THEORIES AND SUCCESS STORIES OF ADVERTISING AND PUBLIC RELATIONS

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Abstract

Now that we are looked at overall integrated marketing communication planning, we dig more deeply into the specific marketing communications tools. In this article, we explore advertising and public relations. Advertising involves communicating the company's or brand's value proposition by using paid media to inform, persuade, and remind consumers. Public relations involves building good relations with various company publics – from consumers and the general public to the media, investor, donor, and government publics. As with all the promotion mix tools, advertising and public relations must be blended into the overall integrated marketing communications program.

Keywords: integrating communication planning, advertising, public relations

INTRODUCTION

Both large organizations and small companies use conventional and promotional efforts such as advertising to charge their corporate images, launch new products, or promote current brands. In this article, we explore several dimensions of advertising and public relations. First, we focus on the nature and types of advertising, and public relations. Next, we examine the major steps in developing an advertising campaign and describe who is responsible for developing such campaign. We then discuss the nature of public relations and how it is used. We examine various public relations tool and ways to evaluate the effectiveness of public relations. Finally, we focus on how companies deal with unfavorable public relations.

ADVERTISING

Advertising is any paid of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. **Advertising** can be traced back to the very beginnings of recorded history. Archaelogists working in countries around the Mediterranean Sea have dug up signs announcing various events and offers. The Roman painted walls to announce gladiator fights, and the Phoenicians painted pictures on large rocks to promote their wares along parade routes. During the golden age in Greece, town criers announced the sale of cattle, crafted items, and even cosmetics. An early "singing commercial" went as follows: "For eyes that are shining, for cheeks like the dawn / For beauty that lasts after girlhood is gone / For prices in reason, the woman who knows / Will buy her cosmetics from Aesclyptos" (Kotler and Armstrong, 2012).

Although advertising is used mostly by business firms, a wide range of not-for-profit organizations, professionals, and social agencies also use advertising to promote their causes to various target publics. In fact, the thirty-third largest advertising spender is anot-for-profit organization – the U.S. government. For example, the federal government recently spent some $300 million on an advertising campaign to motivate Americans to take part ini the 2010 Cencus. Advertising is a good way to inform and persuade, whether the purpose is to sell Coca-Cola worldwide or get people in a developing nation to use birth control (www.coca-colacompany.com).

THE NATURE AND TYPES OF ADVERTISING

Advertising is paid form of nonpersonal communication about an organization and its products transmitted to a target audience through mass media, such as television, radio, the Internet, newspapers, magazines, direct mail, outdoor display, and sign on mass transit vehicles. McDonald's is even advertising Happy Meals on elementary students' report cards, although the initiative is proving controversial. Organizations use advertising to reach a variety of audiences ranging from small, specific groups, such as stamp collectors in Idaho, to extremely large groups, such as all athletic-shoe purchasers in the United States.

Advertising is used to promote goods, services, ideas, images, issues, people, and anything else advertisers want to publicize or foster. Depending on what is being promoted, advertising can be classified as institutional or product advertising. **Institutional advertising** promotes organizational images, ideas, and political issues. It can be used to create or maintain an organizational image. Institutional advertisements may deal with broad image issues, such as organizational strength or the friendliness of employees. They may also aim to create a more favorable view of the organization in the eyes of noncustomer groups such as shareholders, consumer advocacy groups, potential shareholder, or the general public. When a company promotes its position on public issue – for instance, a tax increase, abortion, gun control, or international trade coalitions – institusional advertising is referred to as **advocacy advertising**.

Institutional advertising may be used to promote socially approved behavior such as recycling and moderation in consuming alcoholic beverages.

Product advertising promotes the uses, features, and benefits of products. There are two types of product advertising: pioneer and competitive. **Pioneer advertising** focuses on stimulating demand for a product category (rather than a specific brand) by informing potential customers about the product's features, uses, and benefits. This type of advertising is employed when the product is in the introductory stage of the product life cycle. **Competitive advertising** attempts to stimulate demand for a specific brand by promoting the brand's feature, uses, and advantages, sometimes through indirect or direct comparisons with competing brands. Advertising effects on sales must reflect competitors' advertising activities. The type of competitive environment will determine the most effective industry approach.

