



# Marketing



## 9. Public Relations



## Definition

- Public Relations are a group of communication tools serving to create permanent relations of the organization with its environment.
- Public Relations include the responsibility and the willingness to act in the interests of the organization and its environment.

## PR activity base

- Public relations are based on obtaining public support (or each environment surrounding the organization).
- Because many programs of shaping public opinion are based on communicating through the media, honesty, openness and subsidiarity are the basic categories of contacts with the media.



# Mission statement

- The essence of the reasons for the organization existence.
- It generates a unique selling proposition, positioning, objectives, strategies.



# Corporate culture

- Common values
- Expressed by patterns and heroes
- Reinforced by rituals and customs
- Source of collective work, productivity and morality



# Reputation

- Induces latent willingness to accept, trust and faith.
- Unexpected, self-driven force being the source of human action.
- The honor and integrity of the manufacturer is the priceless ingredient of every product.



# PR functions

- Developing knowledge and understanding for the organization and its activities.
- Creating internal and external image of the organization.
- Creating goodwill towards the organization and its activities.
- Provoking the involvement of internal and external environment of the organization for its business.
- Facilitating the current problem-solving and eliminating the effects of a crisis.



# PR audiences

- State and local authorities
- Opinion leaders
- Business partners
- Consumer organizations
- Professional organizations
- Media
- Employees
- Consumers





# Internal PR

- Internal PR is one of the important areas of public relations including team activities directed at the "internal environment" of the organization.



# Audiences of Internal PR

- Employees
- Associates
- Workers' family members
- Organization management
- Owners and investors
- Former employees



# Importance of Internal PR

- Staff and other participants of "internal environment" are the most credible ambassadors of the institution.
- They create favorable image of the organization.
- Neglected information policy, even in the smallest environment lead to the creation of an informal exchange of information.
- Unflattering rumors leak out.



# The Aim of Internal PR

- The most important goal is to create a dialogue with the internal environment.
- It needs to create the attitude to listen to the voice of workers and the whole internal environment.
- The incoming signals can not be ignored.



