading to think of receivers as members of a 'mass audience' since that implies that they are all equal in their reception of media messages, whereas in fact *some play a more active role than others*.

∅ *Receiving a message does not imply responding to it; nor does non-reception imply non-response (since we may still receive the message via interpersonal communication).*

∅ There are some people amongst the media audience who act as *opinion leaders* (typically such people use the mass media more than the average) mix more than the average across social classes and see themselves and are seen by others as having an influence on others

The term **'personal influence'** was coined to refer to the process intervening between the media's direct message and the audience's ultimate reaction to that message.

Opinion leaders are quite influential in getting people to change their attitudes and behaviours and are quite similar to those they influence.

The Two-Step Flow Theory has improved our understanding of how the mass media influence decision making.

The theory refined the ability to predict the influence of media messages on audience behaviour, and it helped explain why certain media campaigns may have failed to alter audience attitudes and behaviour

Strength

The model examines the way that personal relationships may help to mediate messages from the media

Weakness

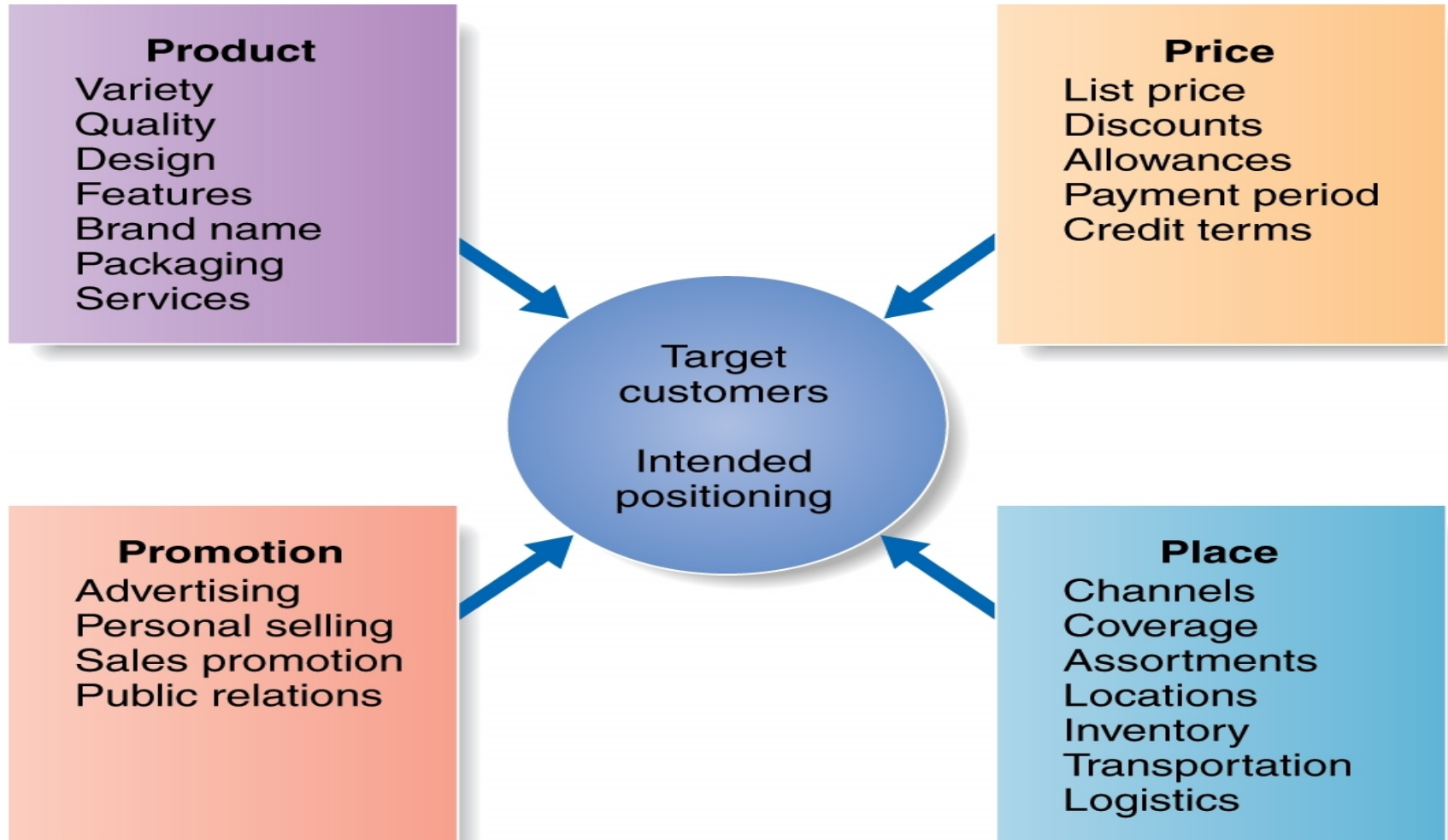
It doesn't explain why opinion leaders should be active

Unit 2 :

Public Relations & Marketing Practices

The Marketing Mix: The Four P's

- Set of controllable, tactical marketing tools
- Blended to produce the desired response in the target market



Integrated marketing communications:

- Coordinating/integrating to deliver a clear, consistent, and compelling message on all communication channels

Changing Media Environment

- Mass marketing has become segmented marketing
- Improvements in information technology
- Media fragmentation

Need for integration:

- Consumers do not differentiate the source of the message
- Conflicting messages confuse the customer
- Integration produces a consistent message which leads to stronger brand identity

Marketing Communications/Promotion Mix

The marketing communications mix: the specific mix of promotional tools used to pursue marketing objectives

- ***Advertising***: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- ***Personal selling***: Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- ***Sales promotion***: Short-term incentives to encourage the purchase or sale of a product or service.
- ***Public relations***: Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.
- ***Direct marketing***: Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships—the use of telephone, mail, fax, e-mail, the Internet, and other tools to communicate directly with specific consumers.

Difference Between Marketing & PR

- Seems similar the difficulty often arises in articulating how each role contributes to business success.
- ü **Activities / tactics:** Marketing generally covers activities which seeks to return direct sales; whereas PR is focused on reputation management.
- ü **Target audiences:** Marketing aims to reach current and potential customers, whereas public relations is all about maintaining positive relationships with anyone who has an interest in the organization
- ü **Two separate goals:** Marketing activities are trying to achieve direct revenue, while PR is trying to drive a positive reputation through effective PR strategy.
- ü **Legitimacy of messages:** Messages delivered through PR channels are subconsciously regarded by consumers as more legitimate than those presented through marketing tactics.
- ü **Business ROI:** Marketing is generally— paid branding and promotional activities with new customers being the ROI. Whereas PR is classified as free exposure for increasing credibility around a company's image.
- ü **Longevity:** Marketing is a relatively short term activity(seeks to drive instant, tangible sales success) , whereas PR reaps its benefits over a longer period of time (viewed as a long term investment that a company would recognize for future achievements).

Difference Between Ads & Publicity

- Both are channels of mass communication.
- ü Advertising is paid for, publicity is free.
- ü advertising the sponsor generated whereas publicity that is often market generated.
- ü With advertising the sponsor controls every word, where to go and how much whereas publicity there is no control of words or distribution or the amount.
- ü Advertising often carries positive messages whereas publicity is carries both handled through PR.
- ü Ads are often creative and publicity is buzz.

Defining Ethics

- “The field of ethics, also called moral philosophy, involves *systematizing, defending, and recommending concepts of right and wrong behavior*”
- Definitions of ethics normally have in common the elements of requiring some form of *systematic analysis, distinguishing right from wrong, and determining the nature of what should be valued.*
- In the public relations discipline, *ethics includes values such as honesty, openness, loyalty, fair-mindedness, respect, integrity, and forthright communication.*
- This definition of public relations ethics goes far beyond the olden days of “flacking for space” or spinning some persuasive message, but this view is not shared by everyone.

- Are these critiques justified and warranted? Adding fuel to the fire are the actions of some public relations firms themselves. One of the most notable headlines was the representation of “*Citizens for a Free Kuwait*” by well-known *public relations firm Hill and Knowlton*, who created false testimony delivered to the Congressional Human Rights Caucus.
- News broke later that the Kuwaiti government sponsored this front group in order to convince the US to enter the 1992 Gulf War. Critics (Stauber & Rampton, 1995) charge that Hill and Knowlton was successful in this effort because of its disregard for ethics. In the wake of this controversy, one Hill & Knowlton executive notoriously reminded staff: “We’d represent Satan if he paid”
- Amid the scandal caused by the lack of honest and open communication during numerous corporate crises, such as Enron (Bowen & Heath, 2005), and the ethical blunders of public relations firms themselves, public relations faces an identity crisis. Is ethical public relations even possible? Are public relations professionals really “the ‘invisible men’ who control our political debates and public opinion, twisting reality and protecting the powerful from scrutiny” as charged by P.R. Watch

Evolution of Public Relations Ethics

- In the US, early public relations practices introduced many ethical concerns because the press agency (J. E. Grunig & Hunt, 1984) approach prevalent then emphasized hyperbole, sensationalism, and often lacked truth. The so-called “father of public relations,” Edward Bernays, called this time period of **1850-1905 “the public be damned era”** (Cutlip et al., 2006). **Press agents** were concerned with generating publicity at almost any cost, and this approach engendered the unethical reputation of modern-day public relations.
- Ethics as a consideration entered the development of modern practice in about **1906, with prominent practitioner Ivy Lee’s declaration of principles**. His declaration moved the practice into “**the public be informed” era** with his *emphasis on telling the truth and providing accurate information*.
- One of the earliest public relations executives John W. Hill comprehension of the interaction between ethics, issues management, and “far-reaching effects of corporate policy”. *John W. Hill was a progenitor of what scholars called public relations as the “corporate conscience”*, the role of acting as an ethical counsel to management
- As the civil unrest of the 1960s called both government and businesses to a higher level of accountability, their communication functions responded with the creation of more open, ethical, and socially responsible forms of public relations

- ***The function of issues management*** (Chase, 1976) ***began to advise executives on ethically responsible policy decisions, and symmetrical public relations*** (J. E. Grunig & Hunt, 1984) ***began to incorporate the desires of publics for more fair and balanced decision making.***
- Although research (Bivins, 1989; Pratt & Rentner, 1989) showed that scant attention was given to ethics in major public relations textbooks before this time, the last decade has shown an improvement. This interest in teaching and discussing public relations ethics is good news, especially for new practitioners so that they do not inadvertently limit their prospects for promotion. As newer data (discussed below) reveals, job promotion options may be constrained for practitioners who do not know ethics or feel prepared to advise on ethical dilemmas.
- Despite the strides made in modern public relations toward becoming ethical advisors in management, the field holds “a tarnished history” in the words of one scholar (Parsons, 2004, p. 5). ***Like any young profession, the historical development of public relations shows a progression toward more self-aware and ethical models of communication.***
- By reviewing this development, the historically negative reputation of public relations, as well as its potential for encouraging ethical communication, we can see the maturation of the profession ***from one engaged in simple dissemination of information to one involved in the creation of ethical communication.***

Professional Associations and Ethics

- Each organization has codes of conduct.
- Primary PR associations are
 - Public Relations Society of America (PRSA),
 - International Association of Business Communicators (IABC)
 - Chartered Institute of Public Relations (CIPR)
 - Global Alliance

An Example: PRSA

- Public Relations Society of America.
- List of “professional values” for the Code include
 - advocacy (providing a voice)
 - honesty (accuracy and truth)
 - expertise (applying specialized knowledge)
 - independence (objective counsel and accountability for actions)
 - loyalty (to clients and the public interest)
 - fairness (in dealing with clients, competitors, the media, and the general public; demonstrating respect for all opinions and supporting the right of free expression)
(*PRSA Member Code of Ethics, 2000, pp. 1-2*).

Model for Ethical Decision Making

1. Identify that an ethical dilemma may exist.
2. Examine potential courses of action by applying ethical perspectives.
3. Assess possible short-term and long-term consequences of pursuing the course of action.
4. Determine and enact the most appropriate course of action.
5. Assess the extent to which desired goals were achieved.