To make direct product comparisons, marketers use a form of competitive advertising called **comparative advertising**, which compares the sponsored brand with one or more identified competing brands on the basis of one or more product characteristics. Other forms forms of competitive advertising include reminder and reinforcement advertising. **Reminder advertising** tells customer that an established brand is still around and still offers certain characteristics, uses, and advantages. **Reinforcement advertising** assures current users they made the right brand choice and tells them how to get the most satisfaction from that brand (Pride and Ferrell, 2010).

DEVELOPING AN ADVERTISING CAMPAIGN

An advertising campaign involves designing a series of advertisements and placing them in various advertising media to reach a particular target audience. **The major steps increating an advertising campaign are** (1) identifying and analyzing target audience, (2) defining advertising objectives, (3) creating advertising platform, (4) determining the advertising appropriation, (5) developing media plan, (6) creating the advertising message, (7) executing the campaign, and (8) evaluating advertising effectiveness. The number of steps and the exact order in which they are carried out may vary according to the organization's resources, the nature of its product, and the type of target audience to be reached. Nevertheless, these general guidelines for developing an advertising campaign are appropriate for all types of organizations (Pride and Ferrell, 2010).

SETTING ADVERTISING OBJECTIVES

Advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising objective can be classified by their primary purpose to inform, persuade, or remind.

Table 1. Possible Advertising Objectives: The overall advertising goal is to help build customer relationship by communicating customer value

Informative Advertising
Communicating customer value Building a brand and company image Telling the market about a new product Explaining how a product works Suggesting new uses for a product Informing the market of a price change Describing available services and support Correcting false impression
Persuasive Advertising
Building brand preference Encouraging switching to a brand Changing customers perceptions of product value Persuading customer to puchase now Persuading customers to receive a sales call Convincing customers to tell others about the brand
Reminder Advertising
Maintaining customer relationship Reminding consumers that the product may be need in the near future Reminding consumers where to buy the product Keeping the brand in a customer's mind during off-seasons

Source: Principles of Marketing, Kotler and Armstrong (2012)

Informative advertising is used heavily when introducing a new-product category. Thus, early producers of DVD players first had to inform consumers of the image quality and convenience benefits of the new product.

Persuasive advertising becomes more importants as competition increases. Here, the company's objective is to build selective demand. For example, once DVD players became established, Sony began trying to persuade consumers that its brand offered the best quality for their money. Some persuasive advertising has become comparative advertising (or attack advertising), in which a company directly or indirectly compares its brand with one or more other brands.

Reminder advertising is important for mature products, it helps to maintain customer relationships and keep consumers thinking about the product. Expensive Coca Cola television ads primarily build and maintain the Coca-Cola brand relationship rather than inform or persuade customers to buy it in the short run (Kotler and Armstrong, 2012).

SETTING THE ADVERTISING BUDGET

After determining its advertising objectives, the company next sets its advertising budget for each product. Four commonly used methods for setting promotion budgets were discussed in Chapter Communicating Customer Value: Integrated Marketing Communications Strategy. Here we discuss some specific factors that should be considered when setting the advertising budget. Advertising budget is the dollars and other resources allocated to a product or a company advertising program.

A brand's advertising budget often depends on its stage in the product life cycle. For example, new products typically need relatively large advertising budgets to build awareness and gain consumer trial. In contrast, mature brands usually require lower budgets as a ratio to sales. Market share also impacts the amount of advertising needed: Because building market share or taking market share from competitors requires larger advertising spending than does simply maintaining current share, low-share brands usually need more advertising spending as a percentage of sales. Also, brands in market with many competitors and high advertising clutter must be advertised more heavily to be noticed above the noise in marketplace. Undifferentiated brands – those that closely resemble other brands in their product class (soft drinks, laundry detergents) – may require heavy advertising to set them apart. When the product differs greatly from competing products, advertising can be used to point out the differences to consumers.

No matters what method is used, setting the advertising budget is no easy task. How does a company know if it is spending the right amount? Some critics charge that large consumer packaged-goods firms tend to spend too much on advertising and that business-to-business marketers generally underspend on advertising. They claim that, on the one hand, large consumer companies use lots of image advertising without really knowing itys effects. They overspend as a form of "insurance" aginst not spending enough. On the other hand, business advertisers tend to rely too heavily on their sales forces to bring in orders. They underestimate the power of company image and product image in preselling to industrial customers.