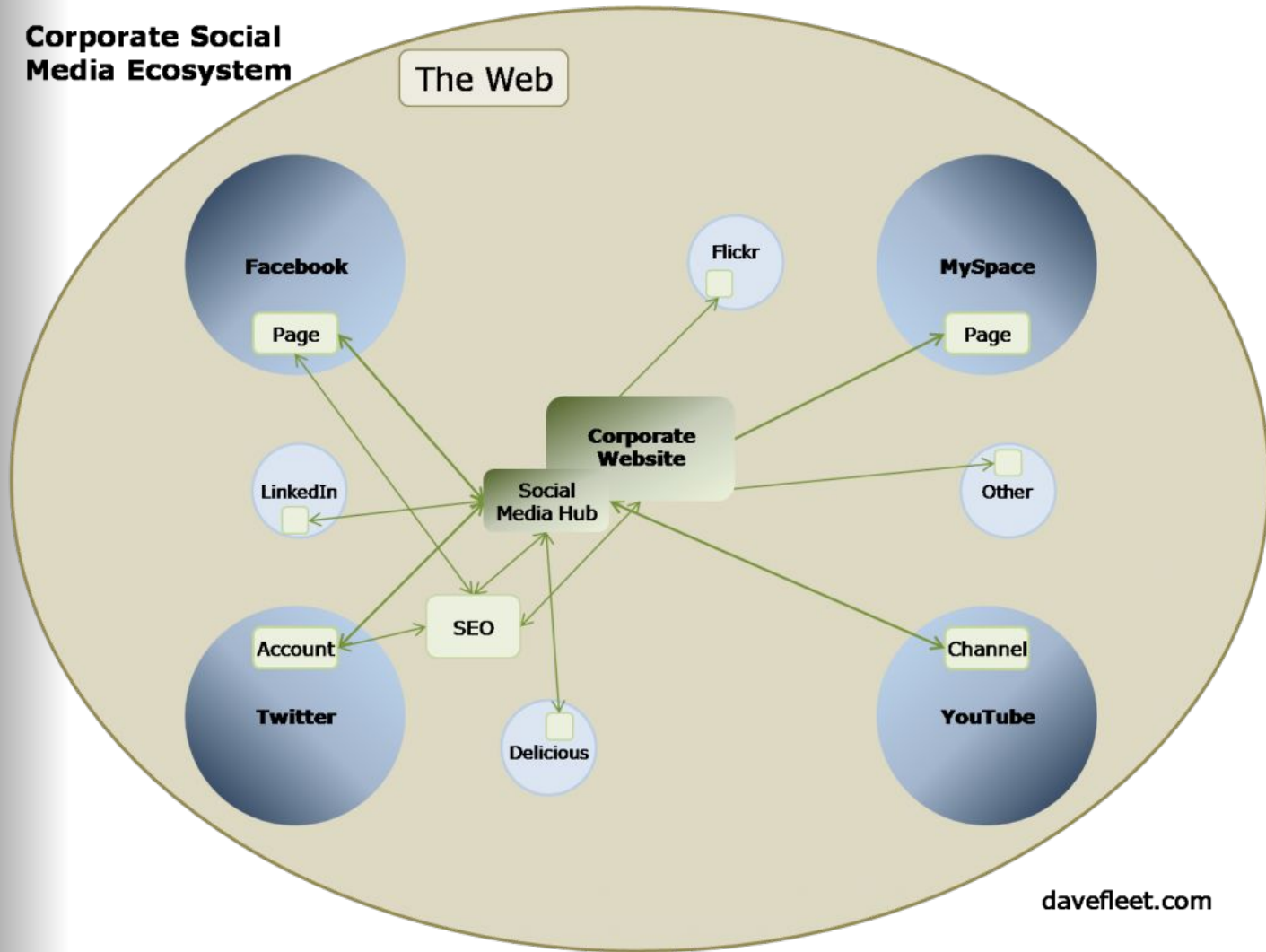
# Audiovisual communication

- Audio systems
- Internal television
- Employee worktals
- Intranet
- Mailings
- Mobile





## Corporate Social Media Ecosystem



# Information boards

- Location
- Functions: simple information, explanation, attitude change
- Open space - kind of Hyde Park, where people could post their information, comments, announcement, greetings



# Corporate events

- Adaptation
- Motivation
- Team building
- Integration





# Other Internal PR Instruments

- Corporate press
- Meetings
- Letters from the board (eg, congratulations on the occasion of anniversaries and special achievements)
- Box of comments and ideas
- Competitions
- Trainings



# Media relations – the idea

- Organizations operate in a particular environment. Whether they will be effective in their action, largely depends on the social perception (awareness, acceptance or even involvement). Thus, organizations communicate their environment what they are doing. One way to fulfill this task is to reach out to the media (and through them to ordinary people).



# Media relations

- Media relations rely on keeping in contact with journalists, so that in the media (press, radio, television) there is information on the achievements and accomplishments of the organization.



# Levels of media relations

- Formal
- Informal



# Formal media relations

- Agreements
- Advertising services
- Media patronage



# Informal relations

- The organization should establish contacts with journalists in order to gain their kindness and hospitality. Then they will willingly and competently write about it.



# Establishing relationships

- Determine the goals of media contacts
- Determine media contact
- Build a database of contacts to the media
- Prepare a proposal for cooperation



# Maintaining relationships

- Regular transfer of good information (attractive, well-prepared, meet the standards of a good message);
- Willingness to help - if the journalist is looking for help, give it or direct him to the right place;
- Exclusiveness - serving them as the first important information and highlight it;
- Equilibrium in contacts (not too often, not too rare).





# How to choose journalists?

- If the organization needs to inform the media about something disturbing or very important, it is basic to identify the proper journalist.



# When to contact the media?

- The organization should contact the reporters when it has something to say to interest them.
- Not too often, but not too rare.
- If the organization wants to convey the invitation to the event – it should contact in advance (not day to day, but not a month in advance - journalists forget).
- It is worth to know the editorial cycle.