Unit 3:

Public Relations Planning

Public Relations functions

- ***Press relations or press agency:*** Creating and placing newsworthy information in the news media to attract attention to a person, product, or service.
- ***Product publicity:*** Publicizing specific products.
- ***Public affairs:*** Building and maintaining national or local community relationships.
- ***Lobbying:*** Building and maintaining relationships with legislators and government officials to influence legislation and regulation.
- ***Investor relations:*** Maintaining relationships with shareholders and others in the financial community.
- ***Development:*** Working with donors or members of nonprofit organizations to gain financial or volunteer support.

Major Public Relations Tools

- Public relations uses several tools.
- **News.** find or create favorable news about the company/products/people. Sometimes occur naturally; sometimes through events/activities.
- **Speeches** executives must field questions from the media or give talks at trade associations or sales meetings, and these events can either build or hurt the company's image.
- **Special events**, ranging from news conferences, press tours, grand openings, and fireworks displays to laser light shows, hot air balloon releases, multimedia presentations, or educational programs designed to reach and interest target publics.
- **Written materials** to reach and influence their target markets (materials include annual reports, brochures, articles, and company newsletters and magazines.)
- **Audiovisual materials**, such as slide-and-sound programs, DVDs, and online videos are being used increasingly as communication tools.

- ***Corporate identity materials*** can also help create a corporate identity that the public immediately recognizes. Logos, stationery, brochures, signs, business forms, business cards, buildings, uniforms, and company cars and trucks—all become marketing tools when they are attractive, distinctive, and memorable.
- ***Public service activities***.by contributing money and time to can improve public goodwill
- ***The Web*** is also an increasingly important PR channel. Web sites, blogs, and social networks such as YouTube, Facebook, and Twitter are providing interesting new ways to reach more people.

Developing Public Relations Plan

- This process is primarily composed of four steps: using research to define the problem or situation, developing objectives and strategies that address the situation, implementing the strategies, and then measuring the results of the public relations efforts. RACE (research, action planning, communication, evaluation) or ROPE (research, objectives, programming, evaluation),
1. Use **research** to analyze the situation (problem or opportunity) facing the organization and to accurately define in such a way that the PR efforts can successfully address the cause of the issue, not just its symptoms.
 2. Develop a **strategic action plan** that addresses the issue includes having an overall goal, measurable objectives, clearly identified publics, targeted strategies, and effective tactics.
 3. Execute the plan with **communication** tools and tasks that contribute to reaching the objectives.
 4. Measure whether you were successful in meeting the goals using **evaluation** tools.

Defining PR Problem/Opportunity and Issues

- **Step 1: Formative Research to Analyze the Situation**
- The first step in the process is analyzing the problem or opportunity. This involves research, either formal or informal, to gather information that best describes what is going on.
- Research used to understand the situation and help formulate strategies is called **formative** research.
- research “is the systematic gathering of information to describe and understand situations and check out assumptions about publics and public relations consequences.”Cutlip, Center, and Broom (2006).
- Much of this information may already exist and may have been collected by other agencies. Research that has previously been conducted is called **secondary research**.

Action Planning

Step 2. Set the Goals and Objective

- be focused on resolving or capitalizing on the situation identified in the problem/opportunity statement.
- begins by flipping the problem/ opportunity statement into a goal and suggest that the public will do something you want them to do.
- Because publics cannot actually be controlled, it might blame organization for failure.
- Instead, focus should be on what can be done to achieve the goal, such as act accordingly and communicate that gets the endorsement of publics.
- The ***goal provides the direction for the strategic plan*** and ***objectives provide the direction of specific and measurable outcomes necessary.***
- A good objective meets the following criteria: it ***should be an end and not a means to the end***; it ***should be measurable***; it should have a ***time frame***; and it should ***identify the public*** for the intended outcome.

Criteria for good objectives

- It ***should be an end and not a means to the end***; An objective should be an outcome that contributes to the goal. There are three possible outcomes for these objectives:

- ü ***cognitive*** (awareness, understanding, remembering),

- ü ***attitudinal*** (create attitudes, reinforce positive attitudes, change negative attitudes),
and

- ü ***behavior*** (create behaviors, reinforce positive behaviors, change negative behaviors).

There is a hierarchy ***three different levels of objectives: outputs, outtakes, and outcomes***

- ü ***Output Objectives***), which are the means to an end, include the communication efforts to reach the objectives and are actually strategies and not objectives.

- ü ***Outtake objectives*** are focused on increasing awareness, understanding, and retention of the key message points. It is far more important to know that the audience received the message than whether it was sent out..

- ü ***Outcome objectives are perhaps the most important, but also the most difficult to achieve***. There is a diffusion process that occurs with adoption of this behavior

The objectives should advance overall business goals such as increase sales, increase share values, retain employees, improve social responsibility, or reduce litigation. They should also be written within the parameters of possible public relations outcomes.

Criteria for good objectives Contd....

- **Measurable.** Objectives also help hold public relations professionals accountable for their efforts. Public relations should engage only in strategies and tactics that actually contribute to larger organizational goals. Measurable objectives often require a comparative number. An objective cannot be set if the current level of awareness is unknown. This is why formative research is needed to establish benchmarks. If no such benchmark exists, then it is customary to establish a desired level. The problem with this is that you do not know how close you are to that figure before the campaign. This might be an easy objective to achieve if your level is already at or above or a very difficult one if your level is low.
- **Time frame.** When will the objective be met? If there is no time frame specified, then it cannot be accountable.
- **Identify the public.** It is a good idea to identify overall objectives before tying them to a public. This helps to think about *which* publics are connected to the objective. However, to make an objective truly measurable it must identify a public, because different publics will be at different levels of awareness, attitudes, and behaviors.

Step3: Segment Audiences

- All groups within publics should be differentiated based on common characteristics such as demographics, geographic, or psychographics.
- ü **Demographics** include variables such as gender, income, level of education, and ethnicity.
- ü **Geographics** describe your public by their location.
- ü **Psychographics** segment your audience based on their values and lifestyles.

It is important to segment your key publics because it will help you identify their self-interests.

Step4: Tie Strategy to Objective

- Too often public relations programs have been primarily tactical and have skipped the strategic step of creating objectives. Public relations professionals are doers and often want to get to the action first.
- However, too many tactics have been executed because of tradition (“We always send out press releases”) than because of strategy.
- What makes public relations strategic is having the action tied to the real needs of the organization. But if a strategy cannot be tied to an essential outcome, then it should not be executed.

Step 5: Create Communication Based on Self-Interests

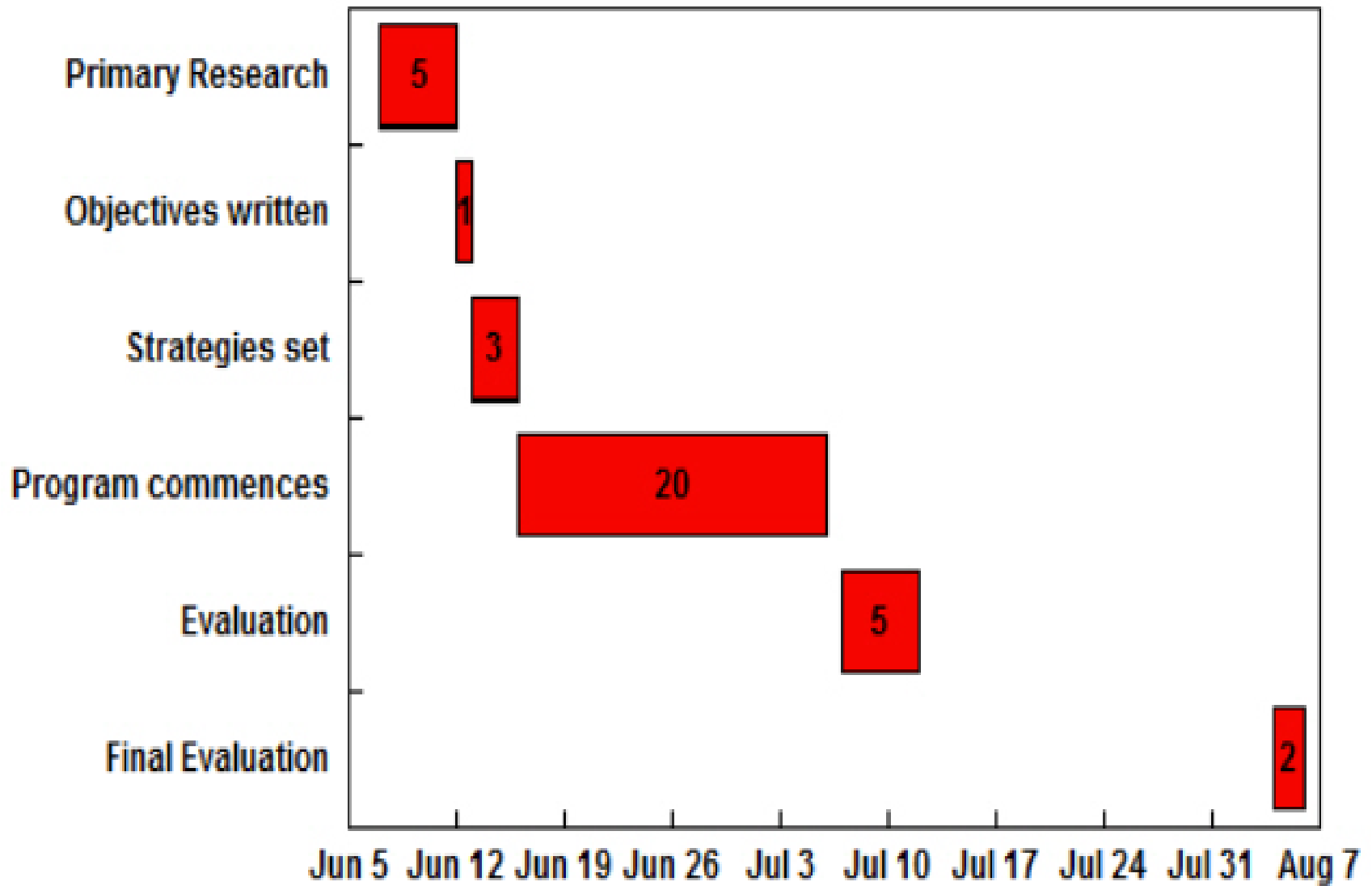
- People pay more attention to communications that are tied to their values, needs, and goals.
- Knowing the demographic, geographic, and/or psychographic differences of key publics, you can create a message that connects them to your program.
- Once the self-interests have been identified, a primary message can be created that will give direction to the communication efforts. These can become slogans if they are clever and effective enough.

- **Step5: Choose Communication Channels**

- The last element in the strategy is identifying the channel or medium through which you can reach target publics.
- The channels can be mass media, or other mediated channels such as e-mail, blogs, or Twitter or can also be town hall meetings, mediated slide shows, and face-to-face (interpersonal) communication Or group of people, usually opinion leaders, such as teachers, scientists, doctors, or other experts.
- Usually the target audience is reached through multiple points of contact to reinforce the message. Often, there are several strategies for each public and for each objective.
- The most creative element in the strategic planning stage is the tactic. Tactics are the specific communication tools and tasks that are used to execute the strategy. A cardinal rule is to always evaluate your tactics within established strategies and objectives.

Communication Implementation

- The best public relations programs include both communication and action. Sometimes an organization needs to act, or react, before it can communicate.
- Organizations should not only expect stakeholders to behave in ways that benefit the organization; sometimes the organization needs to change its actions and behaviors to improve these critical relationships.
- Two additional components to the public relations process usually are developed during the communication and action stage: the planning calendar and the budget.
- Once the tactics have been determined it is best to plan the development and execution of the tactics using a calendaring tool such as a Gantt chart.
- A Gantt chart is a horizontal flow chart that provides a graphic illustration of when tasks should begin and end in comparison to all other tasks.



