

Changing Role of the Public Relations Practitioner and Its Impact on Marketing and Branding

M. Larry Litwin, APR © 2013

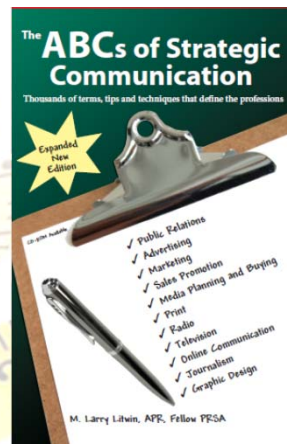
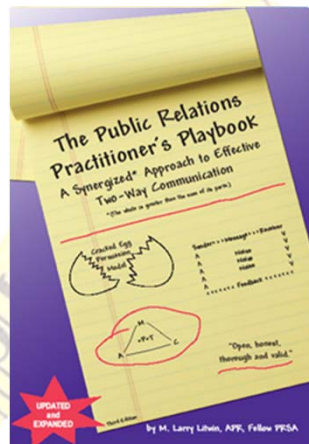


Or...

The ***credibility*** that helps cut
through the ***clutter!***



Taken from...



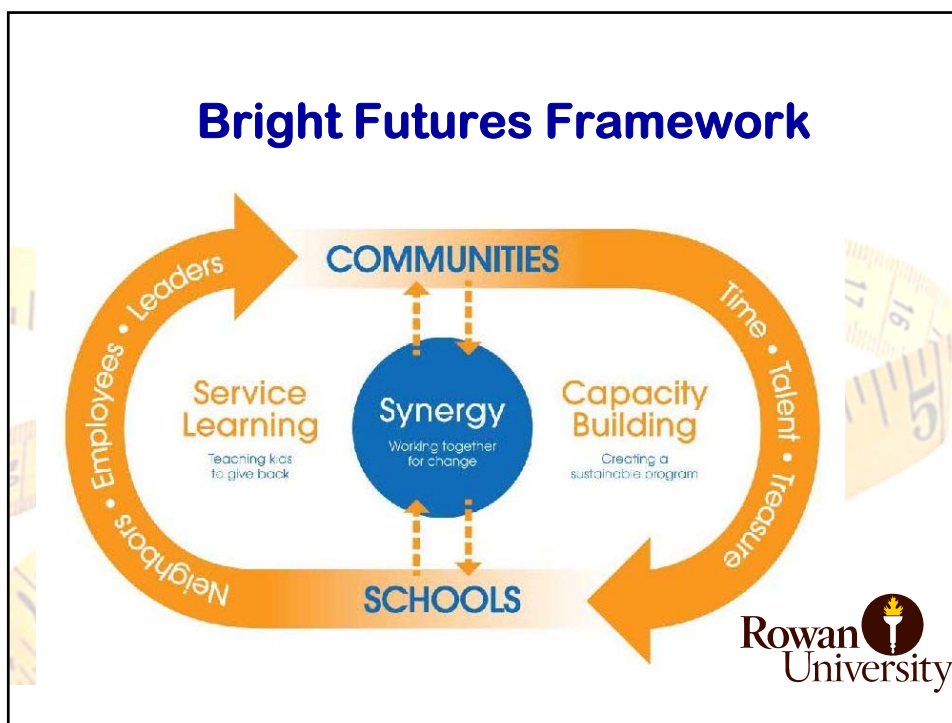
Tell me a story

Ed Sabol...

- "Tell me a fact and I'll learn.
- Tell me a truth and I'll believe.
- But tell me a story and it will live in my heart forever."

The success behind NFL Films





Key Thoughts

- Great ideas can come from any discipline
- Keep your brand hat on while working with the media
- The brand lives in real time society, and PR can adjust and respond swiftly
- Don't fall into the PR silo; know how all the disciplines work together
- Brand ideas are the fuel for integration

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Strategic Communication



Strategic Communication

✓ Marketing



Strategic Communication

- ✓ Marketing
- ✓ Advertising



Strategic Communication

- ✓ Marketing
- ✓ Advertising
- ✓ Public Relations



Strategic Communication

- ✓ Marketing
- ✓ Advertising
- ✓ Public Relations
- ✓ Branding



So, what is...

Marketing?



Marketing

- Business activities that direct the exchange of goods and services between producers and consumers
- Stresses differences rather than similarities



So, what is...

Branding?