# What is interesting for media?

The journalist does not work for himself, but for his readers. His curiosity is also their curiosity. For the journalists a valuable information:

- is actual - the highest value of "fresh news" is that the journalist will give it first (being actual also means to provide information in a timely manner, allowing for the publication, and not at the last minute);
- concerns many people, the environment, which the medium addresses;
- is interesting, distinctive, original;
- relates to a known person.



# Forms of media relations

- Press release
- Meetings (press conferences, briefings, press breakfasts).
- Events (presentations, visits, incentives)
- Replying to questions
- Regular direct contacts



# Forms of press releases

- Regular press release
- Background release (backgrounder)
- Press statement
- News release
- Feature release
- Dementi
- Advertorial



# PRESS RELEASE

Date/Timing  
Release Date

Title

Location

Paragraph 1/Intro

5 W's: Who, What,  
Where, Why, When

About/Bio

Contact Details

6th January, 2009

FOR IMMEDIATE RELEASE

33 TOP WEBSITE TIPS

Sydney, Australia

**ORBITAL** follow-up to their live album and debut single 'ORION' is released on **FREE** records on 10th September.

Their name derives as much from the fact that they live on (well, we actually 'we') the **NET** as from the orbital eye name.

Brothers Phil and Paul Harwood are **ORBITAL** and have been experimenting on their 4-track tape machine at home for only about 12 months. No experiments were made to their first single 'ORION' which really was almost purely made as it was simply a case of the best time involved plus the rest of the tape itself.

After the success of 'ORION' the boys were able to buy better equipment, thinking that follow-up 'ORION' is of a higher technical quality, but the single was still made in their living room and their presence at Sun Therapy Studios in London.


Unlike many studio bands **ORBITAL** are quite active on the live scene, enjoying playing live so much that they often live longer through playing venues that are off the beaten track.

Phil and Paul see themselves as filling in a gap between a conventional band and a DJ - it isn't particularly interesting to watch but because they play their music in parties and clubs (often that very much with a live audience) it leaves a real amount of room to improvise with song structure, timing technique and sound manipulation.

"We would prefer to be in the background playing, then releasing from the DJ (especially as people just love our music rather than expect an entertaining show)" explained Phil, who with his brother Paul is currently experimenting with other visual mediums such as film and light that are complimentary to their music.

**ORBITAL** are keeping a low profile but love us so to give their time to work on the home and on their forthcoming debut album.

**ORBITAL**: Acute & Visual experiments

 [buildawebsitetonight.com](http://buildawebsitetonight.com)

# GREAT getaways

## Radisson Edwardian Hotels

London's best address can be yours

For the ultimate London experience, there's only one name to remember: **Radisson Edwardian**. This venerable group of luxury hotels assures the very best accommodations for every kind of London visit. Whether you come for business or pleasure; for theatre, shopping, or just letting loose, Radisson Edwardian has the ideal place and package for you.

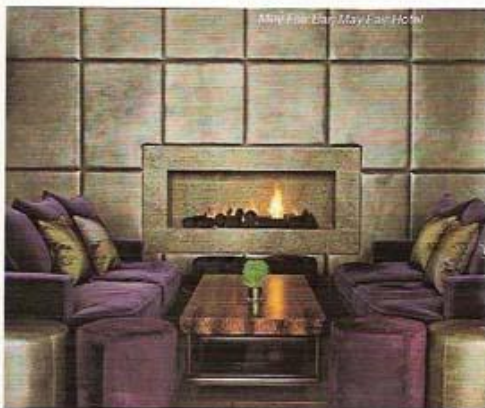
For a five-star experience in the theatre district, the **Hampshire**, Leicester Square, is ideal for attending opening nights as well as taking in some of London's most entertaining attractions. Regent Street, Piccadilly Circus, Covent Garden, St James' Park, the London Eye, the Houses of Parliament, and Big Ben are all within walking distance. The **Mountbatten** in Covent Garden is a deluxe boutique hotel, ideal for excursions to the Royal Opera House and to some of the city's hippest neighborhoods. The Dial Bar and Restaurant has become a favorite among savvy locals and international jet setters alike.