Evaluation

- four concerns should be addressed when evaluating the effectiveness of a public relations campaign:
 - ü Define your benchmark.

The benchmark compares your current situation to your past. Paine also recommends comparing the data gathered to other organizations, such as key competitors. Comparative analysis makes the data much more relevant.

- ü Select a measurement tool.

- Based on this evaluation, the tools that will best help measure against stated criteria are selected. Generally, the same tools that helped establish the benchmark data are used. Probably the most popular evaluation tools used in public relations measure the output objectives. There are several ways to measure the effectiveness of communication output, but some are better than others.

- One of the earliest methods was clip counting. A clip is an article, broadcast story, or online message that mentions the company or product. You can either hire a clipping service or collect your own clips. At the end of a predetermined period, the number of clips obtained is examined. This measure is the most simple and convenient way to measure output and is one way to monitor media coverage. It is also the least informative because you do not know what the clips mean.
- Many public relations measurement services will analyze media coverage to evaluate the percentage of articles that contain program key messages¹⁰, the prominence of the message (for a press release, whether it was printed on page 1 versus page 16; in a broadcast, how much time was allocated to the story and where it appears in the program), the tone of the message (positive, neutral, negative), and how the media efforts compare with key competitors (share of voice).
- However, to know if these communications actually affected people's awareness, understanding, attitudes, or behaviors, primary research such as surveys needs to be conducted.

- Evaluation and measurement should not take place only at the end of your efforts. You should be monitoring the media constantly to determine whether your message is available for people to see (what advertisers call “reach,” public relations professionals call “opportunities-to-see¹¹,” or OTS). If the media strategy is not working, course corrections in the middle of the program are required, not after the program has been completed.
- Although sophisticated measures of communication output have been developed over the years, it is still more critical to consider the outtake and outcomes of those messages. Getting the communication into various channels, be they traditional or new media, is only the means to the end of affecting attitudes, opinions, and behaviors. The outcomes need to be measured in order to tie back to organizational goals and purposes.

- To measure attitudes and opinions, the most popular tool remains the survey. Public opinion polls and attitude surveys can be conducted and compared to benchmarks to determine whether the messages and behaviors of an organization have had the intended effect. Intentions to behave and preferences for purchasing can also be measured through surveys, providing some figures on people's inclinations.
- Behaviors can also be measured against benchmarks. Often the connection between communication strategy and behavioral changes could be due to other variables, so it is important to isolate and track the impact of the public relations efforts in order to evaluate whether they are the driving force in the change.
 - ü Analyze data, draw actionable conclusions, and make recommendations.
 - ü Make changes and measure again.

Unit 4

Public Relation Campaigns

Introduction

- The specific tactics to be used in a PR campaign will be decided by the nature of the campaign and the target audience.
- A modern campaign has more tactical options available than ever before
- This is one of the challenges facing PR campaigns aimed at TA.
- No number of worthy, well-written articles in newspapers will have impact if the target audience never picks up the channels in which it appears.
- The channels of communication have to be appropriate to the target audience and sometimes this means thinking creatively.

- All organizations, must learn how to effectively communicate who they are, their objectives, functions, and activities. Whether it is intended or not, the general public will form an opinion about an organization based on what it says or even what it does not say.
- An organization must therefore think about what it wants to communicate to the public and take the necessary steps to transmit that message effectively. Creating the right image organizations is crucial to being successful in influencing and in communicating a positive image of organization.
- a communications plan: a document that maps out how the organization will share information related to its work,

.An effective communications plan addresses the following points:

- What is your organization's philosophy/mission?
- What kind of message do you wish to transmit?
- What limitations do you have?
- What actions can you take to achieve your communications goals while taking your limitations into account?
- Using the media to communicate with the public is often part of the communications strategy. Building a relationship with the media and from understanding the ways in which the media can help them meet their communications goals.

Media Relations

- The media relations sub-function is likely the most visible portion of public relations that an organization conducts because it deals directly with external media.
- The media relations sub-function is a largely technical function, meaning it is based on the technical skill of producing public relations materials, or outputs.
- Outputs are often related to tactics, and examples of tactics include news releases, podcasts, brochures, video news releases for the broadcast media, direct mail pieces, photographs, Web sites, press kits, and social media (digital media).
- “media relations is the systematic, planned, purposeful and mutually beneficial relationship between a public relations practitioner and a mass media journalist.”
- Its goal is to establish trust, understanding and respect between the two groups.
- A media relations person deals with writers, editors, producers and photographers – not with newspapers, television stations, radio microphones and Web sites

Types of Media

“Media” is a generic term that includes print media (newspapers and magazines) and electronic media (TV, radio, and the Internet).

Certain types of media will be more relevant for a particular story than others.

- **Print media:** Print media is ideal for comprehensive, thought provoking information and useful for conveying long-lasting information (i.e. things that will still be true in a week or two).
 - ü **Newspapers** : are effective in increasing awareness of the organization and its activities within a specific geographical area.
 - ü **Magazines**: Magazines are usually focused on a more specific target audience but they have a much longer lead time so it is important to take into account the sort of news you are going to spread. Magazines are better suited for more in-depth coverage than newspapers.
 - ü **Others** : Other types of print media like flyers or brochures can either inform or educate a targeted group of people.

Types of Media Contd...

- **Electronic media:** is immediate so timing is critical and deadlines are even tighter. This type of media favors brief and specific stories and is ideal for transmitting impact information: overall data, specific figures, and brief testimonials.
- ü **Television :** Television stations may be interested in stories that have a strong visual element, but it can be expensive.in producing and air-time is very expensive. There are other options to consider, though, including:
 - Ø **Public service announcements (PSAs):** Phone each station and ask about the formats and deadlines for PSAs. When writing a PSA, briefness is the goal. Stick to the facts and make sure you include the name and address of the organization as well as the person in charge of handling media relations.
 - Ø **News coverage:** news coverage can be difficult to obtain, but a well-written press release will sometimes get their interest.
 - Ø **Local programs/interview shows:** Talk shows and newsmagazine shows cover a wide range of human interest stories. They use in-studio interviews as well as on-location shoots.
 - Ø **Community television programming:** Although the community television audience is smaller than that of a larger network, community TV is the best bet for in-depth television exposure.

Types of Media Contd...

- ü **Radio:** offers the public a fast, effortless way of getting information. It is a popular medium and one to take advantage of. Local stations are often looking for local news. Radio provides numerous publicity opportunities: PSAs, newscasts, current affairs programs, interview programs, and open-line shows where listeners can call in and share information and opinions.
- ü **Internet:** In today's electronic age, is an increasingly important way to communicate 24/7 with the public. It is often the first place people will look when searching for information about an issue or organization. Therefore, it is very important that organizations maintain easy-to-navigate and updated websites about their organizations and work. In addition, the internet offers a variety of other tools that reach a broad and international audience, which should not be overlooked. These include online journals, publications, news-alerts, on-line press release services, blogs, and social media websites (such as Facebook or MySpace), amongst others.

Importance Of Media Relation

- why media relations benefit the public relations practitioner is twofold.
- First, it is in fact a good way to reach a large, or general audience. Public relations practitioners might want to reach a large audience for a variety of reasons, including to increase awareness, create a positive reputation, disseminate point-of-view messages, or to create “buzz” about their organization.
- The second purpose of media relations is that the news media serve as a “credible third party” for public relations practitioners.

Building Media Relations

- Whenever possible, inform and update the media with interesting and positive stories. The media can enable to communicate with a wide audience including potential funders, policy makers, and the general public.
- The image the public has of an organization is often shaped, at least in part, by the publicity provided by the media. Regular media coverage enhances the organization's position as the lead spokesperson on related issues and creates an opportunity to position themselves as positive and active participants
- Organizations can use the media proactively to help build their public image and reputation.
- Creating positive dialogue about your organization through the media is a lot cheaper than advertising. The best strategy is to make the media your ally.

Build a list of media contacts

- ü have a database with whom you are creating professional relationships, should include information such as the type, they work in, their audience, their contact information, etc. can also add notes on the conversations or communications you have on an ongoing basis.
- ü Pay attention to local and national media outlets and Take note of the correspondents, editors, and hosts who write or talk about health, news, and consumer issues, can also call local media outlets to ask for these names. Identify the features editor of newspapers and/or magazines and the program directors, researchers, and hosts of local TV and radio networks.
- ü The sales office of print publications can usually provide you with information on their circulation and readership profile.
- ü phone all your local newspapers to find out when their copy deadlines are..
- ü Record all this information in your database as well.

Establish and maintain relationships

- There is nothing “magic” about the media.
- They are a business like any other, with tight deadlines to respect, financial constraints, hierarchy, fierce competition, and a sophisticated audience.
- Once you have identified key media contacts, contact the ones you are most likely to regularly inform about the organization’s activities.
- One way to get to know journalists is by taking them out for lunch.
- This is an opportunity to discuss fit between to their publication or future stories, but be extremely well prepared.
- Run through the possible questions you will be asked and think of the best ways to “sell” your story.
- It is essential to maintain cordial, productive, and ongoing relationships with journalists working in all types of media without discriminating against anyone based on their political ideology or bias.

- Make sure that your media contacts can depend on you to provide them with clear, timely, and accurate information about your organization and its activities.
- Doing so on a regular basis will help you establish a relationship of trust, which is in everyone's best interest.
- The more relevant information there is on an organization and the clearer, faster, and more accurately that information is communicated, the better the results will be.
- Look at establishing a relationship with the media as a goal in itself and not just as a means to an end.
- Journalists do not like to be “used” only when an organization needs them. They are much more likely to respond to requests if they know that you are always available to provide them with the information they need.
- Even if they do not have a specific staff member dedicated to communications and media relations, all the organizations should: have a key contact person that can establish or already has established a relationship with the media, and that can provide accurate, quick, and honest information about the organization in particular;

tips that PR practitioners must keep in mind

- knowing deadlines for all media that normally cover your organization,
- there may be special requirements for your organization
- learning to become a “reporter’s reporter”
- take advantage of technology, such as e-mail and Web sites,
- matching your work schedule to that of the journalists,
- use of internal media
- And finally, it is important to remember your organization’s employees – that they are your best ambassadors, and your commitment to effective media relations should not replace your obligation to the employees of your organization.

- there is no definitive way of practicing media relations, in fact, it would be easier to say that there is only a list of what should *not* be done in practicing media relations
 - ü don't sweat skepticism (journalists aren't paid to ask easy questions),
 - ü don't "buy" journalists (bribes are unethical on both sides),
 - ü don't expect news agreement,
 - ü don't have an attitude with reporters (finally they decide what to print),
 - ü don't lie,
 - ü don't "harass" the journalist about your "news,"
 - ü don't send clips of other stories about your client,
 - ü don't bluff (admitting you don't know the answer but then reassuring the journalist you will find out the answer more respect),

- ü don't go "off the record" (if you don't want to see something on the news, don't say it),
- ü don't make promises you can't keep,
- ü don't play favorites (you may have only a few journalists who are your primary targets but you don't want to alienate others),
- ü don't assume that the journalist is "out to get you (treat all questions from journalists with equal respect),
- ü don't assume the journalist will use every word you say (only a few words might make, so choose your words carefully),
- ü don't let the journalist dominate the conversation (ask for clarification if you don't understand the question),
- ü don't say "no comment" (it sounds guilty).

Communicating with the Media

- **Media requests**
- Occasionally, a journalist may come knocking on your door asking for specific information for an article or special report. Organizations that do not have a person dedicated exclusively to communications or media relations may find it difficult to supply the required information in a clear and timely fashion.
- To avoid this problem, organizations should always have some basic information— statistics, the main goals and challenges of the organization, its activities and services—already prepared.
- Having this information on hand, and having a person dedicated to acting as the organization’s spokesperson, can help provide the quick responses that journalists need. What journalists like most is to be provided with fast and accurate information, and the assurance that they can count on you in the future.