Branding

- The promise you make to your customers
- The process of establishing the elements of a brand (name, sign, symbol, etc. used to identify a product or differentiate it from a competitor's)



You are the Brand

- Brand
- Brand Equity
- Brand Extension
- Brand Expansion
- Brand Familiarity
- Brand Favorability
- Brand Identity
- Brand Image
- Brand Insistence
- Brand Loyalty
- Brand Power (**Brand Champions**)



So, what is...

Advertising?



Advertising

- Paid
- (Non)-personal communication
- From identified sponsor
- Using (mass) media
- To persuade or influence
- Audience

(Paid – Controlled)



So, what is...

Public Relations?



PR Is...

- "This is who we are;
- What we think about ourselves;
- What we want to do; and
- Why we deserve your support."



Public Relations

- Management and *counseling* function
- Enables organizations to build and maintain *relationships*
- Through an understanding of audience attitudes, opinions and values
- *Planned, deliberate, and two-way*
- *Conscience* of organization
- Overseer of brand/*reputation*
- *Relationship* management



Public Relations...

(Not paid – Uncontrolled)



Public Relations...

A Tool of Leadership



Public Relations...

“Public relations is a [two-way] strategic communication process [management function] that builds mutually beneficial relationships between organizations and their publics.”

Larry's definition



Public Relations Practitioners are:

Strategic Advisors



PR Practitioners Practice...

- Loyalty
- Judgment
- Trust
- Ethics
- Integrity



Managing Public Opinion

Public relations practitioners...

- **Assess** public opinion
- **Influence** public opinion

It is our responsibility to **MANAGE** public opinion!



PR Practitioners/Counselors

think strategically...

- Systematically
- Methodically
- Logistically
- Calculatingly (Measured Tones)



ABCs of Strategic Communication

- Anticipate
- Be Prepared
- Communicate Clearly, Completely
Concisely, Consistently and
Calculatingly (Specifically and Simply)

Open, Honest, Thorough, Valid



Another “A” = Accountability

- Answerable
- Responsible
- Being a source or cause
- Able to be trusted or depended upon
- Reliable



CBAs of Strategic Communication

- Conceive
- Believe
- Achieve



CBAs of Strategic Communication

- Conceive = Head
- Believe = Heart
- Achieve = Hands



Reaching the Desired Outcome

- Attitude
- Opinion

Education > Knowledge > Attitude >
Behavioral Change > Output =
Desired Outcome



IMC = Integrated Marketing Communication

**Why public relations plays a vital role
today's marketing and branding**



PR-Pie

- Purpose
- Research
- Planning
- Implementation
- Evaluation



GOST

- Goal
- Objectives
- Strategies
- Tactics
- Tools



PR-Pie

Superior ***tactics*** cannot overcome a bad (business) ***strategy***..



PR-Pie

Superior ***tactics*** cannot overcome a bad (business) ***strategy***.



PR-Pie

No Planning = No Plan =
No Hope



**And we should add this
thought...**(Some from Ogilvy Public Relations Worldwide)

Branding, marketing and public relations is – expressing a cultural “nerve” in the context of a product



Synergy

**The whole is greater
than the sum of its parts.**



Synergy's Parts

- Advertising
 - (Sales) **Promotion***
 - **Public Relations***
 - Direct Marketing
 - Cause Marketing
 - Sponsorship (Partnering) Marketing
 - **Positioning (Place)***
 - **Personal Selling***
 - **Price***
 - **Product itself***
 - **Packaging***
 - **Policy***
 - **Politics***
 - Mind Share (Brainstorming)
 - Brand Identity
 - Interactive
- * Litwin's 9 P's of Marketing



Litwin's **9 P's** of Marketing = Synergy

- Product
- Place (Positioning)
- Price
- Promotion (Sales)
- Public Relations
- Personal selling
- Policy
- Politics
- Packaging



Putting the Elements Together...One more definition of **Synergy**

An unexpected combination of different thoughts which puts a particular "thing" in a new and involving context.



How are Bottom Lines Achieved?

???