Companies such as Coca-Cola and Kraft have built sophisticated statistical models to determine the relationship between promotional spending and brand sales, and to help determine the "optimal investment" across various media. Still, because so many factors affect advertising effectiveness, some controllable and others not, measuring the results of advertising spending remains an inexact science. In most cases, managers must rely on large doses of judgment along with more quantitative analysis when setting advertising budgets (Kotler and Armstrong, 2012).

DEVELOPING ADVERTISING STRATEGY

Advertising strategy consists of two major elements: creating advertising messages and selecting advertising media. In the past, companies often viewed media planning as secondary to the message-creation process. The creative department first created good advertisements, and then the media department selected and purchased the best media for carrying those advertisements to desired target audiences. This often caused friction between creatives and media planners.

Today, however, soaring media costs, more focused target marketing strategies, and the blizzard of new digital and interactive media have promoted the importance of the media-planning function. The decision about which media to use for an ad campaign – television, newpapers, magazines, cell phones, a web site or an online network, or e-mail – is now sometimes more critical than the creative elements of the campaign. As a result, more and more advertisers are orchestrating a closer harmony between their messages and the media that deliver them. In fact, in a really good ad campaign, you often have to ask "Is that a media idea or a creative idea?" (Kotler and Armstrong, 2012).

SELECTING ADVERTISING MEDIA

The vehicles through which advertising messages are delivered to their intended audiences. The major steps in advertising media selection are (1) determining on reach, frequency, and impact; (2) choosing among major media types; (3) selecting specific media vehicles, and (4) choosing media timing.

Table 2. Tables of Major Media Types

Medium	Advantages	Limitations
Television	Good mass-marketing coverage, low cost per exposure; combines sight, sound, and motion; appealing to the senses	High absolute costs; high clutter; fleeting exposure; less audience selectivity
Newspaper	Flexibility, timelines; good local market coverage; broad acceptability; high believeability	Short life; poor reproduction quality; small pass-along audience
The Internet	High selectivity; low cost; immediacy; interactive capabilities	Potentially low impact; the audience controls exposure
Direct Mail	High audience selectivity; flexibility; no ad competition within the same medium; allows personalization	Relatively high cost per exposure, "junk mail" image
Magazines	High geographic and demographic selectivity; credibility and prestige; high- quality reproduction; long life and good pass-along readership	Long ad purchase lead time; high cost; no guarantee of position
Radio	Good local acceptance; high geographic and demographic selectivity; low message competition; good positional selectivity	Audio only; fleeting exposure; low attention ("the halfheard" medium); fragmented audiences
Outdoor	Flexibility; high repeat exposure; low cost; low message competition; good positional selectivity	Little audience selectivity; creative limitations

Source: Principles of Marketing, Kotler and Armstrong (2012)

OTHER ADVERTISING CONSIDERATIONS

In developing advertising strategies and programs, the company must address two additional questions. First, how will the company organize its advertising function – who will perform which advertising tasks? Second, how will the company adapt its advertising strategies and programs to the complexities or international markets?

Different companies organize in different ways to handle advertising. In small companies, advertising might be handled by someone in the sales department. Large companies have advertising departments whose job it is to set the advertising budget, work with the ad agency, and handle other advertising no done by the agency. Most large companies use outside advertising agencies they offer several advantages.

Advertising agency is a marketing services firm that assist companies in planning, preparing, implementing, and evaluating all or portions of their advertising programs. How does an advertising agency work? Advertising agencies originated in the mid-to late-1800s by salespeople and brokers who worked for the media and received a commission for selling advertising space to companies. As time passed, the salespeople began to help customers prepare their ads. Eventually, they formed agencies and grew closer to the advertisers than to the media (Kotler and Armstrong, 2012).

DEVELOPING AND MANAGING AN ADVERTISING PROGRAM

Advertising can be a cost-effective way to disseminate messages, whether to build a brand preference or educate people. Even in today's challenging media environment, good ads can pay off. P& G has also enjoyed double-digit sales gains in recent years from ads touting the efficacy of Olay Definity antiaging skin products and Head & Shoulders Intensive Treatment shampoo ?

In developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as "the five Ms":

1. Mission: What are our advertising objectives? or sales goals?

2. Money: How much can we spend and how do we allocate our spending across media types? or factors to consider? , or stage in PLC? , or market share and consumer base? , or competition and clutter? , or advertising frequency and product substitutability?

3. Message: What message should we send? or message generation? or message evaluation and selection? or message execution? or social-responsibility review?