Selling your story

- The best way to interest the media in your story is to make it “newsworthy”. News is any information that is interesting or unusual. Before deciding to involve the media in a particular aspect of the organization’s work, ask yourself if the story:
 - ü builds awareness of the organization,
 - ü creates a need or increased desire to support the organization, its members, and the services it offers;
 - ü has a local angle;
 - ü passes the “interest test”. Ask yourself and your colleagues if the story qualifies as news to the media outlet you are targeting.
- Once you have identified a good story, you need to share it with the media in a way that will grab their attention.

ü In order to get the media interested, you will need to “sell” your information to journalists so they can turn it into news. Some stories that the media are usually relatively willing to publish include:

- ∅ Opening of new facilities
- ∅ Signing of agreements
- ∅ National or local prizes
- ∅ Appointments of officers, special committees, etc.
- ∅ Assemblies, conventions, symposiums, events
- ∅ Anniversaries, celebration, etc.
- ∅ Presentation of new projects or corporate reports
- ∅ Training activities
- ∅ The organization’s point of view on new laws or regulations
- ∅ Technical reports, bids, diagnoses
- ∅ Educational campaigns
- ∅ Presentation of studies, surveys, probes
- ∅ Tributes or awards to persons or institutions

- You must show journalists the importance, scope, and positive impact of the organization and the specific message you are sharing. Before making the first contact, evaluate what the media are interested in and what the best way of presenting the information will be. Express the information clearly, with excellent grammar, and correct spelling. Ask yourself:

1. **What should be said?**

- Think carefully about the message that you want to send, starting from the premise that what might seem interesting to you may not be interesting to the audience you are going to address.

2. **Who should say it?**

- Identify a spokesperson or spokespersons who will give the message a voice and a face. It is important to prepare this person well so he/she is clear on what should and should not be said and how it should be said.

3. **Who do you want to reach?**

- The message should be addressed to those audiences you feel would be most interested or affected by what you have to say. Then adapt the language of your message to make sure that it is understandable to that audience.

4. **Through what media?**

- Select the type of media that will best suit your message, intended recipients, and the response you expect (see “Types of Media” on page 1).

Media Relation Tools

- There are many ways to present your information to the media. The choice depends on a combination of factors, including the nature of the information you want to transmit, your target audience, and the media you intend to use.
- **Press releases**
- **Press conferences**
- **Press kits**
- **Interviews / panel discussions**
- **Articles and reports**
- **Website**

Press releases

- *Press releases are the most common and among the easiest ways for organizations to get the information they feel is important to the media.*
- ***Writing a press release***
- Before writing a press release, you have to be clear on what the news actually is. What is interesting from the audience's perspective and make the information attractive by emphasizing something new or out of the ordinary. Using a real person with a name and face is a good way to make the information you are presenting meaningful to your audience.
- The general public likes human interest stories and media themselves will ask for an interview with a person they can tell the story through.
- Gather the necessary facts and decide how to present them clearly and concisely. The press release must answer what are known as the five "Ws": Who? What? When? Where? Why? Sometimes, How?

- There are several *elements to a successful press release*:
- **Title/headline:** stick to the facts, should be short and catchy, should express the essence of the story.
- **Date:** *the date of issue in the top right corner of the first page; date when the press release can be used (i.e. published) in the left hand corner.* If used on the day of issue include the words **“FOR IMMEDIATE RELEASE”** in the left hand corner. The exception is if you want to send the information to the media in advance so the journalist can prepare and make arrangements in this case, you would write: **“EMBARGO: NOT FOR PUBLICATION UNTIL [INSERT DATE AND TIME]”**.
- **Lead:** the first paragraph of the release, serves to emphasize the most significant aspects of the news item (the **“who” and “what”**), which will then be developed in the body of the release. A good lead grabs the reader’s attention. may be the only paragraph.
- **Body of the news item:** answers other questions (the **“how”, “when”, “where”, and “why”**). Use short sentences and cut out any unnecessary adjectives, **maximum of 200-300 words** for the entire press release. if he/she is interested always ask for more information. If you want, you can also include background information on either the organization itself or on the specific project the release is about.
- **Contact name:** At the end of the release, list the name, job title, business address, and telephone number of the person or persons issuing the release so that journalists can contact them for more information.

- **Distribution and follow-up:** Once you have written and reviewed your press release, you will want to distribute it to all the appropriate media contacts.
- ü Send your release to actual people—not just titles. This means that your media list needs to be kept up to date.
- ü Provide the media with enough advance opportunity to use your release, particularly if it is announcing an event that has yet to happen.
- ü Make sure that the person listed as the contact at the end of the press release is available for follow-up calls.
- ü Respond promptly to inquiries - within the hour. Get a knowledgeable backup person to respond if the primary contact person is called away.
- ü Distribute a general release to as many contacts as you can. Do not play favorites with the media—distribute your release so that everyone receives it at the same time.
- ü If you have people who are available for interviews to support the story, with “note to the editor”. Do not force the editors or reporters to guess.
- ü Do not lecture or blame reporters or editors for not running your story.
- ü If there is a substantial mistake in the way your story was reported, let the media know in a respectful and courteous manner.
- ü Understand what it means for you or other members of your organization to speak with the media, either on the phone or in person. Do not say anything “off the record” unless you have a very long-standing and trusting relationship. If you do not want something reported, do not say it.

Press conferences

When information is especially innovative and important or it involves other institutions, you can call a press conference. When planning a press conference or visit:

- send out a press announcement a week in advance informing journalists of the event. This is similar to a press release and should answer the “five Ws”. Inform the press if any VIPs or government officials will be attending;
- follow up the press announcement with a phone call two days before the event to see if the journalist will be attending;
- ensure that all journalists who are attending the event know the date, time, and where to go. Provide a timetable of events for the visit so that they know what to expect and, if necessary, include maps that clearly illustrate the location;
- make sure that someone from the organization is available for an interview at the end of the press conference. If the event is to be attended by a radio or TV journalist, make sure a quiet room is available for conducting interviews;

- fully brief all members of the organization who will be present during the press conference;
- carefully plan who is going to speak and what each person is going to say during the press conference;
- prepare a report or press kit (see next slide) for each of the journalists that will be attending, these can be sent out to journalists who did not attend;
- after the press conference is over (later in the day or a day or two later), follow up with the journalists who were there to make sure they have all the information they need and to politely ask if and how they are going to report on what was presented.

Press kits

- Press kits are informational packages that contain more information than a press release, which you can give to the media at a press conference or any other event.
- A press kit should include precise data such as statistics, comparative graphs, photographs, etc.
- Information should be well-structured to capture the reader's attention and it should be as visual as possible.
- Avoid long sentences and highly technical language as much as possible.
- This will help you be prepared to respond to media inquiries.

Interviews / panel discussions

- Occasionally, a reporter may contact the organization to comment on a story s/he is working on, or may request an interview in response to a press release you sent out or a conference you organized. If you are going to speak with the media, remember the following.
 1. ***Be prepared!***: Always plan your message fits in with your organization's point of view. Always check your facts before answering (proven by facts and figures).
 2. ***Speak to your target audience.*** Before the interview, decide who it is you need to get your message across to. An interview is an opportunity to get your message across – make the most of it. Approach the situation as an opportunity to share your positive message.
 3. ***Stay in control.*** try to maintain control over the direction in which the questions are going. Avoid distractions. Do not answer if you do not want to.
 4. ***Relax at your peril.*** Do not relax or joke unless you do not mind seeing what you say in print.
 5. ***Give them what they need.*** Provide quotable phrases
 6. ***Practice what you will say.*** Ask someone to help you practice for the interview, but be prepared for surprises.

Articles and reports

- Given the large number of corporate or organizational publications that exist, you may have an opportunity to include an article or report in a magazine, in the newsletter of another organization similar to yours, or in the newsletter of a company that has already collaborated on your projects.
- Whenever possible, contact the people responsible for these publications to offer them pre-prepared materials(articles, news reports) or to ask whether they would be interested in writing something about your organization.

Newsletters

- Newsletters are useful to keep the organization's internal and external audiences informed at the same time.
- They are very useful public relations tools for communicating corporate culture and involving your stakeholders in the organization's mission.
- A newsletter is not the ideal tool to communicate with the media. However, you may use articles from your newsletter as a source for potential news stories that can be rewritten and circulated as press releases.

Website

- A website can have many uses. Its principle use is as an institutional site where anyone can learn about the organization and its mission. It can also be used:
- to attract donations and sponsorships or to recognize existing donors;
- to attract volunteers and collaborators;
- to establish and/or improve the reputation and the image of the organization;
- to provide certain services to the organization's stakeholders;
- to sensitize and educate the public, particularly the more media-savvy youth;
- to report to and mobilize the organization's members.

- It is important to define the purpose of the organization's website.
- In order for the website to be useful to the public, its content must be current, relevant, concise, and useful for the target audience. Appropriate content may include:
 - ü Information on the benefits of membership and a membership application form
 - ü A description of the organization's projects and/or services
 - ü Answers to frequently asked questions
 - ü Statistics
 - ü Press releases and opinion articles
 - ü Subscription to a news service
 - ü Submission of online queries
- Nowadays, it is fundamental for organizations to take advantage of their websites to interact with members and other stakeholders. To do so, the websites can incorporate elements such as:
 - ü Discussion forums/chat rooms
 - ü Surveys
 - ü Suggestion boxes
 - ü Educational games (for example, a questionnaire that tests the user's knowledge about ...)
 - ü Forms (donation, subscription, etc.)
 - ü Blogs
- Electronic publications

Targeting the right people

- Before sending message or doing PR activity practitioner must be aware of their audiences. If audiences is carefully not selected how good the PR activity may be all the efforts goes in useless.
- **Type of Audiences**
 - ü Primary: having the biggest effect on the organization
 - ü Secondary: having some effect
 - ü Marginal: having little impact
 - ü Internal Audiences: usually part of organization structure(S&W)
 - ü External Audiences: which have opportunities & threats
 - ü Traditional: organization have long relationship
 - ü Non-Traditional: Potential relationship
 - ü Proponents: who supports
 - ü Opponents: Opposes organizations' missions and goal
 - ü Uncommitted: may be completely unaware about organisation

Segmentation And Targeting

- Segmentation: usually similar to marketing & advertising.
 - ü Psychographics: Activity, Interest and Opinion.
 - ü Demographic: Gender, age, education, occupation
 - ü Geographic: based on location

- § Targeting: to whom we are putting our efforts and activities
 - ü Mass: 1 size fits all
 - ü Segmented: different offering for different segment
 - ü Concentrated: only concentrating on 1 large group
 - ü Tailored: individual to individual.

The Role of the Media

- *Hypodermic – needle theory* assuming powerful; media effects on attitudes and behavior
- *Agenda Setting Theory* assuming that there is a strong relationship between the amount of space given to different issues in the media and the importance people think those issues have.

Media roles and responsibilities

- It is important that media releases are sent to the correct contact. The list of media job titles below gives some examples of areas of responsibility.
- ü **Editor:** responsible for overall content and style of program or publication.
- ü **News Editor:** decides what areas will be covered.
- ü **Letters Editor:** takes letters for publication, usually covering stories that have already had some coverage in the paper.
- ü **Features Editor/ Program Producer:** responsible for longer feature articles.
- ü **Forward Planning Desk:** logs upcoming events.
- ü **Correspondents:** specialist writing (staff & freelance).
- ü **Picture Editor:** allocates photographers and selects pictures.

PR with Traditional Media (TM)

- Newspapers
- Magazines
- Brochures
- TV
- Radio
- Press releases
- Press/ media kit
- Trade shows
- etc.

