

Public RELATIONS MArketing tool

Integrated Marketing Communications
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Public relations at first glance

“Public relations is the management of relationships between organisations and their stakeholders”

- Bruning and Ledingham, 2000

Public Relations can be a planned activity to reach specific audiences in a way that paid media cannot. It is used for the development and maintenance of corporate goodwill, suitable relationships and the continuity necessary for good product support.

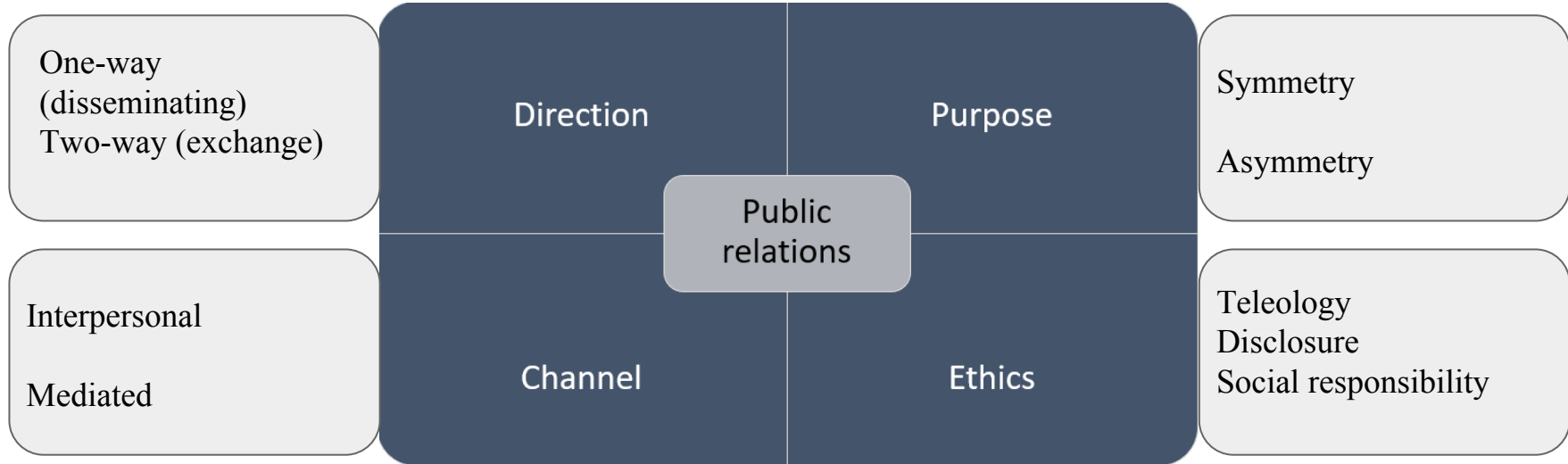


Who are the stakeholders?

Organisations and groups with which an organisation interacts, such as:

- employees (internal public relations)
- financial relations (financial or investor relations)
- customers (media relations)
- organisations and communities (corporate public relations)

Dimensions of public relations



tools of public relations



Media Relations

Methods: Press releases/conferences, interviews

Can be planned/controlled



Publicity and Events

Methods: product, corporate and community events

Cannot be controlled -> negative publicity can have negative impact



Others

Lobbying: influence direction and strength of legislations

Corporate Advertising: low credibility, but total control of message

Crisis Communications: diffuse effects of crises

The pros of public relations as a marketing tool

- Public relations provides visibility for an organisation consequently enabling it to be properly identified, positioned and understood by stakeholders
- High credibility when successfully used as an instrument to gain media visibility - decision to convey message onwards is done by media resource management rather than company itself
- Can be a low cost instrument - costs generated mainly from preparation (and associated literature)

example: Nintendo Entertainment system (NES)



Context: aftermath of 1983 Video Game Crash in the US -> distrust of video games/computers

Method: Rebrand as “family entertainment” through PR (switch sales location, reinvent image, create subculture/advocacy)

Result: Revive video game market -> Nintendo’s domination

**Thank
you!**

reference list

1. Fill, C. (2009) 'Public Relations'. In Fill, C. *Marketing Communications: Interactivity, Communities and Content* (5th edition). Essex: Prentice Hall Financial Times.
2. Picard, M. (2013) 'The Foundation of *Geemu*: A Brief History of Early Japanese video games' *The International Journal of Computer Game Research*; 13 (2). Retrieved from: Game Studies Archive. [Accessed on 30 January 2018].