If you're looking for comfort in the city's most literary quarter, try the **Kenilworth** in Bloomsbury. Guests here can easily stroll to the nearby British Museum and Charlotte Street's many delightful restaurants. The **Berkshire** is a real find for avid shoppers—an easy walk to Oxford Circus and Bond Street, even in chic stilettos! Another gem for shoppers, the **Sussex** in Marble Arch is a boutique retreat moments from Selfridges, Marks & Spencer, Hyde Park, and Park Lane.

Leafy South Kensington boasts the **Vanderbilt**, a warm, classical Georgian retreat near Knightsbridge, Harrod's, the Natural History Museum, the Victoria and Albert Museum, Royal Albert Hall, and Hyde Park. On Tottenham Court Road, the smart, clubby **Grafton** lies in the tony environs of Fitzrovia and Regent's Park.

In London's cutting-edge Canary Wharf district, the sleek, brand-new **New Providence Wharf** hotel, opening this summer, offers floor-to-ceiling river views and a state-of-the-art spa. Other Radisson Edwardian properties include the iconic and recently refurbished **May Fair** and the ultra-convenient **Radisson Edwardian Heathrow**.

For more information, visit [www.radissonedwardian.com](http://www.radissonedwardian.com)



### Special Offer

Radisson Edwardian invites you to **Let Loose** in London from £119/night, double-occupancy on a Friday, Saturday, or Sunday night. Special midweek rates are also available. Rates are subject to availability, vary by hotel, and include a full English breakfast and VAT as well as a set of exclusive offers at some of London's premier museums, galleries, and attractions.

To make a reservation please call toll free on 1800 333 3333 and ask for 'Let Loose in London' or visit [www.radissonedwardian.com/vileetlooseus](http://www.radissonedwardian.com/vileetlooseus)



Lobby, Grafton Hotel



Bedroom, Berkshire Hotel



Dial Bar and Restaurant, Mountbatten Hotel

# advertorial

# How to react to media interest?

- Do not panic.
- Find out what the journalist calls for.
- Try to respond quickly (usually the information is needed for "yesterday")
- If you cannot answer the question right away, you need to apologize and make an appointment for later.
- Be honest.





# The situations of media interest

- Media require expert explanation or specialized data
- They are interested in a particular action
- The effect of the press release
- "Sensation"
- They call us, but the matter does not concern us





# How to answer the journalists questions?

- Speak clearly
- Speak briefly
- Give specific examples
- Respond quickly to questions and requests from journalists for comment
- Control what you say

# Sponsoring definition

- Sponsoring is direct or indirect financing or co-financing of the project, the person or institution in exchange for promotional benefits for the sponsoring entity.



# Perspective of the sponsored

- Sponsorship is to obtain cash or other support by the beneficiary to make its operations possible from an economic and technical point of view.



# Sponsorship categories

- sports
- culture
- social sphere
- science
- ecological



# Sponsored objects

- Personal
- Institutional
- Project
- Media



# Forms of sponsorship

- financial
- goods
- services
- media patronage
- honorary patronage



# Forms of promoting sponsors

- Name
- Emblem
- License





# Features of sponsoring

- long-range interaction
- high intensity of the impact
- effective channel of communication
- the right image: the use of the phenomenon of the image transfer



# Sponsorship strategies

- Concentrated strategy
- Supplemental strategy



# Corporate identity

- set of characteristics that distinguish the company from significant others, especially its competitors. It is a team of attributes and values to enable us to present themselves in a particularly vivid way to correctly identify themselves and their products or services.



# Corporate identity - explanation

- It shows the company's character inside and outside in a visual form such as on buildings, transport, work uniforms and wherever there is any contact with the environment. A properly constructed and managed identity is one of the most effective means of inducing confidence among customers.