Disadvantages of TM in PR

- Slow dissemination of information
- Limited Audience
- Less feedback (one way top-down communication)
- Out-dated information
- Centralized / highly controlled
- Time consuming (organizing events, etc.)
- Less transparent
- Expensive

PR & New Media

- ‘New Media’ is a term that describes the emergence of digital, computerised, interactive communication technologies.
- i.e. Internet, Websites, Chat rooms, e-mail, Social media, etc.
- New media is a broad term in media studies that emerged in the latter part of the 20th century
- It refers to on-demand access to content any time, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content
- Interactivity is a key aspect of many new media tools

PR & New Media

- PR changed when Internet came into play
- More and more people getting online, NOW
- Having your online presence is important
- More than 70% of Internet population uses SM

Social Media

- A subset of new media which encourages interactivity via comments or conversation
- Social media are defined as “any tool or service that uses the Internet to facilitate conversations”
- Any online technology or practice that people use to share content, opinions, insights, experiences, perspectives and media

Social Media

- Facebook
- Twitter
- LinkedIn
- MySpace
- YouTube
- Flickr
- RSS
- Blogger
- & more...

Opportunities in Social Media

- Knowledge Sharing (i.e. blogs, Wikis)
- Life Sharing (i.e. YouTube, Flickr)
- Social Networking (i.e. Facebook, MySpace)
- Business Networking (i.e. LinkedIn)
- Community Building (i.e. Ning)

Where our stakeholders are?

- Consumers have SM presence
- Media & journalists have SM presence
- Companies have SM presence

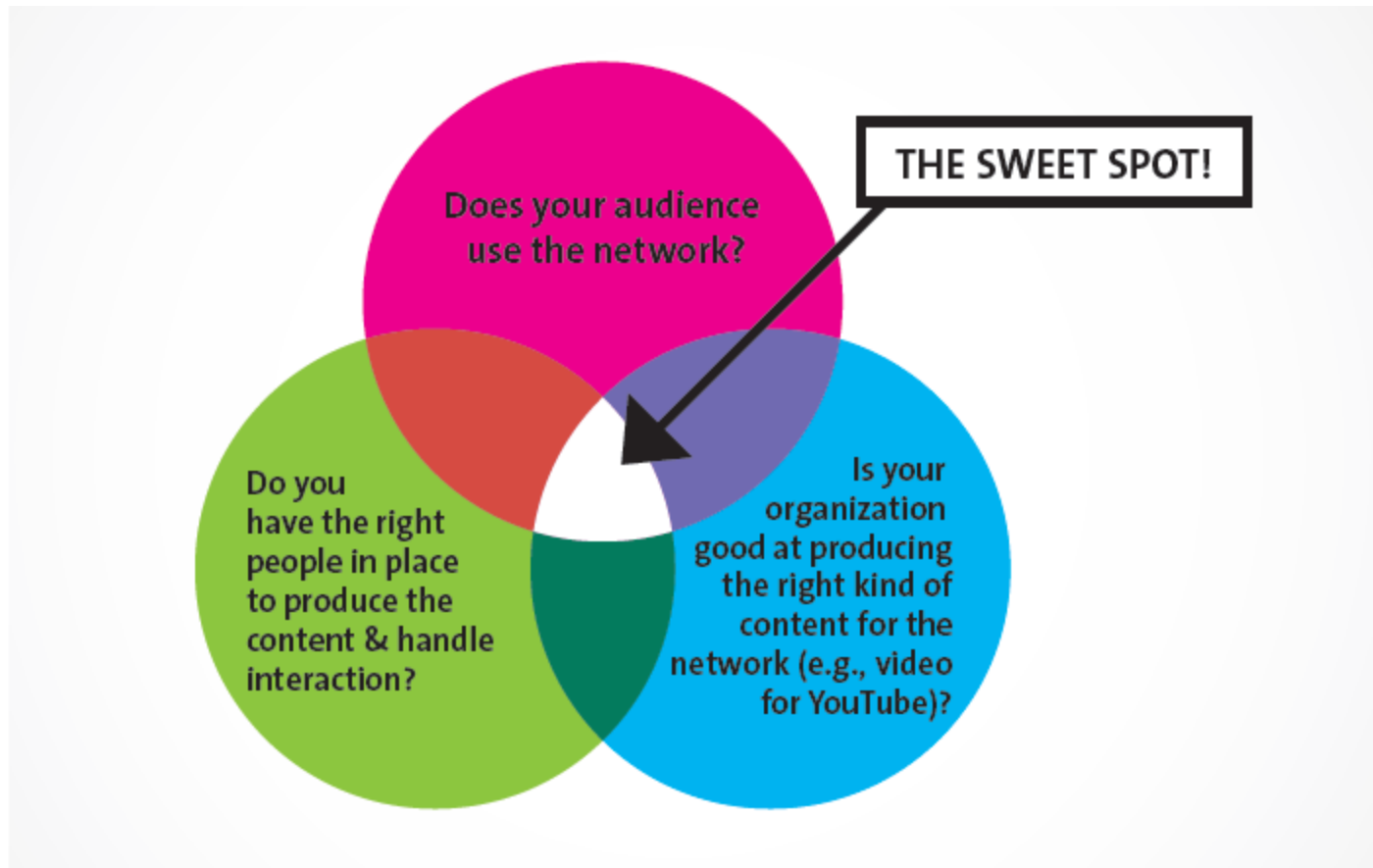
Advantages of Using SM for PR

- Expedite circulation of information
- Reaching broader audiences
- Enable to reach people directly
- Building connections with public
- Reach out and engage public in conversation
- Feedback possible
- Source for breaking news & stories
- Strengthen media relations
- Save company's money
- Easy access, update, and shared workload
- Reduces brokers & middlemen

Problems in Using SM for PR

- Lack of control
- Misuse
- Misunderstandings
- Selecting proper SM tool
- Managing different tools, networks & platforms
- Never-ending task
- Not the only solution

When to apply SM4PR?



The social sweet spot: the intersection of your audience, your content and your team's strengths

PR Disasters (Crisis)

- PR disaster all comes down to an event(s) that creates lots of negative stories and comments in newspapers, radio, TV and on the Web, which are bad for the reputation
- PR disaster is much broader than a 'business disruption'
- Individuals, companies, governments or countries can experience PR disasters
- PR disasters can crop up from almost any facet (natural disasters, business operations, legalities, rumours) of business or private life
- Especially, social media are tend to PR disasters

How to avoid SM related PR disasters?

- Be honest in your online communications and activities
- Hire the right people to help you
- Create guidelines for your social media team
- Monitor your online reputation continually

Unit 5

Advertising Agency and Media

Introduction

- The American Association of Advertising Agencies (AAM) defines an **advertising agency** as an independent organization of creative people and businesspeople who specialize in developing and preparing marketing and advertising plans, advertisements, and other promotional tools.
- The agency also purchases advertising space and time in various media on behalf of different advertisers, or sellers (its clients), to find customers for their goods and services.

Role of Advertising Agency

- ***Independent.*** isn't owned by the advertiser, the media, or the suppliers, so it can bring an outside, objective viewpoint to the advertiser's.
- **A combination of *businesspeople* and *creative people*,** including administrators, accountants, marketing executives, researchers, market and media analysts, writers, and artists. They have day-to-day contact with outside professional. The agency provides yet another service by researching, negotiating, arranging, and contracting for commercial space and time with the various media.
- Because of its ***media expertise***, saves its clients time and money. Agencies don't work for the media or the suppliers. Their moral, ethical, financial, and legal obligation is to their clients.
- Today, almost all advertisers rely on an ad agency for **expert, objective counsel, and unique creative skills-to be the "guardian** of their brands.
- Finally, a good agency serves its clients' needs because of its daily exposure to a broad spectrum of marketing situations and problems both here and abroad.

The Media of Advertising

- The medium that carries the advertiser's message is the vital connection between the company that manufactures a product or offers a service and the customer who may wish to buy it.
- Media commonly describes channels of mass communication such as television, radio, newspapers, and magazines, it also refers to other communications vehicles such as direct mail, out-of-home media (transit, billboards, etc.), specialized media (aerial/blimps, inflatables), specialty advertising items (imprinted coffee mugs, balloons), and new communication technologies such as digital media, interactive TV; and satellite networks.
- It's important to understand the various media, their role in the advertising business, and the significance of current media trends.
- We classify advertising media into seven major categories: print, electronic, digital interactive, social media, out-of home, direct response, and other media. Due to recent media trends, there is some overlap.

Print Media

- The term print media refers to any commercially published, printed medium-such as newspapers and magazines-that sells advertising space to a variety of advertisers.
- Magazines, on the other hand, have long been national, and some periodicals, such as Elle, publish editions in many countries. For over a decade, though, the trend has been toward localization and specialization.
- Print media also include directories such as the Yellow Pages; school or church newspapers and yearbooks; and programs used at sporting events and theatrical performances.

Electronic Media

- The electronic media of radio and television used to be called the broadcast media.
- But with the advent of cable TV; many programs are now transmitted electronically through wires rather than broadcast through the air.

Digital Interactive Media

- Digital interactive and social media allow the audience to participate actively and immediately.
- The Internet offers tiny companies with scant resources instant access to customers worldwide.
- this presents a challenge to advertisers and agencies to learn new forms of creativity. They have to deal with a whole new environment for their ads. It's an environment where customers may spend 20 minutes or more, not just 30 seconds, and where advertising is a dialogue, not a monologue.
- Technology and competition for viewers have led to tremendous audience fragmentation. Running a spot on network TV used to cover the majority of a market.
- Now ad budgets must be bigger to encompass many media. Wherever elusive customers hide, new media forms emerge to seek them out. But for the big, mass-market advertiser, this represents an enormous financial burden.

Social Media

- In previous editions we've categorized sites such as Facebook, Twitter, You Tube, LinkedIn, and others as digital interactive media. However, these unique web destinations are so important that they deserve their own category.
- Social media is a term for sites where the prime motivation for audience consumption is audience-created content.
- This content, from friends, family, business associates, acquaintances, celebrities, and others, is highly credible, immediate, and persuasive.
- Needless to say, advertisers want to participate in social media exchanges. And they are finding more and more ways to do just that.

Out-of-Home Media

- The major categories of out-of-home media are outdoor advertising and transit advertising.
- Most outdoor advertising (billboard) companies are local firms, but most of their revenue comes from national advertisers such as liquor and airline companies.
- Transit advertising (bus, taxi, and subway advertising) is an effective and inexpensive medium to reach the public while they're in the retail neighborhood.
- Out-of-home media also include posters in bus shelters and train stations, billboards in airport terminals, stadium scoreboards, flying banners and lights, skywriting, and kiosk posters.

Types of advertising agency

- Advertising agencies are typically classified by their geographic scope, the range of services they offer, and the type of business they handle.
- **Local Agencies**
- Every community of any size has reputable small ad agencies that offer expert assistance to local advertisers. A competent **local agency** can help
 - **Advertising services** include performing research, planning, creating, and producing ads; and selecting media.
 - **Non-advertising functions** run the range from packaging to public relations to producing sales promotion materials, annual reports, and trade show exhibits
- Unfortunately, local advertisers use ad agencies less extensively than national advertisers.
- Many advertisers simply don't spend enough money on advertising to warrant hiring an agency. And some large agencies don't accept local advertisers because their budgets are too low to support the agency's overhead.

Types of advertising agency Contd...

- *Regional and National Agencies*

- Every major city has numerous agencies that can produce and place the quality of advertising suitable for national campaigns.

- ü **Regional** and **national agencies** typically participate in a regional trade group

- ü *International Agencies*

- The largest national agencies are also **international agencies**.
- That is, they have offices or affiliates in major communication centers around the world and can help their clients market internationally or globally as the case may be.

Types of advertising agency Contd...

- ***Full-Service Agencies***
 - The modern **full-service advertising agency** supplies both non/advertising services in all areas of communications and promotion.
 - ***Advertising services*** include performing research, planning, creating, and producing ads; and selecting media.
 - ***Non-advertising functions*** run the gamut from packaging to public relations to producing sales promotion materials, annual reports, and trade show exhibits.
 - With the trend toward IMC, many of the largest agencies today are in the forefront of the emerging *interactive media*.
 - Full-service agencies may specialize in certain kinds of clients. Most, though, can be classified as either ***general consumer agencies*** or ***business-to-business agencies***.