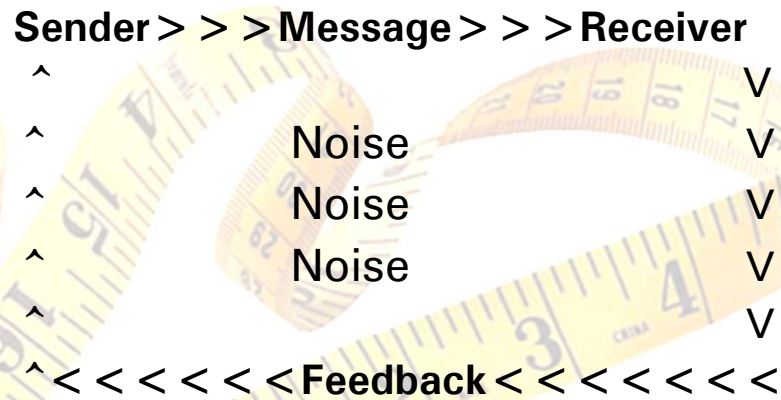


Double Bottom Line

- First Bottom Line
 - Build Relationships
- Second Bottom Line
 - Revenue
 - Control Costs
- Third Bottom Line
 - Profit



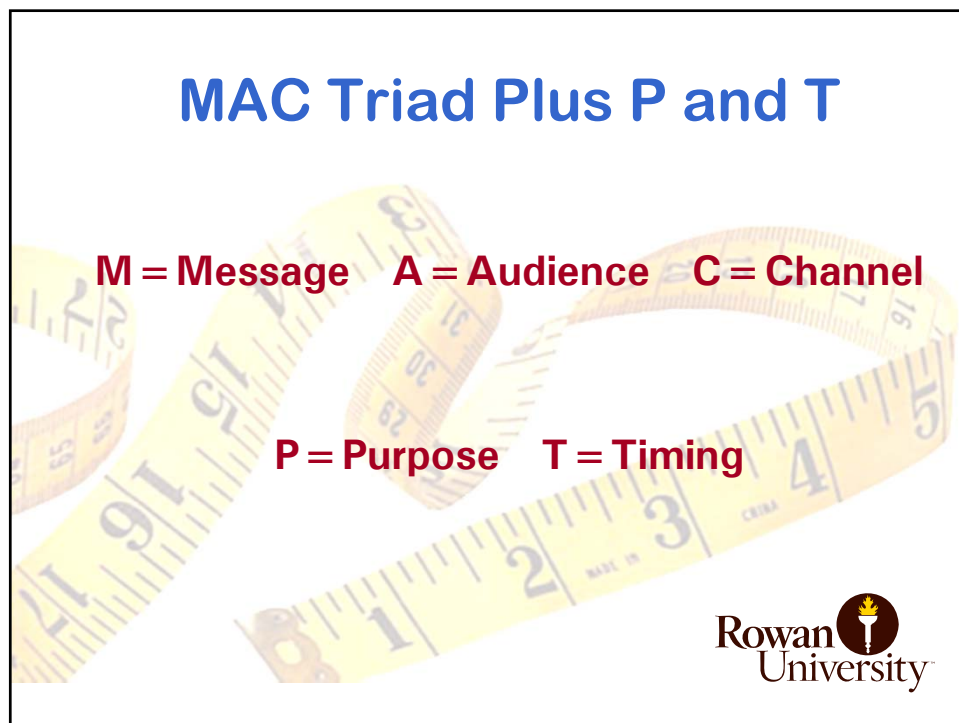
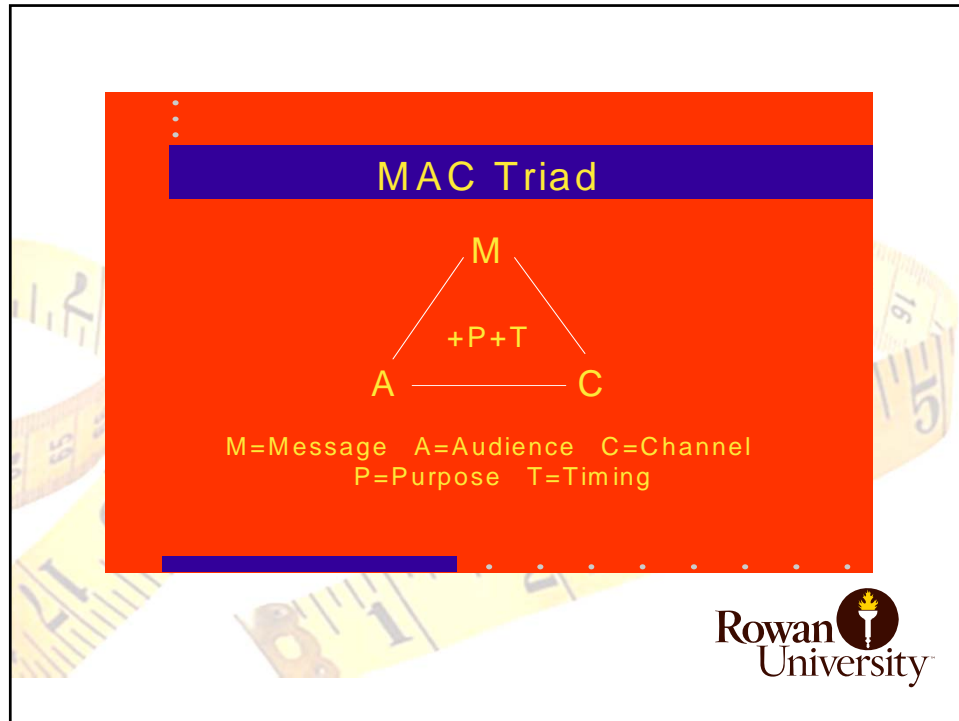
Two-Way Communication Model