4. Media: What media should we use? or reach, frequency, impact? or major media vehicles? or media timing? or geographical media allocation?

5. Measure: How should we evaluate the results? or communication? or sales impact? (Kotler and Keller, 2012).

PUBLIC RELATIONS (PART ONE)

Another major mass-promotion tool is public relations (PR) – 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. Public relations departments may perform any or all of the following functions:

1. **Press relations or press agency:** Creating and placing newsworthy information in the news media to attract attention to a person, product, or service.
2. **Product publicity:** Publicizing specific products.
3. **Public affairs:** Building and maintaining national or local community relationship.
4. **Lobbying:** Building and maintaining relationships with legislators and government officials to influence legislation and regulation.
5. **Investor relations:** Maintaining relationship with shareholders and others in the financial community.
6. **Development:** Working with donors or members of nonprofit organization to gain financial or volunteer support (Kotler and Armstrong, 2012).

Public relations is used to promote products, people, places, ideas, activities, organizations, and even nations. Companies use public relations to build good relations with consumers, investor, the media, and their communities. Trade associations have used public relations to rebuild interest in declining commodities, such as eggs, apples, potatoes, and milk.

For example, the milk industry's popular "Got Milk?" Public relations campaign featuring celebrities with milk mustaches reserved a long-standing decline in milk consumption. Even government organizations use public relations to build awareness (www.gotmilk.com).

Not only must the company relate constructively to customers, suppliers, and dealers, it must also relate to a large number of interested publics. A public is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives. Public relations (PR) includes a variety of programs to promote or protect a company's image or individual products.

The wise company takes concrete steps to manage successful relationships with its key publics. Most companies have a public relations department that monitors the attitudes of the organization's public and distributes information and communication to build goodwill. The best PR departments counsel top management to adopt positive programs and eliminate questionable practices so negative publicity doesn't arise in the first place. They perform the following five function (Kotler and Keller, 2012) :

1. **Press relations** – presenting news and information about the organization in the most positive light
2. **Product publicity** – sponsoring efforts to publicize specific products
3. **Corporate communication** – promoting understanding of the organization through internal and external communication
4. **Lobbying –** dealing with legislators and government officials to promote or defeat legislation and regulation
5. **Counseling –** advising management about public issues, and company positions and image during good times and bad.

Let's start with the question: does advertising really make a difference? Microsoft and Apple certainly must think so. Each spends more than a half billion dollars a year on it. Here, we examine the long-running advertising battle between the two computer industry giants. As you read, think about the impact of advertising on each brand's fortune (Kotler and Armstrong, 2012).

PUBLIC RELATIONS (PART TWO)

Public relations is a broad set of communication efforts used to create and maintain favorable relationship between an organization and its stakeholders. An organization communicates with various stakeholders, both internal and external, and public relations efforts can be directed toward any and all of them. A firm's stakeholder can include customer, suppliers, employees, stockholders, the media, educators, potential investors, government officials, and society in general.

Public relations can be used to promote people, places, ideas, activities, and even countries. It is often used by nonprofit organizations to achieve their goals. Public relations focuses on enhancing the image of the total organization. Assessing public attitudes and creating favorable image are no less important than direct promotion of the organization's products. Because the public's attitudes toward a firm likely to affect the sales of its products, it is very important for firms to maintain positive public perceptions. In addition, employee morale is strengthened if the public perceives the firm positively. Although public relation can make people aware of a company's products, brands, or activities, it can also create specific company images, such as innovativeness or dependability.

Companies such as Green Mountain Coffee Roasters, Patagonia, Sustainable Harvest, and Honest Tea have reputations for being socially responsible not only because they engage in socially responsible behavior but because their actions are reported through news stories and other public relations efforts. By getting the media to report on a firm's accomplishments, public relations helps the company maintain positive public visibility. Some firms use public relations for a single purpose; other use it for several purpose (Pride and Ferrell, 2010).

MICROSOFT VS. APPLE: DOES ADVERTISING REALLY MAKE A DIFFERENCE?

In 2006, Apple launched its now-famous "Get a Mac" ad campaign, featuring two characters — " Mac" and "PC"— sparring over the advantages of the Apple Mac versus a Microsoft Window-based PC. The ads portrayed Mac as a young, hip, laid back guy in a hoodie, whereas PC was a stodgy, befuddled, error-prone, middle-aged nerd in baggie khakis, a brown sport coat, and unfashionable glasses. Not surprisingly, adroit and modern Mac always got the best of outdated and inflexible PC. Over the years, Apple unleashed a nonstop barrage of Mac vs. PC ads that bashed Windows-based machines – and their owners – as outmoded and dysfunctional (www.apple.com).