# Corporate identity functions

## The medial function

- The elements of identity are carriers of the nature of the business and a factor influencing selection decisions by customers.



# Corporate identity functions

## The competitive function

- In a market where the competition offers goods of similar value in use, quality, price and appearance, the final decision of the buyer is beneficial to companies with well-known and clearly marked identity.



# Corporate identity functions

## The identification function

- Identity allows the company to determine the form of its communication with customers and partners. This may manifest as a kind of language, set of signs or symbols. With its own recognizable language that can communicate with the environment, the company is gaining additional elements distinguishing it on the market.



# Creating the corporate identity

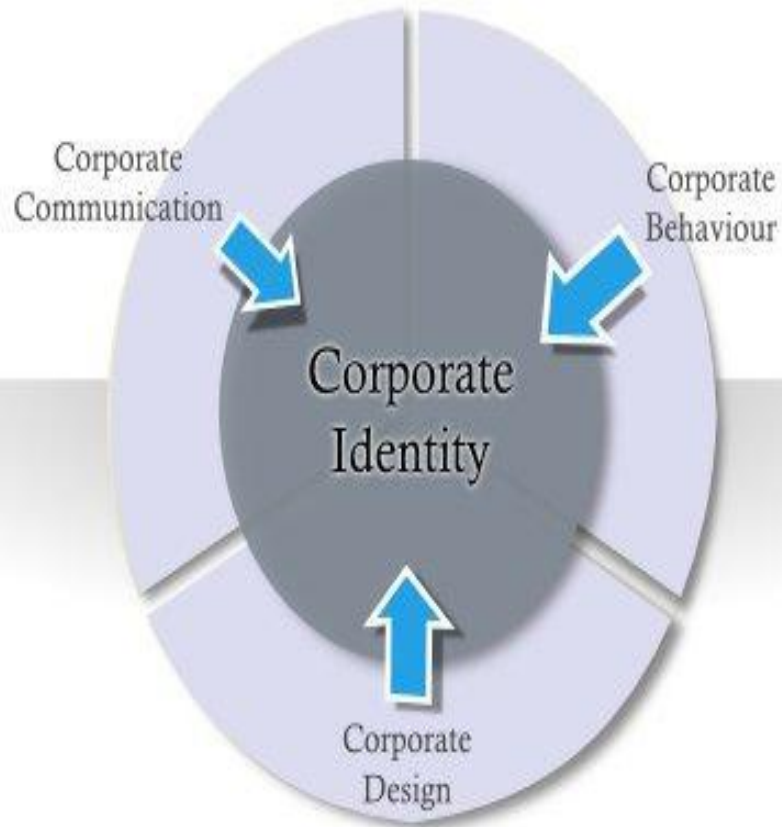
The company creating its own identity should answer the following questions:

- What is the company and how it changes?
- Where it is going and what position it wants to achieve?
- What makes it different from the competition?
- What it does and how it does it?





# Corporate identity structure



# Corporate behaviour

- Corporate behaviour is the behaviour of an organisation when considered as a single body.



# Corporate communication

- Corporate communication is the set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point-of-view among stakeholders on which the company depends.