You Talk – We Listen

Hearing vs. Listening

There is a reason why we have two ears and one mouth - we must listen twice as much as we speak.

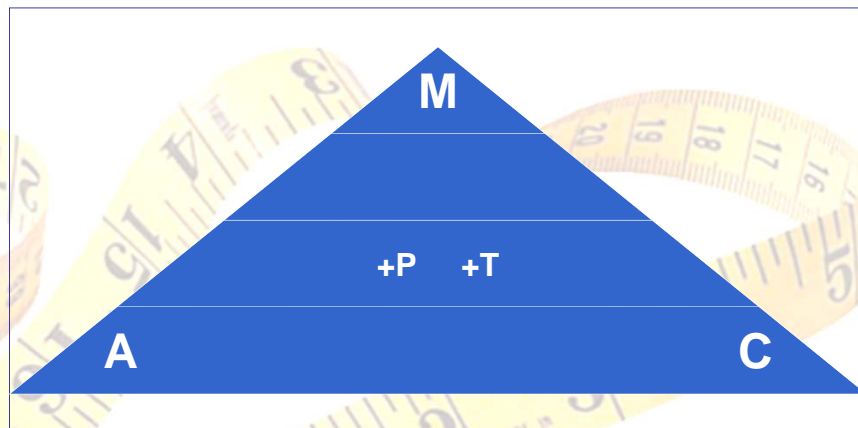


MAC Triad cont.

- **Informization**
 - Disseminating information (*message*) to target *audience* through the proper *channel* at the best possible *time*.



MAC Triad



Alternative Media

- Radio
- Television
- Internet (and Interactive – Web 2.0/Blogs/Wikis)
- Ipod® (Podcasts, etc.)
- Tablets
- Vcasts®
- Cell Phone
- iPhone®
- Digital Signage
- Aroma Marketing
- WOMM (1-2-1)
- Silent Publicity