The "Get a Mac" campaign produced result. When the campaign began, Mac held only a 2- 3 percent share of the U.S. computer market. Less than two years later, its share had more than doubled to 6-8 percent and growing. The cool campaign also helped boost customer value perceptions of Apple computers. Even though its computer were widely viewed as more expensive, at one point, Apple scored a whopping 70 on the BrandIndex (which tracks daily consumer perceptions of brand value on a scale 0f – 100 to 100). Microsoft, meanwhile, floundered below zone (www.microsoft.com).

Good advertising wasn't the only thing contributing to Apple's success. The popularity of its iPod, iPhone, and other new products was also converting customers to Mac computers. But the smug ads were consistently hitting their mark. Microsoft needed to do something dramatic to turn the advertising tide. So, two years after the Apple "Get a Mac" onslaught began, conservative Microsoft hired the anything-but-conservative advertising agency, Crispin Porter + Bogusky, which is known for its award-winning but cheeky and irrevent campaigns for clients such as Burger King and Coke Zero. Microsoft and Crispin made for an odd mix of corporate personalities. Even Rob Reilly, executive creative director for Crispin, worried a bit about the partnership. After all, Crispin itself was a Mac shop through and through. Still, Reilly was enthused about creating a campaign to blunt Apple's attacks and restore Microsoft's image as an innovative industry leader (www.crispinporterbogusky.com)

To break from the past, Microsoft and Crispin first launched a set of 'teaser ads"designed to "get the conversation going." In the ads, comedian Jerry Seinfeld and Microsoft founder Bill Gates spent time together, shopping for shoes, eating ice cream, and exchanging irrelevant banter, all with little or no mention of Microsoft Windows. Although they made few selling points, the humorous, well-received ads put a more human face on the giant software company (Kotler and Armstrong, 2012).

CHIPSY EGYPT: CONSUMER-GENERATED ADVERTISING

Fuelled by the user-generated content craze made popular by the likes of YouTube, Facebook, and other online content-sharing communities, the move toward consumer-generated advertising has spread like wildfire in recent years. Companies large and small – including the likes of PepsiCo, Unilever, P&G, CareerBuilder, and other blue-chip marketers – have fast recognized the benefits (and the drawbacks) of inviting customer to concrete brand messages.

When multinational giant PepsiCo entered the Egyptian market with its Lay's brand potato chips, local company Chipsy Food Industries defended its dominant position by reminding consumer that Chipsy was in fact an Egyptian product. PepsiCo and its Frito-Lay division ended up buying majority ownership of Chipsy in January 2001. PepsiCo has a strong background in consumer-generated marketing, and it was about to take this concept to Egypt!

Consumer-generated marketing was a key way that Chipsy distinguished itself from its competitors, Rotato, Masrawy, Chipseco, and Crunchy. By involving consumers in the decision-making process, Chipsy was able to retain its position as Egypt's number one chip manufacturer. Its chips were already associated with high quality, excellent ingredients, reasonable prices, and widespread distribution channels but Chipsy was about to do one better.

First, let us discuss Chipsy's appeal in Egypt. Chipsy has a very wide range of consumers, covering almost the whole of Egyptian society including different age groups, genders, and income levels. Chipsy's consumers can be categorized geographically and demographically. For example, specific flavors are related to specific age groups or geographic regions. Salty flavors are favored by the older generation, variety flavors are preferred by the younger generation, and chili flavors are flavored in Upper Egypt. Furthermore, the smallest-size packs are preferred in kiosks, mini-markets, and rural areas, while family-size packs are the preferred size in hyper-markets.

Despite Chipsy's dominance in the salty snack market, it does not overlook the importance of enhancing its understanding of consumer needs and motivations so they can appeal to a mass market and fulfill consumer needs across Egypt. Chipsy focused on collecting detailed information about their consumers and market in order to come up with a product that would achieve optimum consumer satisfaction in all market segments across Egypt.

Based on this knowledge, the company aims to give the market what it wants. Chipsy's widespread distribution channels make it possible to avoid any performance gap that can jeopardize its market positioning.

