

NAME - TEJAS SAHIL SHARMA

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Ans

Some important differences between advertising and public relation are as follows:-

i) With advertising, a company pays for ad space, which is often expensive.

If you run one ad, it's really not going to do much for your product or service unless you run it at least once a month over a period of time.

A PR's firm's job is to get free publicity for a company or service through press releases, media pitches, and good relationships with the media.

An article in the third party endorsement and credibility for your product or service.

ii) If you're paying for an ad, you can say exactly what you want, but consumers

Then are skeptical because they know you're paying for it.

When you pitch a story to a reporter and he decides to pursue it, you don't have much control over what gets into the paper.

iii) In advertising it would ~~ever~~ seem that ad has a longer 'shelf life' because of its creativity and delivery method.

In PR with the internet, an article tweet, or facebook post is therefore forever.

iv) In advertising when customer see you ad, they know that you provided the message and are trying to sell them something.

But in PR, once again, it goes back so that third party endorsement that removes bias and lends credibility to your story, product and services.