Types of advertising agency Contd...

ü *General Consumer Agencies*

- **A general consumer agency** represents the widest variety of accounts, but it concentrates on *consumer accounts-companies* that make goods purchased chiefly by consumers (soaps, cereals, cars, pet foods, toiletries).
- Most of the ads are placed in consumer media (TV; radio, magazines, and so on) that pay a *commission* to the agency. General agencies often derive much of their income from these commissions.
- But general agencies also include the thousands of smaller *entrepreneurial agencies* located in every major city across the country .
- Profit margins in entrepreneurial agencies are often slimmer, but these shops are often more responsive to the smaller clients they serve. They offer the hands-on involvement of the firm's principals, and their work is frequently startling in its creativity. For these very reasons, many large agencies are spinning off smaller subsidiaries.
- .

Types of advertising agency Contd...

ü *Business-to-business Agencies*

- **A business-to-business agency** represents clients that market products to other businesses. Examples are electronic components for computer manufacturers, equipment used in oil and gas refineries, and MRI equipment for radiology.
- High-tech advertising requires some technical knowledge and the ability to translate that knowledge into precise, as well as persuasive, communications.
- Most business-to-business advertising is placed in trade magazines or other business publications.
- These media are commissionable, but their circulation is smaller, so their rates are far lower than those of consumer media. Because commissions usually don't cover the cost of the agency's services, business agencies typically charge their clients service fees.
- They can be expensive, especially for small advertisers, but failure to obtain a business agency's expertise may carry an even higher price in lost marketing opportunities.
- Business and industrial agencies may be large international firms, or smaller firms experienced in areas of specialized advertising

Types of advertising agency Contd...

- **Specialized Service Agencies**

- Many agencies assist their clients with a variety of limited services.
- In the early 1990s the trend toward specialization thrived, giving impetus to many of the small agency-type groups such as *creative boutiques*, *media-buying services* and *interactive agencies*.

- ü ***Creative Boutiques***

- Some talented artists-such as graphic designers and copywriters-set up their own creative services, or **creative boutiques**.
- They work for advertisers and occasionally subcontract to ad agencies.
- Their mission is to develop exciting creative concepts and produce fresh, distinctive advertising messages. Advertising effectiveness depends on originality in concept, design, and writing.
- However, while boutiques may be economical, they usually don't provide the research, marketing, sales expertise, or deep customer service that full-service agencies offer.
- Thus, boutiques tend to be limited to the role of creative suppliers.

Types of advertising agency Contd...

ü *Media-Buying Services*

- Some years ago, a few experienced agency media people started setting up organizations to purchase and package radio and TV time.
- Media time and space are perishable. A 60-second radio spot at 8:00 PM can't be sold later.
- So radio and TV stations presell as much time as possible and discount their rates for large buys.
- The media buying service negotiates a special discount and then sells the time or space to agencies or advertisers.
- Media-buying firms provide customers (both clients and agencies) with a detailed analysis of the media buy.
- Once the media package is sold, the buying service orders spots, verifies performance, sees that stations "make good" for any missed spots, and even pays the media bills.
- Compensation methods vary. Some services charge a set fee; others get a percentage of what they save the client.

Types of advertising agency Contd...

ü **Interactive Agencies**

- With the stunning growth of the Internet and the heightened interest in integrated marketing communications has come a new breed of specialist-the interactive agency that specialize in the development and strategic use of various interactive marketing tools such as websites for the Internet, banner ads, CD-ROMs, and kiosks creating fun, involving, information-rich, online advertising.
- They recognize that the development of successful interactive marketing programs requires expertise in technology as well as areas such as creative website design, database marketing, digital media, and customer relationship management.

Types of advertising agency Contd...

ü **Direct-Response Agencies**

- One of the fastest-growing areas of IMC is direct marketing, where companies communicate with consumers through telemarketing, direct mail, and other forms of direct-response advertising.
- Direct-response agencies provide a variety of services, including database management, direct mail, research, media services, and creative and production capabilities.
- While direct mail is their primary weapon, many direct-response agencies are expanding their services to include such areas as infomercial production and database management.
- Database development and management is becoming one of the most important services provided by direct-response agencies. Many companies are using database marketing to pinpoint new customers and build relationships and loyalty among existing customers.
- A typical direct-response agency is divided into three main departments: account management, creative, and media.

Types of advertising agency Contd...

ü Sales Promotion Agencies

- Developing and managing sales promotion programs such as contests, sweepstakes, refunds and rebates, premium and incentive offers, and sampling programs is a very complex task.
- Most companies use a sales promotion agency to develop and administer these programs. Sales promotion agencies are independent companies that specialize in providing the services needed to plan, develop, and execute a variety of sales promotion programs.
- Sales promotion agencies often work in conjunction with the client's advertising and/or direct-response agencies to coordinate their efforts with the advertising and direct-marketing programs.
- Services provided by large sales promotion agencies include promotional planning, creative, research, tie-in coordination, fulfillment, premium design and manufacturing, catalog production, and contest/sweepstakes management.

Types of advertising agency Contd...

ü Public Relations Firms

- Many large companies use both an advertising agency and a PR firm.
- The **public relations firm** develops and implements programs to manage the organization's publicity, image, and affairs with consumers and other relevant publics, including employees, suppliers, stockholders, government, labor groups, citizen action groups, and the general public.
- The PR firm analyzes the relationships between the client and these various publics, determines how the client's policies and actions relate to and affect these publics, develops PR strategies and programs, implements these programs using various public relations tools, and evaluates their effectiveness.
- The activities of a public relations firm include planning the PR strategy and program, generating publicity, conducting lobbying and public affairs efforts, becoming involved in community activities and events, preparing news releases and other communications, conducting research, promoting and managing special events, and managing crises.

Types of advertising agency Contd...

ü Collateral services

- The final participants in the promotional process are those that provide various collateral services.
- They include marketing research companies, package design firms, consultants, photographers, printers, video production houses, and event marketing services companies.
- One of the more widely used collateral service organizations is the marketing research firm.
- Companies are increasingly turning to marketing research to help them understand their target audiences and to gather information that will be of value in designing and evaluating their advertising and promotions programs.
- Marketing research companies offer specialized services and can gather objective information that is valuable to the advertiser's promotional programs.
- They conduct qualitative research such as in-depth interviews and focus groups, as well as quantitative studies such as market surveys.

Functions of advertising agency

ü **Account Management**

- The account executives (AEs) are the liaisons between the agency and the client. Large agencies typically have many account executives, who report to management (or account) supervisors. They in turn report to the agency's director of account (or client) services.
- Account executives are in the middle of the fray; they are responsible for formulating and executing advertising plans, mustering the agency's services, and representing the client's point of view to the agency.
- Characteristically, an AE must be able to see things from all points of view. He or she must be not only enterprising, courageous, and demanding, but also tactful, artistic and articulate, meticulous, forgiving, perceptive, ethical, and discreet.
- And what's more, an AE must always deliver the work on time and within budget.

Functions of advertising agency Contd...

ü Research and Account Planning

- *Account planning* is a hybrid discipline that uses research to bridge the gap between account management and creatives.
- The account planner defends the consumer's point of view and the creative strategy. Not attached to either account management or creative, the account planner balances both elements to make sure the research is reflected in the ads.
- Account planners study consumer needs and desires through surveys and focus groups, but primarily through personal interviews. They help the creative team translate its findings into imaginative, successful campaigns.
- By putting the consumer, rather than the advertiser, at the center of the process, account planning changes the task from simply creating an advertisement to nurturing a relationship between consumer and brand.
- That requires understanding, intuition, and insight. When performed properly, planning provides that mystical leap into the future- the brilliant, simplifying perspective that lights the way for the client and the creatives.

Functions of advertising agency Contd...

ü *Creative Concepts*

- Most ads rely heavily on copy, the words that make up the headline and message.
- The people who create these words, called copywriters, must condense all that can be said about a product into a few pertinent, succinct points.
- Ads also use nonverbal communication. That is the purview of the art directors, graphic designers, and production artists, who determine how the verbal and visual symbols will fit together.
- The agency's copywriters and artists work as a creative team under a creative director. Each team is usually assigned a particular client's business.

Functions of advertising agency Contd...

ü *Advertising Production: Print and Broadcast*

- Once an ad is designed, written, and approved by the client, it is turned over to the agency's print production manager or broadcast producers.
- For print ads, the production department buys type, photos, illustrations, and other components and works with printers, engravers, and other suppliers.
- For a broadcast commercial, production people work from an approved script or storyboard. They use actors, camera operators, and production specialists (studios, directors, editors) to produce a commercial.
- But production work is not limited to just ads and commercials. Dealer kits and direct mailings are just two examples of other types of media that may be created as part of a campaign.

Functions of advertising agency Contd...

- *Media Planning and Buying*
- Ad agencies provide many media services for their clients: research, negotiating, scheduling, buying, and verifying. Media planning is critical because the only way advertisers can communicate is through some medium. We discuss media extensively in Chapters 9 and 13 through 18, but for now it's important to understand the changes over the last decade that have made the media function so important.
- With the fragmentation of audiences from the explosion of new media options, media planning and buying is no simple task. Today, many more media vehicles are available for advertisers to consider, as the traditional major media offer smaller audiences than before—at higher prices. Add to this the trend toward IMC and relationship marketing, and the media task takes on added significance. This has fueled the growth of media specialty companies and simultaneously recast agency media directors as the new rising stars in the advertising business.
- Tight budgets demand ingenious thinking, tough negotiating, and careful attention to details. In this age of specialization, what advertisers really need are exceptional generalists who understand how advertising works in coordination with other marketing communication tools and can come up with creative media solutions to tough marketing problems. Today, many products owe their success more to creative media buying than to clever ads.

Functions of advertising agency Contd...

ü *Traffic Management*

- One of the greatest sins in an ad agency is a missed deadline. If an agency misses a deadline for a monthly magazine, for example, the agency will have to wait another month before it can run the ad, much to the client's displeasure.
- The agency traffic department coordinates all phases of production and makes sure everything is completed before client and/or media deadlines.
- Traffic is often the first stop for entry-level college graduates and an excellent place to learn about agency operations.

ü *Additional Services*

- The growth of IMC has caused some agencies to employ specialists who provide services besides advertising.

Media and Promotion

- The term media refers to *communication vehicles* such as newspapers, magazines, radio, television, billboards, direct mail, and the Internet.
- Advertisers use media to convey commercial messages to their target audiences, and the media depend to different degrees on advertising revenues to cover the cost of their operations.
- While the media are valued for their informational and entertainment functions, they also provide an important business function as a vehicle for advertising
- The wide coverage of the mass media makes them ideal vehicles for advertisers who need to reach a large audience.
- Promotion results obviously depends on both *the quality of the product* being advertised and *the quality of the ad* itself. But the third and equally important factor is *the medium in which the ad appears*.

Media and Promotion

- Any consideration of the quality of the medium itself as something that might affect reactions to an ad, if considered at all, is typically based on subjective judgments of alternative, and otherwise comparable, media buys.
- Consumer have very definite ideas about the media and their advertising content and they hold different expectation about different media.
- For example people are likely to seek information from print and entertainment form broadcast
- **Television is a display medium with external pacing** i.e. medium itself decide the time and speed of transferring information
- While **print is search media with internal pacing**, absolutely in control of consumer. or reader.
- Besides this, people consider **internet as a task performing** medium rather than an advertising vehicle therefore internet ads are found to be most interfering as compared with other ads.