Perhaps no brand in Egypt has been more successful with user-generated advertising than the Chipsy brand. Chipsy's "Do Us A Flavor" campaign directly involved customer participation in marketing activities to promote the Chispy brand. The aim of the campaign was to create a dialogue between Chispy and its target audience by asking consumers, through digital media, to think of a new Chispy chip flavor.

The campaign launched in April 2010, when Chipsy invited consumers to submit their ideas through online media forums including social networking sites such as Facebook and Twitter, the Chipsy Egypt Web site and/or through SMS text messaging. Consumers were also encouraged to submit their own advertising campaign through YouTube which were aired on Egyptian television. Chipsy also asked celebrities to contribute their ideas for a new flavor. A football player chose pumpkin, a pop star chose garlic, and an actress chose shrimp and calamari (Kotler and Armstrong, 2012)..

Overall, the campaign was very successful and reached a large cross-section of Egypt. What was the new flavor? You may be surprised to know that the new flavor was shrimp. After analyzing all the submissions, this was the most popular flavor. Chispy launched the new flavor by commisioning a new TV ad specially for the event which also had a unique theme song. The advertisement was broadcast during the month of Ramadan (an Islam festival), which guaranteed mass exposure for the new chip flavor (www.chipsyegypt.com).

THE SUPER BOWL: THE MOTHER OF ALL ADVERTISING EVENTS – BUT IS IT WORTH IT?

The Super Bowl is the mother of all advertising events. Each year, dozens of blue chip advertisers showcase some of their best work to huge audiences around the world. But all this doesn't come cheap. Last year, major advertiser plunked down an average of $2,8 million per 30-second spot – that's almost $100,000 per second! And that's just for the airtime. Throw in ad production costs – which average $2 million per showcase commercial – and running even a single Super Bowl ad becomes a superexpensive proposition. Anheuser-Busch ran nine spots last year.

So every year, as the Super Bowl season nears, up pops the big question: Is Super Bowl advertising worth all that money? Does it deliver a high advertising ROI? As it turns out, there's no easy answer to the question, especially when the economy is hurting. These days, in a postrecession economy that has companies watching every penny, spending such big bucks on a single event raises more questions than ever.

Advertiser and industry expert opinion varies widely. Super Bowl stalwarts such as Anheuser-Busch, E*Trade, Bridgestone, CareerBuilder, and Coca-Cola must think it's a good investment – they come back year after year. But what about savvy marketers, such as FedEx and P&G, who've opted out in recent years? Last year, for the first time in 20 years, even stalwart PepsiCo ran no Super Bowl ads for its Pepsi, Gatorade, and SoBe brands. In a survey of board members of the National Sports Marketing Network, 31 percent said they would recommend Super Bowl ads. But 41 percent said no – Super Bowl ads just aren't worth the money.

The naysayers make some pretty good arguments. Super Bowl advertising is outrageously expensive. Advertisers pay 85 percent more per viewer than they'd paid using primetime network programming. Beyond the cost, the competition for attention during the Super Bowl is fierce. Every single ad represents the best efforts of a major marketer trying to design a knock-your-socks-off spectacular that will reap high ratings from both critic and consumers. Many advertisers feel they can get more for their advertising dollar in venues that aren't so crowded with bigger-than-life commercials (www.thesuperbowl.com).

There is also the issue of product-program fit. Whereas the Super Bowl might be a perfect fit for companies selling beer, snacks, soft drinks, or sporting goods, it simply doesn't fit the creative strategies of many other brands. Consider Unilever's Dove. Some years ago, the company ran a sentimental 45-second commercial from the Dove "Campaign for Real Beauty". The ad was highly rated by consumers, and it created considerable buzz – some 400 million impressions of the ad before and after its single appearance during the Super Bowl. But research showed that the ad produced low levels of involvement with the brand message. Dove got almost equal exposure numbers and more engagement for a lot less money from an outdoor campaign that it ran that same year, and it got a much larger online response from its viral "Dove Evolution" and "Onslaught" films, which incurred no media cost of all. "The Super Bowl really isn't the right environment for Dove,"says a Unilever executive. (www.dove.us).

Finally, although the Super Bowl ‘itself continues to draw bigger and bigger audiences, many advertising critics and viewers bemoan what they view as diminished ad quality in recent Super Bowls. Gone, they say, are the classic, conversation-stopping ads, of yesteryear – such as Apple’s famous “1984” ad that almost single-handedly launched the Macintosh computer. Rather, recent Big Game ads seem to focus more on grabbing attention with inane gimmicks, fatuous gags, and juvenile humor.

