

IMC Assignment 2-Public Relations as an IMC Tool

By Brandon and Rebecca

What is PR?

- "A practice that uses sophisticated techniques to communicate with publics to create maximized effect" Bernays, 1965 (cited in Myers, C., 2016)
- "Public relations is a management activity that attempts to shape the attitudes and opinions held by an organisation's stakeholders" - Chris Fill (2009)
- "Public relations is the formulation and execution of a programme of actions to develop mutual goodwill and understanding which will develop long-term relationships between all parties involved" - Stuart Roper (2012)
- "Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour" - (CIPR, 2018)

Crisis Management

- There are four primary criteria of Crisis Management to perform in order to deal with a crisis from the Public Relations perspective (Guth & Marsh, 2012, p231).
- 1. Crisis & Damage Assessment (Identification of the problem, and analysis of the extent to which the crisis has damaged the reputation).
- 2. Plan Development (Constructing a coherent plan that all relevant members of the organisation must implement).
- 3. Response (The delivery of an official public response to the crisis).
- 4. Recovery (The public relations department must come up with a Recovery Plan which involves both short-term and long-term goals of how the business and its reputation can recover the crisis).

Crisis Management

- Crisis Management is an extremely important part of PR as any decisions could have negative impacts on the company involved. This can be seen with examples such as the BP Deepwater Horizon oil spill where the situation was made worse by the Chief Executive being pictured at a yachting event during the crisis (Pollitt, D., 2014).
- It's very important that during times of crisis, companies stay in alignment with their organisation's values especially when such crises usually cause panic, and rushed reactions, the consequences of which may not be considered (Guth & Marsh, 2012, p375-386).

Public Relations Cycle

- Definition of the PR Problem which involves research and situational analysis, as well as monitoring current PR activities, and creatively developing new solutions.
- Planning & Programming which involves aligning the PR strategy with the company's overall mission, values, and operations.
- Taking Action which involves implementing any new PR strategies and solutions into the daily business and the way by which the company interacts with its external environment, such as the public, and the media.
- Program Evaluation which involves an annual or biannual evaluation of how the newly implemented PR strategies and solutions are improving business-to-consumer relations, and if any problems are highlighted, then we must return to the first segment of the cycle to define such problems.

(Guth & Marsh, 2012, p13)

Strengths of PR

- - Effective way to communicate clear messages and build trust with consumers (CIPR, 2018)
 - A very dynamic and collaborative part of the IMC mix (CIPR, 2018)
 - Research shows that consumers are more likely to buy products when there is a mix of advertising and PR (Moody, R.F., 2012)
 - Useful for crisis-response strategies to keep the public and stakeholders informed correctly (Pollitt, D., 2014)

Weaknesses of PR

- - The code of ethics used are often not enforceable, so they may not protect consumers. Anthony Franco, PRSA's president at the time, was accused of breaking regulations in a transaction but no charges could be brought as he resigned while still maintaining a membership at PRSA (Wright, D.K., 1993)
 - Sometime reactive rather than proactive. Public Relations is mostly made to react in cases when the media get hold of information about the company. In this way it can sometimes be hard to cultivate a specific view of the company that you are doing PR for (Ciervo, A., 1977).

Examples of PR Success

- **Loyalty Programmes** – e.g. 17 million (Glenday, 2017) Tesco Clubcard Members – an attempt to build stronger relationships between the organisation and their customer base by sending customers exclusive offers that are tailored to their specific lifestyles, tastes, and behaviours (Trench & Yeomans, 2009).
- **Pull Strategies** – intended for consumers attention, pull strategies are directly targeted at customer by **demand stimulation** to encourage purchase action, such as using imperatives, emotive language, and personalisation in both product and advertising (Trench & Yeomans, 2009).



Examples of PR Failure



- **Reputational Association** – Burberry had been renowned for its classic tartan print throughout the 20th century, but by the 1990s, football hooligans began wearing the pattern and news stories emerged with fights and riots breaking out with people wearing the signature Burberry style pattern and as a direct result, the Burberry brand saw the majority of its customer base leave the brand for alternatives that didn't have the same associations (Fill & Roper, 2012).
- Burberry utilised a combination of digital technologies, social engagement, and a redirected style to turn their business around, let's see how they achieved this...

Please write down 3 ways that Burberry has used marketing communications to transform their brand!



References

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Video Activity



(Future of Storytelling, 2013)

VIDEO

THANK YOU FOR
LISTENING!