Different Perspectives on Advertising Creativity

- At one extreme are people who argue that advertising is creative only if it sells the product. At the other end of the continuum are those who judge the creativity of an ad in terms of its artistic or aesthetic value and originality. They contend creative ads can break through the competitive clutter, grab the consumer's attention, and have some impact.
- What constitutes creativity in advertising is probably somewhere between the two extremes. To break through the clutter and make an impression on the target audience, an ad often must be unique and entertaining.
- A major determinant of whether a commercial will be successful in changing brand preferences is its "likability," or the viewer's overall
- But ads that are creative only for the sake of being creative often fail to communicate a relevant or meaningful message that will lead consumers to purchase the product or service.
- Everyone involved in an advertising campaign must understand the importance of balancing the "it's not creative unless it sells" perspective with the novelty/uniqueness and impact position.

What Is Creativity?

- **The** In today's highly competitive world, Companies now more than ever, need to device ways of surviving in the market. Creative and innovative advertising strategies serve as major tools.
- Creativity can be defined as the production of something original and valuable. Creativity involves coming up with new and fresh ideas or plans. It is characterized by the use of the imagination and expression. Research in psychology reveals that creativity arises through the confluence of knowledge, creativity thinking skills and motivation.
- Knowledge here refers to all what a person knows.
- Creative thinking skills refer to how flexible and imaginatively people approach problems while
- motivation refers to the passion and interest in the work itself.
- Innovation is similar to creativity and both are often confused as meaning the same thing. Innovation refers to the using new methods to achieve something. Innovation is the implementation of creativity. It involves the adoption, adaptation or use of another's creative ideas; turning them to reality.

What Is Creativity?.....

- however argue that creativity and innovation should not be separated from effectiveness. Effectiveness of an ad is determined by the correct combination of impact and retention. Impact being the ability of the ad to attract attention while retention its ability to stay in people's minds. It will be a wasted effort to invest time and money in ads which have no effect.
- “creativity and innovation should be handled with care to avoid resulting in ads which are unlawful or out rightly offensive; advertisers should understand their consumers' sense of humour”
- To create means to originate, to conceive a thing or idea that did not exist before. Typically, though, creativity involves combining two or more previously unconnected objects or ideas into something new. Many people think creativity springs directly from human intuition. But the creative process can also follow from a very disciplined approach.. While creativity is important to a campaign's basic mission of informing, persuading, and reminding, it is vital to achieving the boom factor.

Importance of Creativity in Advertising

- ü ***Creativity Helps Messages Inform:*** By making a campaign more vibrant that attracts attention, maintains interest, and stimulates thinking. Writers and artists must arrange visual and verbal message components according to a genre of social meaning so that readers or viewers can easily interpret the message using commonly accepted symbols.
- ü ***Creativity Helps Messages Persuade:*** To motivate people to some action or attitude, copywriters have created new myths and heroes. That establishes a unique identity for the product in the collective mindset, a key factor in helping a product beat the competition. To be persuasive, the verbal message must be reinforced by the creative use of nonverbal message elements. (color, layout, and illustration) to increase vividness.

Importance of Creativity in Advertising

ü**Creativity Helps IMC Remind:** Imagine using the same invitation, without any innovation, to ask people to try your product again and again, year after year. Only creativity can transform boring reminders into interesting, entertaining messages.

ü***Creativity Puts the "Boom" in Campaigns*** : Successful comedy also has a boom factor-the punchline. Good punchlines are the result of taking an everyday situation, looking at it creatively, adding a bit of exaggeration, and then delivering it as a surprise. Great campaigns often do the same thing. The boom uses sudden understanding of an unexpected double-meaning, funny or charming response, breathtaking beauty of a magnificent nature, the sudden recognition that it can improve workplace productivity. In short, the boom factor may come from many sources. But it always requires the application of creativity.

Newspapers: Classifications

➡ Newspapers are major form of print media and represent the largest of all advertising media in terms of total advertising volume.

- Daily newspaper.
- Weekly newspaper.
- National vs. Regional vs. Local newspaper.
- Special-audience newspaper.
- Newspaper supplements.

➡ Types of Newspaper Advertising

- Display advertising.
- Classified advertising.
- Special ads and inserts.

Newspapers are an especially important advertising medium to local advertisers such as retailers. However they are valuable medium to national advertisers as well.

Strategic Use of Newspapers

- Coverage medium.
- Geographic targeting.
- Local retail ads.
- High involvement consumers or products.
- Rational appeals.

Strengths of Newspaper Advertising

- **Credibility** – a high degree of familiarity, acceptance and respect from the community.
- **Reaches** – a relatively mass audience in a market with a single exposure.
- **Strongest** medium in overall **penetration** of the adult, upscale market.
- Medium that most adults say has the **most believable** advertising.
- **People turn** to this medium most **for local news and advertising** information.
- Short deadlines allow advertisers to **respond quickly** to business and competitive changes.
- Has the **ability to educate** consumers by communicating lengthy, complex or detailed information and descriptions in a single ads.

Newspaper Advertising: Advantages

- ✿ High reach.
- ✿ High geographic concentration.
- ✿ Good frequency.
- ✿ Tangibility.
- ✿ Short lead times (flexibility).
- ✿ Relatively low cost.
- ✿ Ability to communicate detailed information.
- ✿ Ability to place in most appropriate location.
- ✿ Ability to schedule to exploit day-of-week factors.
- ✿ Large readership and a high level of reader involvement.
- ✿ Advertisers can target certain people.
- ✿ The cost is relatively low.
- ✿ Ads are timely.

Newspaper Advertising: Disadvantages

- ❁ High waste factor and inability to target.
- ❁ Limitations on creative format.
- ❁ Relatively poor reproduction quality.
- ❁ Clutter.
- ❁ Short life span.
- ❁ High cost of national coverage.
- ❁ Wasted circulation
- ❁ Short life
- ❁ Black and white (although many papers are changing to color format)

Magazines

- Magazines have grown rapidly to serve the educational, informational, and entertainment needs of a wide range of readers in both the consumer and business markets.
- Magazines are the most specialized of all advertising media. While some magazines are general mass-appeal publications, most are targeted to a very specific audience.
- There is a magazine designed to appeal to nearly every type of consumer in terms of demographics, lifestyle, activities, interests, or fascination. Numerous magazines are targeted toward specific businesses and industries as well as toward individuals engaged in various professions.
- Users of magazines range from large consumer-product companies, to a small company advertising.

Type of magazines

- the primary reference source on periodicals for media planners, divides magazines into three broad categories based on the audience to which they are directed: Consumer –general interest, Consumer –special interest, Trade (Business), Farm, Religious, Scholarly, Arts & Literary, Aboriginal, Ethnocultural
- ,Another way of classifying consumer magazines is by distribution: They can be sold through subscription or circulation, store distribution, or both
- Magazines can also be classified by frequency; weekly, monthly, and bimonthly are the most common.

Reasons to Advertise in Magazines

- **Magazines and magazine ads garner the most attention:** studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the internet.
- **Magazine advertising is valuable content:** Consumers value magazine advertising, according to numerous studies report that consumers are more likely to have a positive attitude toward advertising in magazines compared to other media. In addition, consumers are more likely to turn to magazines to search for information across a variety of categories compared to the internet.
- **Magazines supply credibility:** Consumers trust and believe magazines and magazine advertising more than other media. Study shows magazines score higher on being “trustworthy” compared to TV or the internet.

- **Magazine print and digital audiences are growing:** The number of magazine readers as well as the average number of magazine issues read in the past month has grown over the past five years. In addition, magazine website usage is growing faster than web usage overall.
- **Magazine advertising is relevant and targeted:** Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can hone in on targets that fit their needs.
- **Magazines are a leading influence on word-of-mouth:** Magazine readers are more likely than users of other media to influence friends and family on products across a variety of categories. Magazines are also most likely to complement the web in reaching social networkers, whom marketers increasingly favor in generating buzz.
- **Magazine audiences accumulate faster than you think and with lasting impact:** The average monthly magazine accumulates approximately 60% of its audience within a month's time, and the average weekly magazine accumulates nearly 80% of its audience in two weeks.
- **Magazine advertising sells:** Several studies demonstrate that magazines are generally the strongest driver of purchase intent. Perhaps this is because

Continue....

Digital Magazines

Digital Magazines are also known as Digizines. With names like “Trouble and Attitude” , “Word and Launch” , the latest magazines are not on the news stand but are available to the internet. Digizines are much cheaper to start and operate than print magazines.

Role of Television Commercial Advertising

- Television is unique in its ability to combine visual images, sound, motion, and color. These characteristics provide the advertiser with an opportunity to develop the most creative and imaginative advertising appeals of any medium.

Advantages of TVC

- numerous advantages of television. They are:
 - **Creativity and impact** – the interaction of sight and sound offers tremendous creative flexibility and opportunities for the advertising message
 - **Coverage and cost effectiveness** – TV can reach large audiences cost effectively
 - **Captivity and attention** – commercials impose themselves on viewers as they watch their favorite programs and are likely to be seen unless some effort is made to avoid them
 - **Selectivity and flexibility** – audiences vary by program content, broadcast time, and geographic coverage; cable television offers additional selectivity

Disadvantages

- Although television is unsurpassed from a creative perspective, the medium has several disadvantages that limit its use for some advertisers. These problems include:
 - **Fleeting messages** – most TV commercials are 30 seconds or less and leave consumers with nothing tangible to examine
 - **Cost** – expense of buying airtime and costs of producing TV commercials is high
 - **Low selectivity** – offers some selectivity, but not very selective for smaller target markets
 - **Clutter** – a problem because of shorter and an increased number of commercials
 - **Distrust and negative evaluation** – the inescapability of TV commercials and their insensitivity as well as content creates problems
 - **Limited attention** – viewers avoid commercials by zipping and zapping or simply by not paying attention to them

Network versus Spot

- A basic decision for all advertisers is allocating their TV media budgets to network versus local or spot announcements.
 - Network – a network assembles a series of affiliated local TV stations
 - o National coverage is available through networks
 - o Affiliated stations are linked
 - o Purchase transactions are simplified
 - Spot/Local – commercials shown on local TV with time purchased from individual stations
 - o Commercials shown on local stations
 - o May be local or national spot (non-network advertising done by a national advertiser)
- Network advertising is used by large national advertisers to disseminate their messages cost effectively and simplify their purchasing. Additionally, large national advertisers supplement their advertising in specific markets by using local/spot advertising. Local firms, such as banks, retailers, and auto dealers, use spot/local advertising to reach their local geographic markets.

Similarities of radio and television

- the, which are the two major forms of broadcast media that can be used for advertising. These similarities are that both media:
 - Are time oriented media
 - Are sold in time segments
 - Have network affiliates
 - Have some independents
 - Use the public airways
 - Are regulated
 - Are externally paced media
 - Are passive, low involvement media

differences between Radio and TV

- Although there are many similarities between radio and TV, there are also some major differences between the two forms of broadcast media. :
 - Has more limited communication
 - Costs much less to produce
 - Cost much less to purchase
 - Has less status and prestige
 - Offers only an audio message

Advantages of using radio

- the advantages of using radio as an advertising medium.
 - o Cost and efficiency
 - o Receptivity
 - o Selectivity
 - o Flexibility
 - o Mental imagery
 - o Integrated marketing opportunities
- the synergy between radio and newspaper advertising. Radio can be used in conjunction with a number of media, including television, magazines, and newspapers, which has a positive impact on brand awareness and brand selection.
- Advertisers also use radio stations and personalities to enhance their involvement with a local market and to gain influence with local retailers.

limitations of using radio

- the limitations of using radio as an advertising medium, including:
 - Creative limitations
 - o Audience fragmentation
 - o Chaotic buying procedures
 - o Limited research data
 - o Limited listener attention
 - o Competition from digital media, including satellite radio
 - o Clutter

The Advertisers

Organization: Government; I/NGO; Charity; Business

- **Local:** Local advertising is sometimes called retail advertising because retail stores account for so much of it.
- **Cooperative Advertising:**
 - As a service to their distributors and dealers, and to ensure proper reproduction of their products, wholesalers, manufacturers, and trade associations often provide local advertisers with ready-made advertising materials and cooperative advertising programs where the costs are shared.
 - There are two key purposes for cooperative (co-op) advertising: to build the manufacturer's brand image and to help its distributors, dealers, or retailers make more sales.
- **Regional and National Advertisers**
 - Regional advertisers operate in one part of the country-in one or several states-and market exclusively within that region. Examples include regional grocery and department store chains, governmental bodies, franchise groups , telephone companies, and statewide or multistate banks.
 - Companies sell in several regions or throughout the country and are called national advertisers. These include consumer packaged-goods manufacturers, national airlines, media and entertainment companies, electronics manufacturers, all the

MEDIA PLANNING

Unit 6

Concept of Media Planning

Consists of the series of decisions made to answer the questions, “what are the best means of delivering advertisements to prospective purchasers of my brand or services?”

