

2. UNDERSTANDING PUBLIC RELATIONS

1.Introduction and Growth of PublicRelations- Indian Scenario

Meaning, Definitions, Scope, Objectives and Significance of Public Relation in Business. Tracing Growth of Public Relations in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations.

2.Role of Public Relations in various sectorsHealthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.

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3.Theories and Tools of Public Relations

Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.

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INTRODUCTION:-

As the term connotes PR means Public Relations. It is a strategy to influence public opinion through systematic research, measurement, and evaluation. It shows its concern and expectations of the organization's public. Today, PR agencies are not only hired by celebrities, industries, and filmmakers but the government also hires PR agencies to inform and aware people about their development initiatives. The two famous ad campaign which has created brand Modi (Honourable Prime Minister of India) and Domino's strategy to manage crisis through its PR and marketing campaign can

be studied in detail in the below mentioned link:-

1. g. 1) Brand Modi Campaign 2014 elections: –

<https://www.businesstoday.in/magazine/case>

Today, no company can imagine its success without having a strong PR team. They are termed as “Long Term Strategist”, Image Builder and Crisis Manager. To sum up, PR is the practice of creating, promoting or maintaining goodwill and favorable image among the public towards an institution or public body. To conclude, PR is the sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics. The PR in an industry has gone up to 50 % growth rate every year.

MEANING:-

Today, PR is not just termed as an activity to manage public relations but a marketing strategist to handle press relations, buildup of universal goodwill, manage consumer expectations, demands and company's profits, create an environment for the presence of firm and influence a group of people who share a common interest i.e. Target audience. It is a profession that has become a part and parcel of management functions.

DEFINITION OF PUBLIC RELATIONS:-

“Public relations helps an organization and its publics adapt mutually to each other. Public Relations broadly applies to organizations as a collective group, not just a business; and publics encompass the variety of different stakeholders.” - **PRSA (Public Relations Society of America)**

“Public relations is communicating your organization's messages at the right time and in the right place to the right audience. With the proliferation of tools and technologies, we can measure the value of those efforts and how they align with a business' overall mission.” - **Marla Aaron – MRM Worldwide.**

“Traditionally, PR has focused on cultivating the media and celebrities, who have got the reach

and credibility, to tell the stories of an agency's clients. However, in the new media world, where digital conversations among peers can capture a higher Google ranking than a mainstream media publication, who influences opinion has been expanded. At the end of the day, PR is still about building relationships with the people who can convey that third-party endorsement. That person just may surprise you because it could be you!" - **Toby Bloomberg— Bloomberg Marketing/Diva Marketing.**

"PR is the part of a marketing and communications strategy that crafts an organization's message(s) to its diverse publics including customers, prospects, investors, employees, suppliers, distributors, media/journalists, social media networks, the government and the public. Given communications and media evolution, these messages can be communicated one-to-many, one-to-one and/or many-to-many across owned media. Third-party media and /social media via online and offline vehicles. These communications and their distribution must be search-friendly. Since every individual is essentially a publisher complete with a media platform from which to broadcast his message, organizations must monitor the social media landscape for keywords and brand mentions, be prepared to respond to emerging news 24/7, and have a crisis management plan." – **Heidi Cohen – Riverside Marketing Strategies.**

Public Relations is a management function that establishes and maintains two-way, mutual relationships and communications between an organization and its public and stakeholders (i.e. those who have a stake such as employees, shareholders, etc.) that often determine their success or failure. PR management includes ongoing research, analysis, planning, and evaluation to understand, develop and nurture strategic relationships, Areas of PR specialization include investor relations, Lobbying, Public Affairs (Government and Community), Publicity and Media/Blogger Relations, Employee Relations, International Relations and Crisis Management. Often, PR and Publicity are used synonymously, which leads to a misunderstanding of the field of PR. Beth Harte – **The Harte of Marketing.**

OBJECTIVES OF PUBLIC RELATIONS

1. Building Product Awareness: When introducing a new product or re-launching an existing product, marketers can use a public relation element that generates consumer attention and awareness through media placements and special events.

2. Creating Interest: Whether a public relation placement is a short product article or is included with other products in "round up" article, stories in the media can help entice a targeted audience to try the product. For example – around the holiday season, a special holiday food may be promoted with public relation through promotional releases sent to the food media or through special events that sample the product.

3. Providing Information: Public relation can be used to provide customers with more in depth information about products and services. Through articles, collateral materials, newsletters and websites, public relation delivers information to customers that can help them gain understanding of the product.

4. Stimulating Demand: A positive article in a newspaper, on TV news show or mentioned on

the Internet, often results in a discernable increase in product sales.

5. Reinforcing the Brand: In many companies the public relations function is also involved with brand reinforcement by maintaining positive relationships with key audiences, and thereby aiding in building a strong image. Today it is ever more important for companies and brands to build a good image. A strong image helps the company build its business and it can help the company in times of crises as well.

