

Public Relations

What is PR and how companies do it?

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Agenda



1.

What is PR?

3.

What tools are used to do PR?

2.

Who are the publics?

4.

When PR is needed?

Who are the publics/stakeholders?

1. Employees
2. Financial groups
3. Customers
4. Organisations and communities

What tools are used to do PR?

Press
Publicity and events
Lobbying
Corporate advertising



Press

Press releases
Press conferences
Interviews



Publicity and events

Product events

Corporate events

Community events



Lobbying

Lobbyist

Organisation



Government

Who does it?

- In-house lobbyist vs. hired lobbyist

Industries active in lobbying

- Pharmaceuticals
- Chemicals
- Transport
- Tobacco

Corporate advertising

Schumann et al. (1991):

- primary goal is to enhance the company's reputation
- secondary goal is to provide support for the promotion of products and services

Reasons to do corporate advertising

- Change
- Poor image
- Product support
- Recruitment
- Repositioning
- Advocacy

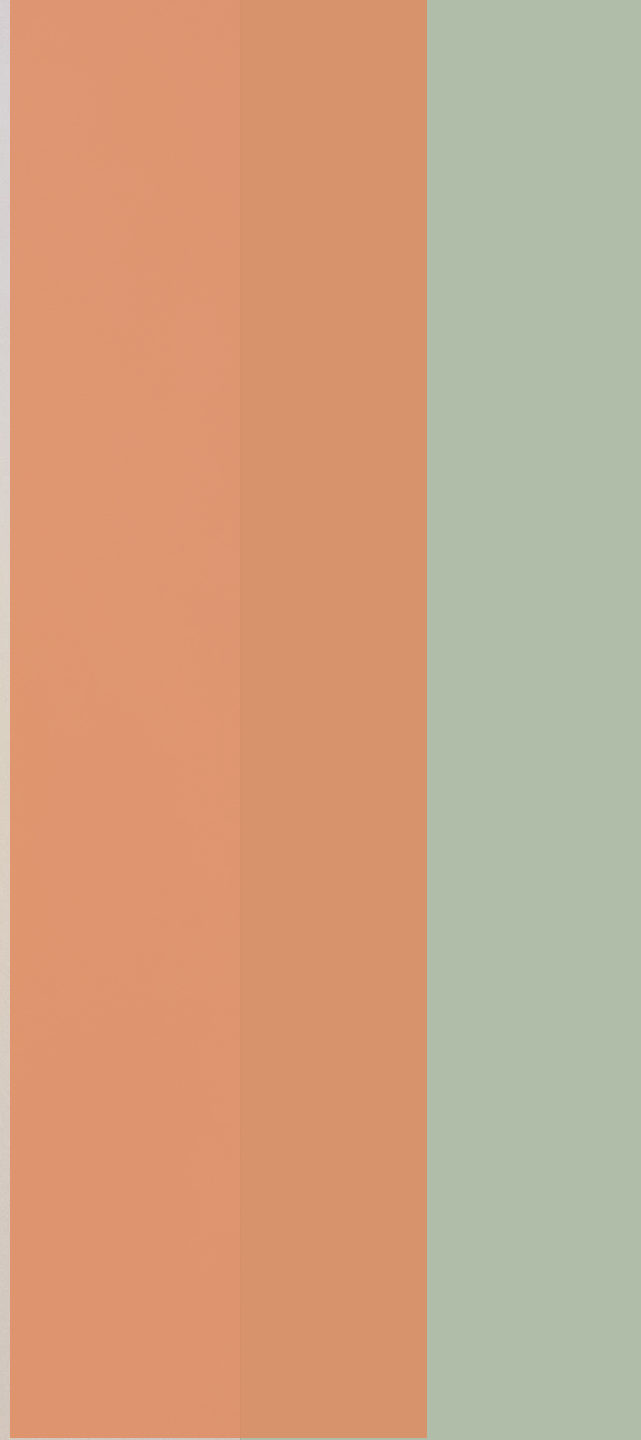


When PR is needed?

1. Strengthening brand
2. Strengthening brand values
3. Crises



Crisis management



Reactionary model of crisis management

1. Pre-impact phase
2. Impact phase
3. Readjustment phase

**Top PR
nightmares:
What went
wrong**



<https://www.youtube.com/watch?feature=oembed&v=zZynf9F5Qsk>

The future and opportunities in PR

- Brand ambassadors
- WOM
- Bloggers and earned media



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Published on 6 Feb 2017

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