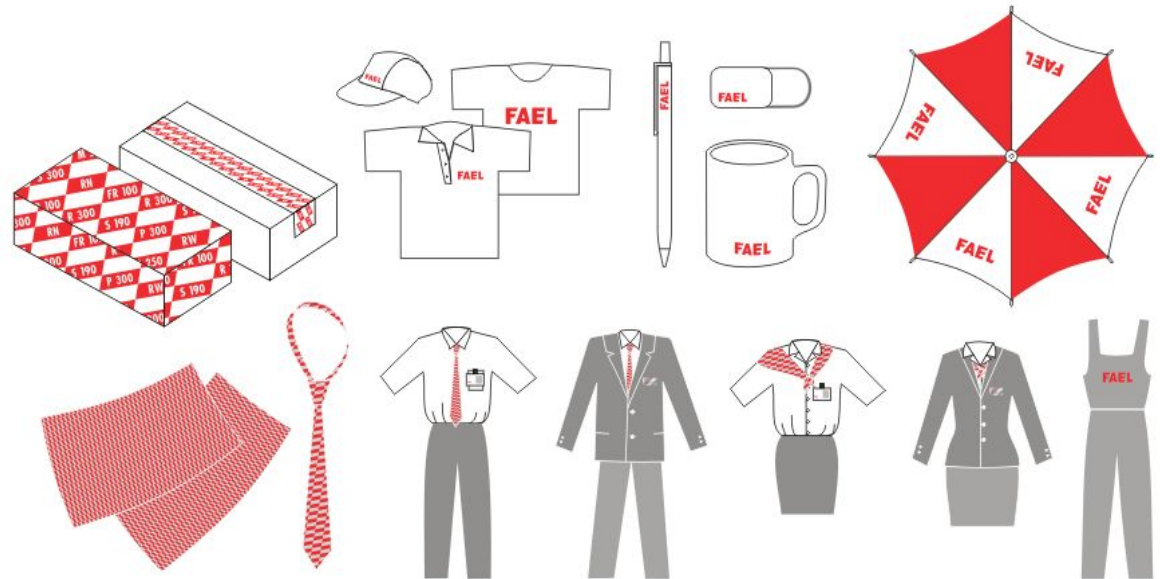
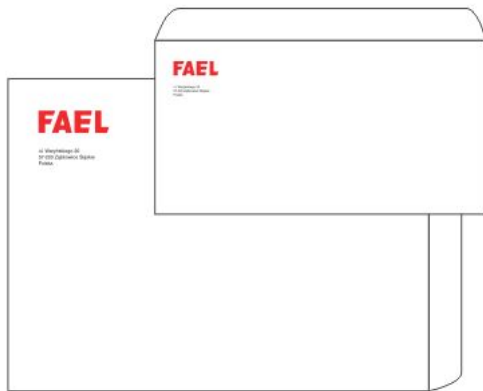
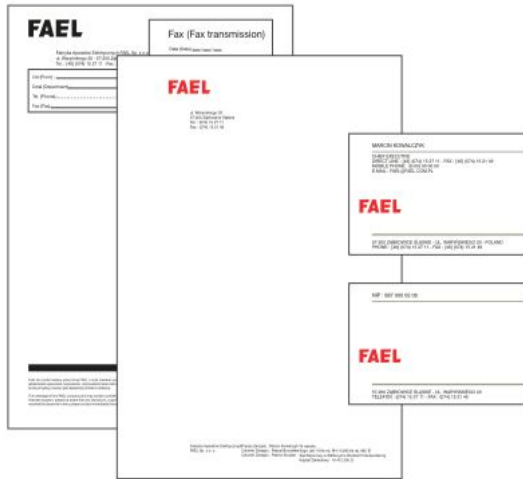
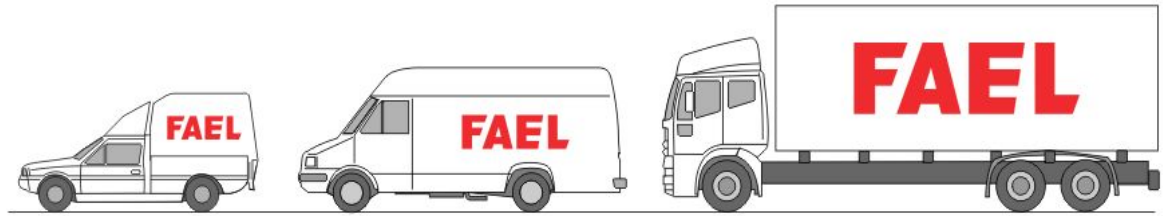


# Corporate design

- The term corporate design or corporate appearance contains the visual image of a company or organization. These include primarily the design of the communication (company logo) but also business papers, advertising, packaging, websites and others, as well as product design.



# FAEL



CODES

# Corporate identity versus corporate image



CORPORATE IDENTITY (CI)



Corporate Image