

Lecture 49

PUBLIC RELATIONS

Vinay Sharma
Professor

Department of Management Studies
Indian Institute of Technology Roorkee



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PUBLIC RELATIONS

- Public relations (PR) department manages publicity and other communications with every group in contact with the company.
- Good PR is useful for fending off negative comments while trying to develop positive and noticeable messages and themes.
- The PR can be handled by either internally or externally through appointing PR agencies.

Objectives of Public Relations

- Promoting goodwill
- Counteracting negative publicity
- Promoting a product or service
- Preparing internal communication
- Giving advice and counselling for stakeholders.

PR Tools

Press Releases

Feature Stories

Company Newsletters

Interviews and Press Conferences

Publicity

Sponsored events



Press Releases

- For a product launch
- For the launch of a service
- To announce a new partnership
- To announce an acquisition
- To promote an event
- To announce an award
- To promote a new study
- To announce a fundraiser
- To announce an appointment

Apple Watch SE: The ultimate combination of design, function, and value

- Apple release featuring the largest Apple Watch display, fall detection, advanced fitness features, and Family Setup with watch OS 7.
- Press Release mentioned design and performance, advanced features, health and safety, family set up and optimizations and pricing and availability.



Feature Stories

- Inviting a journalist to write a piece, generally 500 – 2,000 words in length, with exclusive rights to the information, when there is a particularly noteworthy event.
- WHO wrote a feature stories celebrating human resilience, ingenuity and creativity during pandemic time.
- Title- [One Year Into The COVID-19 Pandemic, Six Stories That Inspire Hope](#)
 - Lao PDR: Unlocking the Full Potential of Small- and Medium-Sized Enterprise
 - Costa Rica: Women Firefighters on the Frontlines of Resilient Recovery
 - Kenya: Creating Sustainable Jobs for Youth

- **Company Newsletters**

- In-house publications (e.g., newsletters) to disseminate positive information about a firm through its employees.
- It can also be distributed to suppliers or important constituents in the community, such as government officials, chamber of commerce etc.
- Now, companies use digital initiative to post information.

- **Interviews and Press Conferences**

- It is often used in a crisis management situation but also to announce important scientific breakthroughs or explain policies and new launches.

Publicity

- The generation of news about a person, product, or service that appears in the media.
- A short-term strategy and subset of public relations.
- It is a “Free” media exposure and its not always positive.
- Often originates outside a firm.
- For E.g., Snap Inc. came into controversy owing to the alleged remark by its CEO Evan Spiegel.

Avon *#IsolatedNotAlone*

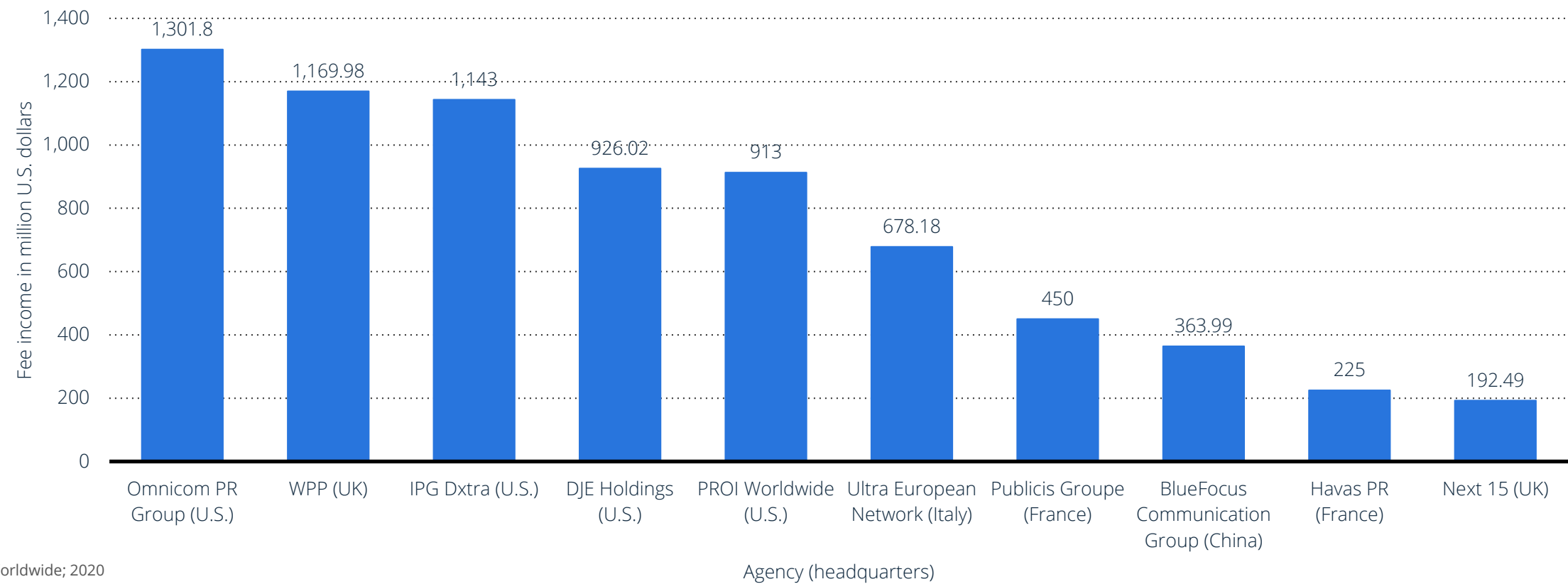
- **Objective-** “In the midst of the pandemic, women and children at risk of domestic violence have become more vulnerable since they are trapped with their perpetrators. This has led to a global surge in domestic violence. To address this, AVON along with AVON Foundation for Women launched the *#IsolatedNotAlone* campaign.”
- **Action Plan**—AVON partnered with three NGOs – Shakti Shalini, Swayam, and Family Planning Association of India (FPAI) – and issued a total grant of USD \$122,500 (approximately Rs. 94 lakh) to sign post help for those in need.
- To spread awareness, Avon hosted live sessions on Instagram with opinion leaders such as Laxmi Agarwal, Vrinda Grover, Faraz Arif Ansari, Dr. Samir Parikh, and Roshni Bhatia.
- Avon also engaged with Instagram influencers who actively talk about societal issues, such as Aishwarya Sharma, Nivedita, Priya Rana, and Naaz Arora, through which the brand was able to reach out to over a million unique users.