SCOPE OF PUBLIC RELATIONS:

Public Relations is the profession of relationship building between people and or organizations and audiences that have an interest. The primary role of a public relations professional is to foster relationships with key audiences. Specifically:

- PR practitioners are activists seeking to engage, enlighten, and energize an organization's many stakeholders.
- PR professionals advocate not just for their organizations but also for their organization's constituents and stakeholders, which adds the important role of presenting the stakeholders interests and views to management.
- PR practitioners are strategic content developers and storytellers, helping their organizations formulate key messages that are resonant with the corporate culture and nature of the organization.
- PR practitioners build mutual trust by encouraging transparency and integrity throughout the organization.
- PR practitioners counsel, actively advising and guiding organizations in honestly communicating and behaving in the best interests of society and constituents such as customers, employees, shareholders, and the communities in which they operate.
- PR professionals enable and connect, helping organizations stay grounded, stay human, and stay sensitive to the needs and desires of their communities. In essence, the role of today's public relations practitioner is akin to being the conscience of the organization, being ever vigilant to ensuring that the organization is "doing the right thing."

SIGNIFICANCE OF PUBLIC RELATIONS IN BUSINESS:-

Public Relations Increases Brand Credibility

Whatever the industry, trust plays a monumental role when it comes to determining the success of a business. Without trust, a business leaves potential sales on the table. To bridge that trust-gap between a business and its would-be clients or customers, the business can hire someone in public relations. The expert works on increasing their credibility within their given industry and increasing their overall reputation. This is often done through thought leadership pieces, influencer connections and networking strategies.

Increase Profits, Sales and Leads With PR

PR isn't complete without marketing. A company that enhances its reputation through a range of unique PR practices makes it likely that new potential customers will find their way right to its door. Customers and clients will have more options to connect with the company through its business stories and press releases. PR agencies make that possible by helping organizations to craft the right messages to resonate with their target customers in impactful ways. In the end, that means bigger profits.

PR Changes the Way People Think About a Business

The online world allows people to say whatever they want about a business, true or not, with the business being able to do very little about it. A large number of businesses get a bad reputation without doing anything to deserve it, while other businesses are not within easy online reach of their intended markets. Both circumstances are hardly ideal. The most effective way to fix that is through PR campaigns. PR support and the right campaigns increase awareness for a brand while maintaining a positive and consumer-resonant image. Audiences are also more likely to listen to a message coming from an objective source, as opposed to paid-for advertising. By leveraging their connections with influencers, PR agencies can gain trust for a company.

PR Enhances Online Presence

Everyone is digitally connected in today's world, and PR helps companies to create a strong online presence that is highly visible to their target audience. PR agencies provide businesses with support and guidance to help them market themselves online while being constantly ready to step in when a disaster occurs or something threatens to damage the image the company has been building. PR experts can identify the best channels and influencers to spread a company's message to the right people, and they can use their experience and industry connections to maximize reach. Press releases, social media and influencer connections with promotional content-publishing sites are some of the tools that PR companies use to help their clients to strengthen their brand image and increase their profitability. Plus, they are tools that can also be used to overcome challenges that may threaten a company's success.

With the right PR company assisting them, brands of today have a much higher chance of reaching the right audience effectively.

PR Communicates Social Values

Consumers are becoming increasingly conscious of the values of brands that they shop from. Employing a diverse workforce, women's rights, and sustainability are just a few of the many values that consumers say will make them more likely to purchase from a brand. PR specialists are responsible for communicating a company's values and building trust with consumers and their audience. Recent polls show that more than half of consumers are more likely to shop from a brand that they believe practices empathy.

Some PR Case Studies:-

Ikea #StayHome

During the pandemic, we saw all kinds of “stay home”-related [digital marketing](#) and PR campaigns, from Uber’s “Thank You for Not Riding” spots to Burger King’s “Stay Home of the Whopper.”

Admittedly, Ikea had a bit of an advantage here as one of the world’s largest retailers of home goods, but their #StayHome PR campaign was still impressive—poignant, reassuring, and hopeful.

Dove’s #TheSelfieTalk Campaign

A decade after the women’s skincare brand launched its Real Beauty campaign, it’s still going strong.

Why? Because they’ve involved real women (and girls) every step of the way. Their latest campaign is a commentary on how social media affects girls’ self-esteem. Their #TheSelfieTalkCampaign shows a young girl editing a photo of herself to post online. To make their point, Dove shows this process in reverse. The advertisement ends by showing the girl’s natural face without makeup or filters.

From honest conversations on beauty standards to what it means to “throw like a girl,” Dove’s public relations campaigns have evolved and adapted to the times by staying sincerely in touch with what its customers are experiencing in their daily lives.

Airbnb’s ‘Belong Anywhere’ Campaign

This PR campaign was an innovative campaign that aimed to position the company as a global community that offered unique and authentic travel experiences. The campaign focused on Airbnb’s ability to connect people from different cultures and backgrounds, highlighting the role of welcoming and knowledgeable local hosts. The campaign was successful because it tapped into the growing trend of experiential travel and emphasized the community aspect of travel. It helped establish Airbnb as a disruptor in the travel industry and drove significant growth for the company.