Still, the Super Bowl has a lot to offer to the right advertisers. It’s the most-watched TV event of the year. It plays to a huge and receptive audience. In fact, last year’s Super Bowl set several records. With 106.5 million U.S. viewers, it was the most watched Super Bowl in history. In fact, it was the most watched program in television history, surpassing the previous record of 106 million viewers set by the 1983 series finale of the beloved show M.A.S.H.

In addition to sheer numbers of viewers, the Super Bowl stands alone as a TV program during which viewers don’t avoid the ads. In fact, to many viewers, the Super Bowl ads are more important than what happens on the gridiron. In one recent year, the game itself drew an average rating (the percent of TV-owning households watching) of 41.6; the ads drew 41.2 (Kotler and Armstrong, 2012).

NATIONAL HEART, LUNG, AND BLOOD INSTITUTE (NHLBI)

For example, the National Heart, Lung, and Blood Institute (NHLBI) of the National Institutes of Health sponsors along-running PR campaign that builds awareness of heart disesase in women. Heart disease is the number one killer of women; it kills more women each year than all forms of cancer combined. But a2000 survey by the NHLBI showed that only 34 percent of women knew this, and that most people thought of heart disease as a problem mostly affecting men. So with the help of Ogilvy Public Relations World-wide, the NHLBI set out to “create a personal and urgent wakeup call to American women.” In 2002, it launched a national PR campaign – “The Heart Truth” – to raise awareness of heart disease among women and get women to discuss the issue with their doctors (www.nhlbi.nih.gov).

RED DRESS

The centerpiece of the campaign is the Red Dress, now the national symbol for women and heart disease awareness. The campaign creates awareness through an interactive Web site, mass media placements, and campaign materials – everything from brochures, DVD’s, and posters to speaker’s kits and airport dioramas. It also sponsors several major national events, such as the National Wear Red Day, an annual Red Dress Collection Fashion Show, and The Heart Truth Road Show, featuring heart disease risk factor screenings in major U.S. cities. Finally, the campaign works with more than three-dozen corporate sponsor, such as Diet Coke, St. Joseph aspirin, Tylenol, Cheerioos, CVS Pharmacy, Swarovski, and Bobbi Brown Cosmetics. So far, some 2.65 billion product packages have carried the Red Dress symbol. The results are impressive: Awereness among American women of heart disease as the number one killer of women has declined steadily from one in three women to one in four. The American Heart Association has also adopted the Red Dress symbol and introduced its own complementary campaign (www.goredforwomen/weareredday).

THE ROLE AND IMPACT OF PUBLIC RELATIONS

Public relation can have a strong impact on public awareness at a much lower cost than advertising can. The company does not pay for the space or time in the media. Rather, it pays for a staff to develop and circulate information and manage events. If the company develops an interesting story or event, it could be picked up by several different media, having the same effect as advertising that would cost millions of dollars. And it would have more credibility than advertising.

PR results can sometimes be spectacular. Consider the launch of Apple’s iPad. Apple’s iPad was one of the most successful new product launches in history. The funny thing: Whereas most big product launches are accompanied by huge prelaunch advertising campaign, Apple pulled this one off with no advertising. None at all. Instead, it simply fed the PR fire. It built buzz months in advance by distributing iPads for early reviews, feeding the offline and online press with tempting tidbits, and offering fans an early online peek at thousands of new iPad apps that would be available. At launch time, it fanned the flames with a cameo on the TV sitcom Modern Family, a flurry of launch-day appearances on the TV talk shows, and other launch-day events. In the process, through PR alone, the iPad generated unbounded consumer excitement, a media frenzy, and long lines outside retail stores on launch day. Apple sold more than 300.000 of the sleek gadgets on the first day alone and more than two million in the first two months – even as demand outstripped supply (www.apple.com).

Despite its potential strenghts, public relations is sometimes describes as a marketing stepchild because of its often limited and scattered use. The PR department is often located at corporate headquarters or handled by a third-party agency, Its staff is so busy dealing with various publics – stockholders, employees, legislators, and the press – that PR programs to support product marketing objectives may be ignored. Moreover, marketing managers and PR practitioners do not always speak the same language. Whereas many PR practitioners see their jobs as simply communicating, marketing managers tends to be much more interested in how advertising and PR affect brand building, sales and profits, and customer relationships.