How many prospects do I need or can I afford to reach?

In which media should I place ads?

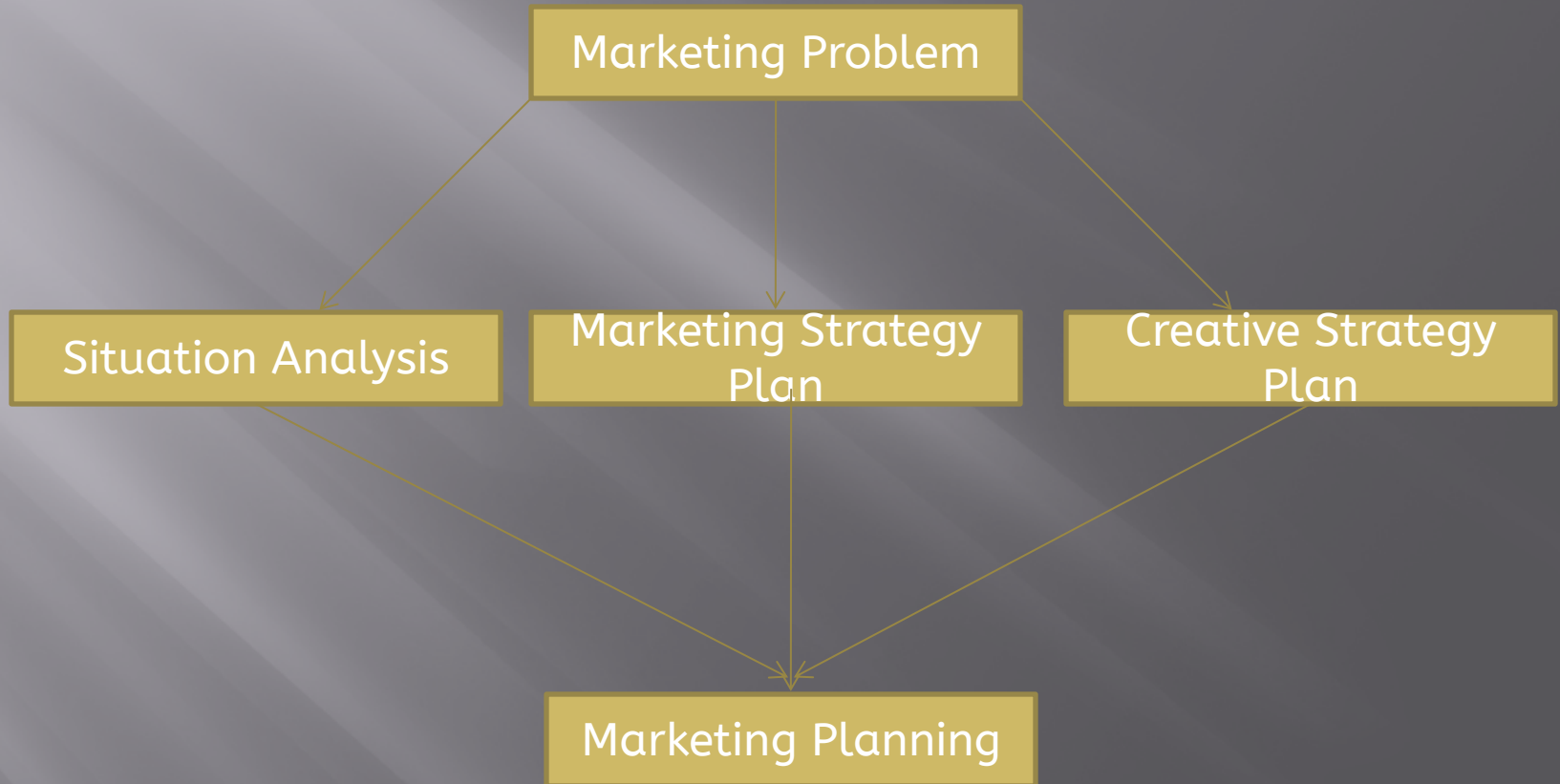
How many times a month should prospects see each ad?

During which months should ads appear?

Where should the ads appear? In which markets and regions?

How much money should be spent in each medium?

Media Planning Process



Media Planning Process

Situation Analysis

To understand the marketing problem.

Marketing Strategy Plan

To plan activities that will solve one or more of the marketing problems.

Creative Strategy Plan

To determine what to communicate through advertisement.



Market Analysis

Market Analysis involves:

- Identifying target audience

- Internal analysis

- Evaluating competitors media strategies

- Identify the market area for promotion

Brand Development Index (BDI)

Category Development Index (CDI)

History of each market's responsiveness to advertising

History of profitability

Pipeline Problems (Channel)

Sales force input

Local Market Idiosyncrasies (Small market having greater awareness level)

Competitive Noise Levels (Large No. of Competitors in Market)

Cost-efficiency of Advertising

Target Market Identification

The identification of the target market and understanding its characteristics is vital for the advertising campaign planning and implementation.

A deeper understanding of the psychographic profiles and media habits of the target audience can make the advertising campaign very effective.

Media Selection

Advertising Goals

- Reach the defined target audience
- Match the product distribution with media coverage
- Match advertising objective with media vehicle
- Counter the advertising of competitors
- Stay within the advertising budget

Media Characteristics

- Circulation
- Reach
- Frequency
- Gross rating points
- Impressions
- Continuity

Offers and Discounts

Offer of a free amount of a product.

Free samples can be mailed, delivered door to door, handed out in stores and attached to another product.

Discount is price-off. This is temporary discount from the list price.

Purpose of Media Planning

Fundamental purpose is to determine the best way to convey a message to the target audience.

To achieve strategic objective through advertising campaign.

Choosing media channels.

Tactics - wording, color, location, medium, music, actor, etc.

Media Planning Frameworks

Same as of Media Planning Process

Billiard-Ball Principle

One observes in head-on billiard ball collisions—the one ball stops and the struck ball moves away from the collision with the same speed that the same cue ball had.

When a company begins advertising, it sets off a chain reaction of economic events. This is known as the Billiard Ball Principle.

The effect on the value of products

1. Advertising can add value to a product in the consumer's mind by asserting the brand's image.
2. Advertising creates added value by educating customers on new uses for the product.
3. Advertising offers people the opportunity to satisfy psychic or symbolic wants and needs.

Effect on prices

1. Although advertising can add value to a product and drive the price up, advertising can keep prices down.
2. Additional important points include:
 - a) Consumers ultimately pay to offset the advertiser's cost for promoting the product. However, the cost for advertising is quite small when compared to the total cost of the product.
 - b) Mass consumption, encouraged by advertising, lowers the unit cost of products..
 - c) Historically, in industries subject to government price regulations (agriculture, utilities), advertising has not effected prices. However, 1980s

Evaluation and Follow-up

The evaluation system involves determining the overall effectiveness of the advertising campaign. This needs the support of market research .

The feedback mechanism provides information to the media planner on the release data from various media.

Evaluation and Follow-up Contd...

Two factors for evaluation of media plan:

- ✓ How successful were the strategies in achieving media objectives?
- ✓ Was the media plan successful in accomplishing advertising objective?

Successful strategies help build confidence and serve as reference for developing media strategies in future, and failure is thoroughly analysed to avoid mistakes in future.

Advertising Budgeting Process

Unit 7

Methods

Arbitrary Method

Affordability Method

Percentage of Sales Method

Competitive Parity Method

Return on Investment Method

Objective and Task Method

Payout Plan Method

Marginal Analysis Method

Percentage of Sales

The total advertising appropriation is decided upon the total sales.

There are two approaches to arrive at the sales figure: Past year's sales and present year's estimated sales.

It is simple, financially safe and legally accepted.

Wrong connection between sales and advertisement.

Not Strategic.

Inappropriate for new products.

Shares of Market/Share of Voice Method

Share of Voice (SOV) is defined as an individual's brand's percent of the total spending for the category for a specific time period.

SOV is the same brand's percent of total sales for the new category for the same time period.

SOV might be lesser than SOM for market leaders for same time period.

The objective/Task Method

Follows the bottom-up or build-up approach.
Measurable, participatory and flexible.

Steps

Defining advertising objectives.

Determining specific advertising tasks and strategies.

Developing cost estimates for performing the tasks.

Elements of Media Mix

Message- key element

Media- media circulation, exposure, reach and consumer rating

Markets-where the effectiveness of advertising is measured in terms of the attitudinal and behavioral changes among the target customer.

Model-various types of people.

Mission-specific mission or objectives to meet.

Five Ms (5Ms) in Media Strategy

Message

Has the message reached the intended target audience?

Whether the message is correctly understood by the target audience?

Do the target audiences able to recall and remember the message?

Has the message made a strong impact in terms of the advertising goals?

Do the target audiences believe in the message?

The message is the key testing area in pre-tests, during-tests, and post-tests.

Five Ms (5Ms) in Media Strategy

Media

Has the timing of the release of the advertisement been right?

Did the advertising agency select the right media space, timings, and programs?

Was the size of the advertisement adequate to attract attention?

Has the repetition of advertising been adequate enough to make the desired impact?

Was the media scheduling method right?

How far clutter and noise affected the advertising?

Finally the advertiser and the ad agency would like to find out whether their overall media strategy has been right.

Five Ms (5Ms) in Media Strategy

Markets

Has the advertisement contributed to an overall increase in brand awareness and knowledge?

Has the advertisement made consumers feelings, judgment, and attitude toward the brand favorable?

How do consumers evaluate the image of the firm?

For new product

How many product enquires have been made by consumers after the release of the advertisement?

How many consumers have tried the product at least once?

How many consumers have bought the product for the second time?

How many consumers have adopted the product?

Five Ms (5Ms) in Media Strategy

Models

Does the image projected by the spokesperson match the image of the brand?

Has the spokesperson contributed to development of brand personality?

Do the audiences feel the model used is appropriate?

Five Ms (5Ms) in Media Strategy

Mission

Inform and educate potential buyers

Stimulate buyers' interest in the brand

Develop positive feelings and attitude of buyers towards the brand and the firm

Persuade buyers to buy the brand

Remind buyers about the brand

Reassure buyers about the merit of the product

Support sales promotional and personal selling efforts

Counter competitors' advertising and unfavorable rumors

Build the brand value and image

Build the corporate image

Brand Development Index (BDI)

BDI measures the number of cases, units, or dollar volume of a brand sold per 1000 population. It is calculated from data for each individual market in which the brand is sold.

$$\text{BDI} = \frac{\% \text{ of a Brand's Total Country Sales in Market A}}{\% \text{ of Total Population in Market A}} \times 100$$

Category Development Index (CDI)

CDI is similar to BDI, except that it is based on the percentage of sales of a product category, rather than a brand, in a given market

$$\text{CDI} = \frac{\% \text{ of Product Category's Total Country Sales in Market A}}{\% \text{ of Total Population in Market A}} \times 100$$

Interpretation of BDI & CDI

Both shows sales potential.

Larger the sales in a market relative to its population percentage, the higher the BDI/CDI in that market.

Hi BDI/Hi CDI: Good sales potential

Hi BDI/Lo CDI: Category is not selling well but the brand is

Lo BDI/Hi CDI: See why brand is not working. Not enough advertisement, poor distribution

Lo BDI/Lo CDI: Risk for any brand, probably not a good place to advertise under most circumstance.