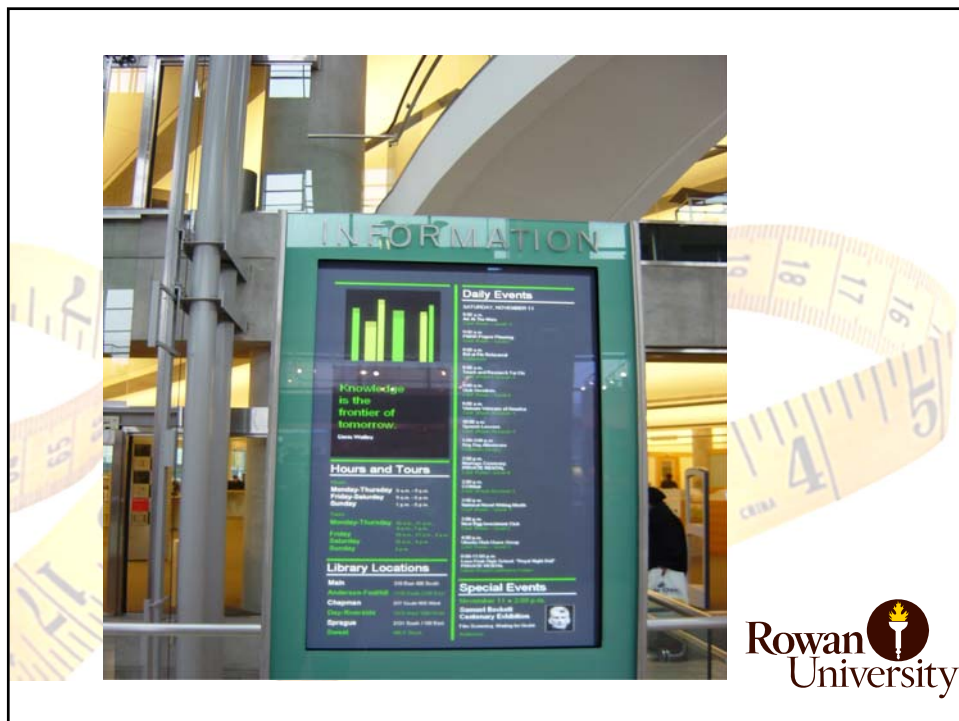
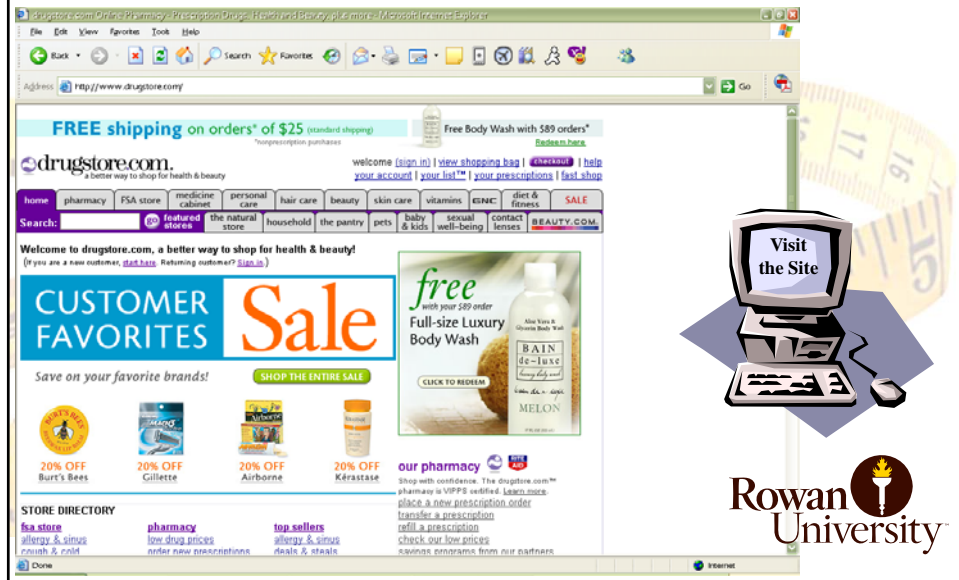
Alternative Media

- Cross Platform
 - Print
 - Digital Signage
 - Wireless
 - Broadband
 - TV
- Convergence of Distribution
 - Multiple Platforms