Event Sponsorship

- Involves a marketer providing financial support to help fund an event, such as college fest, rock concert, Olympics, tournaments, or an eating contest.
- In return, that marketer acquires the right to display about her company- logo, name, message on-site at the event.
- E.g., IPL, Thomso in IITR

Largest agency holding groups and independent networks worldwide in 2020, by PR revenue (in million U.S. dollars)

Largest agency holding groups worldwide 2020, by PR revenue



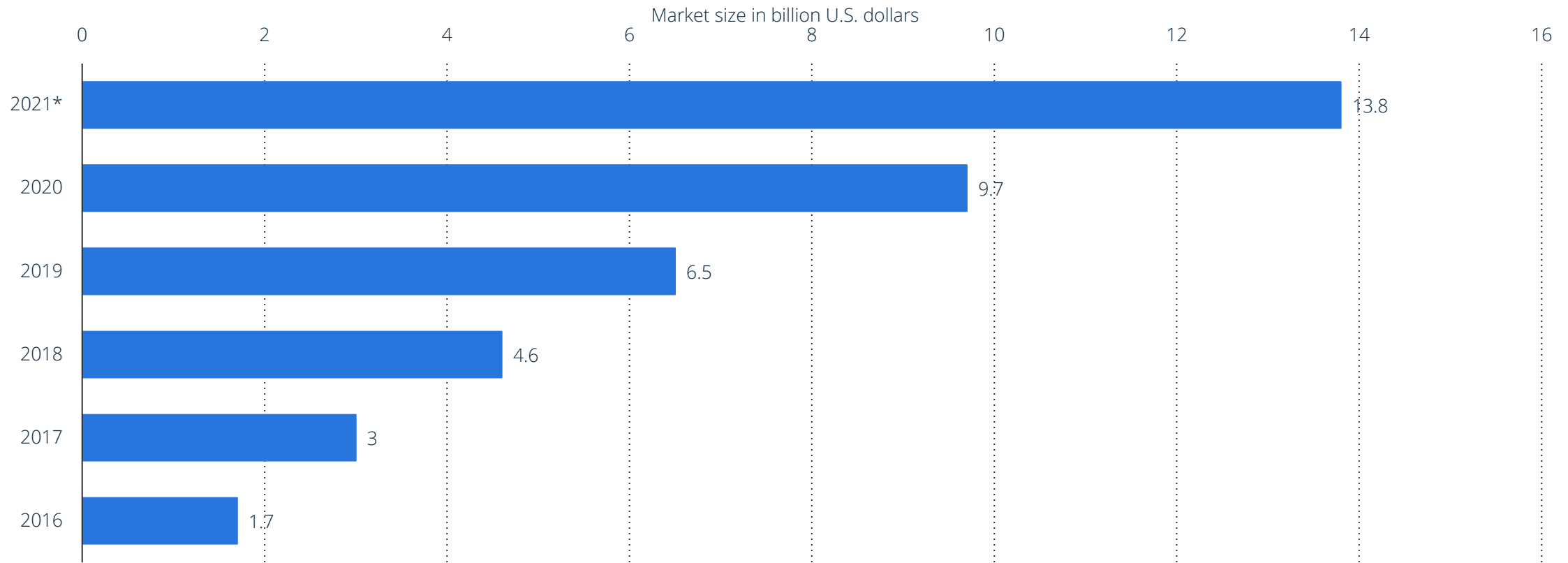
Note(s): Worldwide; 2020
Further information regarding this statistic can be found on [page 8](#).
Source(s): PRovoke; [ID 551021](#)

Influencer marketing

- According to the Cambridge Dictionary, an influencer is a “person or group that has the ability to influence the behavior or opinion of others.”
- Refers to a series of personalized marketing techniques directed at individuals or groups who have the credibility and capability to drive positive word-of-mouth in a broader and salient segment of the population.
- The basic idea behind influencer marketing is “**give ‘em something to talk about**”.

Influencer marketing market size worldwide from 2016 to 2021 (in billion U.S. dollars)

Global influencer marketing value 2016-2021



Note(s): Worldwide; 2016 to 2020

Further information regarding this statistic can be found on [page 8](#).

Source(s): Influencer Marketing Hub; [ID 1092819](#)

Professional Influencer Programs

- Professionals are expert in the field, hired professionals, celebrities possessing a solid strength of character who can contribute to the process creatively and have the ability to change behavior.
- In the past influencers were limited to celebrities, but now this has been expanded to athletes, thought leaders, industry experts etc.
- E.g., Four-time Olympic gold medalist and Grand Slam record holder, Serena Williams, has been publicly vocal about several issues.
- E.g., Industry experts- Ted Conference

Thank You