This situation is charging, however. Although public relations still captures only a small portion of the overall marketing budgets of most firms, PR can be a powerful brand-building tool. And in this digital age, the lines between advertising and PR are becoming more and more blurred. For example, are brand Web sites, blogs, online social networks, and viral brand videos advertising effort or PR efforts? All are both. "Blurriness can be good," says one PR executive. "When you have more overlap between PR and other marketing disciplines, it's easier to promote the same message." The point is that advertising and PR should work hand in hand within an integrated marketing communications program to build brands and customer relationship (Kotler and Armstrong, 2012).

MAJOR PUBLIC RELATIONS TOOLS

Public relations uses several tools. One of the major tools is news. PR professionals find or create favorable news about the company and its products or people. Sometimes news stories occur naturally; sometimes the PR reason can suggest events or activities that would create news. Speeches can also create product and company publicity. Increasingly, company 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. Another common PR tool is special events, ranging from news conferences, press tours, grand openings, and fireworks displays to laser light shows, hot air ballon releases, multimedia presentations, or educational programs designed to reach and interest target publics.

Public relations people also prepare written materials to reach and influence their target markets. These 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 identify materials can also help create a corporate identify 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. Finally, companies can improve public goodwill by contributing money and time to public service activities (Kotler and Armstrong, 2012).

As discussed above, 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. "The core strengths of public relations – the ability to tell a story and spark conversation – play well into the nature of such social media," says a PR expert. Consider the recent Papa John's "Camaro Search" PR campaign.

During a road trip this summer to find his long-cost Camaro, John Schnatter, the "Papa John" of Papa John's pizza, set a record for the world's highest pizza delivery (at the Willis Tower's Skydeck in Chicago), rang the closing bell at the Nasdaq stock exchange, and visited a children's hospital. The road trip got solid pickup in the media, with stories in the New York Times, the Wall Street Journal, and USA Today. ABC World News Tonight, CNBC, and CNN also covered the story, which included a $250,000 reward for the person reuniting Schnatter with his beloved Camaro Z28. These were all traditional pre-Web kinds of PR moves (Pride and Ferrell, 2010).

But unlike the old days, online social media was a key to getting the word out about this Papa John's journey. A web site dedicated to the trip drew 660,000 unique visitors. On the day of the media conference announcing Schnatter's reunion with his old Chevy classic – Kentuckian Jeff Robinson turned up with the car and took home the cash – there were more than 1,000 tweets about him finding his car, with links galore. In addition, hundreds of people posted photos of themselves on Facebook (in their own Camaros) picking up the free pizza Papa John offered to all Camaro owners as part of the celebration. In all, the Web was buzzing about the Camaro Search story. Pre-Web, "there were different techniques used for [PR] – speeches publicity, awards," says a PR executive. "Now we're applying the same mindset to social media to build relationships that are critical to any corporate entity (www.papajohns.com).

By itself, a company's Web site is an important PR vehicle. Consumers and other publics often visit Web sites for information or entertainment. Web sites can also be ideal for handling crisis situations. For example, when several bottles of Odwalla apple juice sold on the West Coast were found to contain E. coli bacteria, Odwalla initiated a massive product recall. Within only three hours, it set up a Web site laden with information about the crisis and Odwalla's response. Company staffers also combed the Internet looking for newsgroup discussing Odwalla and posted links to the site. In this age where "it's easier to disseminate information through e-mail marketing, blogs, and online chat," notes an analyst," public relations is becoming a valuable part of doing business in a digital world."

As with the other promotion tools, in considering when and how to use product public relations, management should set PR objectives, choose the PR, choose the PR messages and vehicles, implement the PR plan, and evaluate the results. The firm's PR should be blended smoothly with other promotion activities within the company's overall integrated marketing communications effort (Kotler and Armstrong, 2012).

CONCLUSION

Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising can be traced back to the very beginnings of recorded history. Advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising budget is the dollar and other of a company advertising program. Advertising strategy is the strategy by which the company accomplishes its advertising objectives. It consists of two major elements: creating advertising messages and selecting advertising media. Advertising media is the vehicles through which advertising messages are delivered to their intended audiences. Advertising agency is a marketing services firm that assist companies in planning, preparing, implementing, and evaluating all or portions of their advertising programs. Public relations is builing good relations with the company's various publics by obtaining favourable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

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