A Drugstore Goes Online

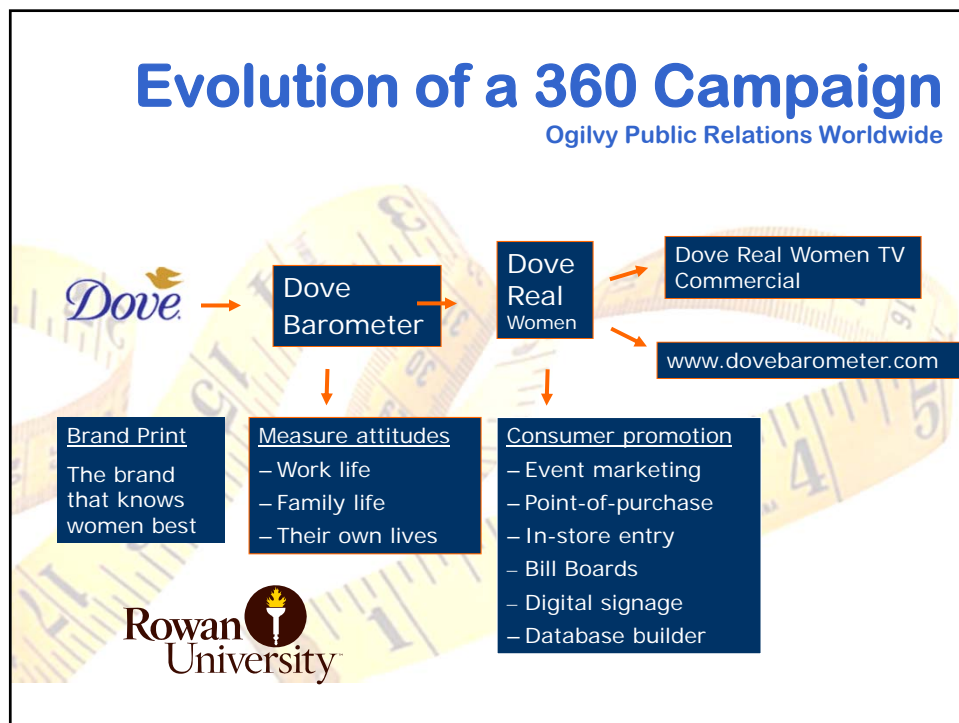




Brand Print

The brand that knows women best

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The **Big** Idea



Rowan  University

The **Big** Idea



Glamour.com

Rowan  University

The **Big** Idea



MarieClaire.com

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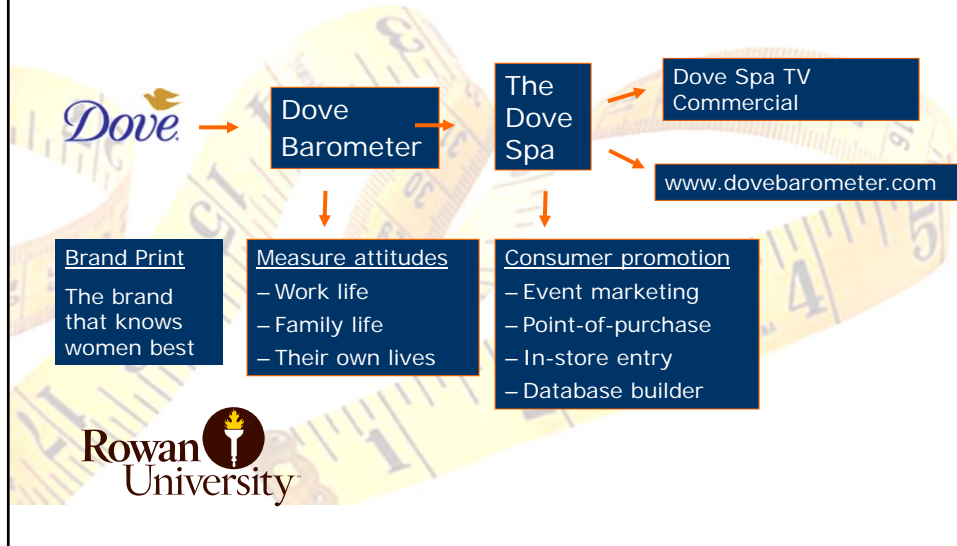
The **Big** Idea



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Evolution of a 360 Campaign

Ogilvy Public Relations Worldwide



Features and Benefits

Features

- Important characteristics of a product or service.

Stress features to active audiences.

Benefits

- The quality of product or service that supplies satisfaction or need fulfillment to the consumer or audience member.

Stress benefits to passive audiences.

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Questions



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7 C's of Communication

- Credibility
- Context
- Content
- **Clarity**
- Continuity and Consistency
- Channels
- Capability



A yellow measuring tape is coiled in a loose 'S' shape across the background of the slide. The tape has black markings for inches and centimeters.

**Features + Benefits =
Value**

Value = Worth



Bargain

When the value exceeds the cost.



Leader Defined

- Title
- Charisma
- Expertise (Competence)
- Courage
- Candor
- Cooperation
- Responsibility



Web Advantages

- Reaches the millions who have access to computers at home, work, in libraries, cyber cafes and other Wi-Fi locations
- Relative ease of using e-mail
- Rapidly expanding use of web pages
- Discussion groups, message boards and texting
- Web pages that offer links to immediate information about your company or organization
- Blogs – Citizen created content. Bloggers use their expert knowledge based on categories.
- Podcasts
- Vodcasts, Vidcasts, Vcasts



Web Disadvantages

- Outdated information
- Driving audiences to Web site
- Difficult to navigate
- Looks unprofessional
- Failure to include contact information
- Broken links
- Sometimes unexpectedly not available
- Security
- Available only to individuals who have computers



Podcasts

- Internet-distributed audio programs
- Self-styled audio productions recorded in digital format and downloaded to computers, Ipods®, iPads® or other digital music players/devices.



Vcast/Vidcast/Vodcasts

- Video podcast sometimes shortened to vidcast or vodcast.
- Online delivery of video on demand video clip content.
- Usually distributed as a file or as a stream
- Vlog



How are Bottom Lines Achieved?

???

