

SECTION – 1

QUESTION-1.

ANSWER:-

Difference between Advertising & PR:-

Both advertising and PR help build brands and communicate with target audiences. The most basic difference between them is that advertising space is paid while public relations results are earned through providing the media with information in the form of press releases and pitches. For example, you have to buy online banner ad space, but you can pitch a story to a news outlet. There is also something called ‘owned’ media which is the content you create for your website, or photos and videos you produce for social media. Now let’s get down to the nitty gritty, and explore some of the other factors that make these two marketing avenues very different:

Target: While companies and organizations are creating advertisements that primarily target potential customers, PR professionals are hoping to cast a wider net. Publics targeted through PR can be internal or external. They can include employees, investors, customers, the media, legislators, and many more. There is also a new category called influencers, which refers to people who have a lot of connections personally, like celebrities or politicians, or who have a large following on social media.

Goals & Objectives: Public relations helps build brand awareness and reputation. The goals and objectives behind a successful PR campaign revolve around the fact that consumers place more trust in and are more likely to do business with a company they know and admire. Advertisements are generated for a specific target market in order to generate sales. They usually focus more on promoting a product or service than on building a reputation.

Control: When you buy an advertisement, you decide how the advertisement will look, what it will say, where it will be placed, and when it will run. How much exposure your ad receives is largely dependent on how much money you have to spend. When it comes to PR, and specifically working with the media, you have less control. The media decides how your information is presented in the news and if it will even be covered.

Strategy: With advertising, there is a shorter term goal in mind. Ad copy is geared toward specific buying seasons (think holiday shopping), pushing a new product, or promoting special deals to boost sales. PR professionals are always looking at the big picture, delivering meaningful information about their brand to build a sustainable and dedicated base of “brand fans” that includes consumers and other stakeholders.

Credibility: Consumers do not believe everything an advertisement tells them. Why? Because whoever is paying for that ad is dictating exactly what the ad says. They’re not going to say “our product is likely to break within a year,” even though that may be the case.

Through PR, messages are communicated by a trusted third party, the media, and are far more credible.

So far, the differences are pretty simple and easy to understand, but the ever-growing popularity of social media has started to blur the lines between advertising and public relations. Why? Because social media can be used in numerous ways.

Many businesses believe that advertising and public relations play the same role for their business and if they do advertising they don't need PR, and vice versa. However, PR and advertising have completely different roles for your business, which are important to understand to help you reach your target market and achieve your business objectives. Advertising is creating paid announcements to be promoted through different types of media including online, print, TV, out-of-home and radio. PR, on the other hand, is a strategic communication process that builds mutually beneficial relationships between organisations and the public. PR is great for building a connection with your audience and promoting your key messages, consumers are more likely to believe and take note of something written in an article, rather than an advertisement that has been paid for. Here are the top seven differences between advertising and PR. Paid vs. free Advertising: you pay for an advertisement to be placed in the media. PR: your PR agency develops strategies for you to gain publicity in the media. PR professionals develop a range of tactics to gain positive media attention for your brand, which is very effective at increasing your target audience's brand awareness. Message control Advertising: you have control over the content of your advertisement including where and when it will be seen in the media. PR: you have less control of your coverage in the media. Once you send a story idea to a journalist they have control over it. They can choose to change your story idea or not even publish it at all. However, your PR agency should offer you media training so you know how to control an interview and make the most of any media opportunities they create for you. Duration of coverage Advertising: You can pay for an advertisement to be shown in the media as many times as your budget allows. PR: An advantage of PR is that you can send a story idea to a number of journalists who will then publish the story in different ways. This allows your target audience to see the information differently in many mediums, which may be more effective at reinforcing the message. Credibility/believability Advertising: Advertisements have less credibility than the coverage gained by PR. When your target audience see's an advertisement they know it has been bought by a company trying to sell them something.

Advertising and public relations are two very different industries, even though they're commonly confused for one another. To understand the differences, consider 10 different situations and how you might approach them differently through advertising or public relations.

1. Paid Space or Free Coverage

Advertising: The company pays for the ad space or airtime and knows exactly when the ad will air or be published.

Public relations: Your job is to get free publicity for the company. From news conferences to press releases, you're focused on getting free media exposure for the company and its products or services.

2. Creative Control Vs. No Control

Advertising: Because you're paying for space, you have control over what goes into that ad and how it looks or sounds.

Public relations: You have no control over how the news media presents your information—if they decide to use your information at all. The news media is not obligated to cover your event or publish your press release just because you want them to do so.

3. Shelf Life

Advertising: Because you pay for space or airtime, you can run your ads over and over for as long as your budget allows. An ad generally has a longer shelf life than a single press release.

Public relations: You submit a press release about a new product, a newsworthy event, a news conference, or a trend story only once, and the PR exposure you receive is circulated only once. A journalist won't publish the same information three or four times.

4. Wise Consumers

Advertising: Consumers know when they're reading an advertisement that someone is trying to sell them something.

Public relations: When someone reads a news article written about your product or views coverage of your event on TV, they're seeing something you didn't pay for with ad dollars. The public views it differently than it would a paid advertisement because your information has third-party endorsement—its viewed by the news media to be of some value.

5. Creativity or a Nose for News

Advertising: You get to exercise your creativity in creating new ad campaigns and materials.

Public relations: In public relations, you have to have a nose for news and be able to generate buzz through various news outlets. You also exercise your creativity, but you do so by coming up with ideas and producing written materials the news media finds intriguing.

6. In-House or Out on the Town

Advertising: If you're working at an ad agency, your main contacts are your co-workers and the agency's clients. If you buy and plan ad space on behalf of the client, then you'll also interact with media salespeople.

Public relations: You interact with the news media and develop relationships with editors, news directors, and reporters. You're in constant touch with your contacts at print publications, broadcast media, and digital outlets.

7. Target Audience or Hooked Editor

Advertising: You're looking for your target audience and advertising accordingly. You wouldn't advertise a women's health product in a men's sports magazine.

Public relations: You must have an angle and hook to get editors or news directors to use your information for inclusion in an article, or to cover your event. It has to be relevant and of the moment.

8. Limited or Unlimited Contact

Advertising: Some industry pros have contact with the clients. Others, like copywriters or graphic designers, may never meet with a client.

Public relations: In public relations, you are visible to the media. Also, PR pros aren't always called on for the good news. If there was an accident at your company or impending litigation, you may have to give a statement or on-camera interview to journalists, because you are the spokesperson for the company.

9. Special Events

Advertising: If your company sponsors an event, you wouldn't want to take out an ad giving yourself a pat on the back for being such a great company. This is where your PR department steps in.

Public relations: If you're sponsoring an event, you can send out a press release and the news media might pick it up and give you positive press exposure.

10. Writing Style

Advertising: Buy this product! Act now! Call today! These are all things you can say in an advertisement. You want to use those action words to motivate people to buy your product.

Public relations: You're strictly writing in a no-nonsense news format—who, what, where, when, and why. Any blatant commercial messages in your communications will be edited out by the media—or its presence may dissuade them from wanting to deal with it.