

Public Relations and Corporate Advertising



Public Relations

- Marketing and management communications function that deals with a firm's public issues
- Publicity: News coverage of events related to a firm's products or activities but are not controlled by the firm
- Objectives
 - Promote goodwill
 - Promote a product or service
 - Prepare internal communications
 - Counteract negative publicity
 - Lobby
 - Give advice and counsel



Microsoft turned to “warm and fuzzy” corporate advertising to combat the negative publicity of the Department of Justice case against the firm



**WINDOWS HELPS
PEOPLE AND
MACHINES UNDERSTAND
EACH OTHER.**

Where do you want to go today? www.microsoft.com/windows **Microsoft**

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Objectives of Public Relations

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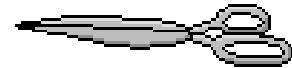
Tools of Public Relations

- Press releases
- Feature stories
- Company newsletters
- Interviews and press conferences
- Sponsored events
- Publicity



Public Relations and New Media

1. Distribute newsletters
2. Combat rumors
3. Present testimonials
4. Cut through media clutter



Public Relations Strategies

- Proactive PR strategy
 - Guided by marketing objectives
 - Publicize a company and its brands
 - Take an offensive rather than defensive posture
- Reactive PR strategy
 - Dictated by external influences
 - Focuses on problems, not opportunities
 - Requires defensive measures

Proactive Strategies

- Public relations audit
- Public relations plan
 - Current situation analysis
 - Program objectives
 - Program rationale
 - Communications vehicles
 - Message content



Reactive Strategies


- Public relations audit
- Identification of vulnerabilities



Corporate Advertising

- Designed to establish a favorable attitude toward a company as a whole
- Objectives:
 - Build the image of the firm
 - Boost employee morale or attract new employees
 - Communicate an organization's views
 - Position the firm's products
 - Play a role in integrated brand promotion

Corporate advertising features the firm rather than one of the firm's brands.




WE'RE MAKING SURE OUR RESEARCH

The task is challenging, but the rewards are many. That's why at Bayer, we've made our commitment to health care research a crusade. That's why we'll spend a billion dollars this year in areas such as pharmaceuticals, medical imaging, diagnostics and genetic engineering. Working on treatments for

DEVELOPS HEALTHIER FUTURES.

medical challenges ranging from the common cold to cancer, Alzheimer's and AIDS, nearly 60 years ago we invented a wonder drug called aspirin, that helped improve the quality of life in the 20th century. Now, utilizing our expertise and experience, we plan to do the same for generations to come.

Bayer 

WE CURE MORE HEADACHES THAN YOU THINK.

Bayer is an international, research-based company in health care, chemicals, and imaging technologies.

Types of Corporate Advertising

- **Corporate image advertising:** Create a favorable predisposition toward the firm—not designed to affect sales.
- **Advocacy advertising:** Establish the firm's position on important social, political or environmental issues.
- **Cause-related advertising:** Features a firm's affiliation with an important social cause.



Drinking and driving is an important social issue featured in corporate cause-related advertising

