


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

M. Larry Litwin, APR © 2006



---

---

---

---

---


---

---

---

**Or...**

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



---

---

---

---

---

---


---

---

**Ivy Ledbetter Lee**

First PR counselor, convinced major corporations and railroads to:

- **Tell the truth**
- **Provide accurate facts**
- **Give the public relations director access to top management so that he/she can influence decisions**



---

---

---

---

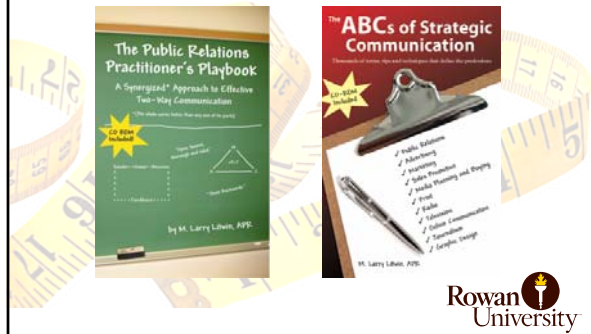
---

---

---

---

## Portions taken from...



---

---

---

---

---

---

---

---

## 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



---

---

---

---

---

---

---

---

## ✓ Marketing



---

---

---

---

---

---

---

---



---

---

---

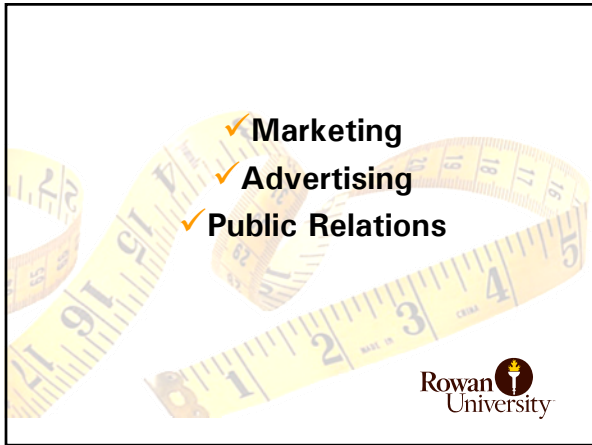
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**So, what is...**

**Marketing?**



Rowan University

---

---

---

---

---

---

---

---

**Marketing**

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



Rowan University

---

---

---

---

---

---

---

---

**So, what is...**

**Branding?**



Rowan University

---

---

---

---

---

---

---

---

## 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 Familiarity
- Brand Favorability
- Brand Identity
- Brand Image
- Brand Insistence
- Brand Loyalty
- Brand Power



---

---

---

---

---

---

---

---

## 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?



---

---

---

---

---

---

---

---

## Public Relations

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



---

---

---

---

---


---

---

---

**Public Relations...**

**(Not paid – Uncontrolled)**



Rowan University

---

---

---

---

---

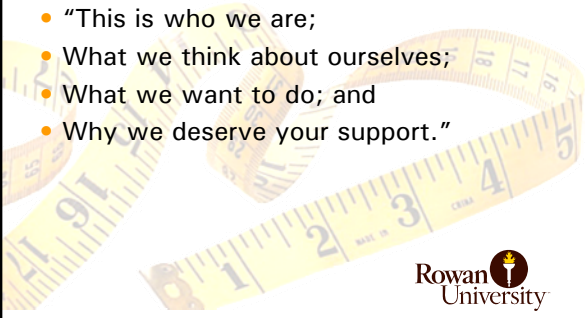
---

---

---

**PR Is...**

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



Rowan University

---

---

---

---

---

---

---

---

**Public Relations...**

**A Tool of Leadership**



Rowan University

---

---

---

---

---

---

---

---

**Public Relations Practitioners are:**

**Strategic Advisors**



Rowan University

---

---

---

---

---

---

---

---

**PR Practitioners Practice...**

- Loyalty
- Judgment
- Trust
- Ethics
- Integrity



Rowan University

---

---

---

---

---

---

---

---

**Managing Public Opinion**

Public relations practitioners...

- Assess public opinion
- Influence public opinion

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



Rowan University

---

---

---

---

---

---

---

---



## PR Practitioners/Counselors

think strategically...

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



---

---

---

---

---

---

---

---

## ABCs of Strategic Communication

- Anticipate
- Be Prepared
- Communicate Clearly, Concisely,  
Consistently and Completely  
(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



---

---

---

---

---

---

---

---

**CBA of Strategic Communication**

- Conceive
- Believe
- Achieve



Rowan University

---

---

---

---

---

---

---

---

**CBA of Strategic Communication**

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



Rowan University

---

---

---

---

---

---

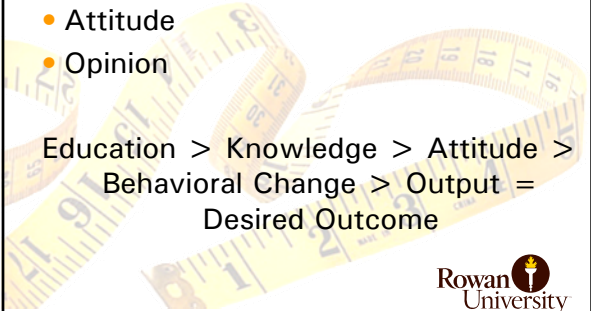
---

---

**Reaching the Desired Outcome**

- Attitude
- Opinion

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



Rowan University

---

---

---

---

---

---

---

---

**IMC = Integrated Marketing Communication**

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



Rowan University

---

---

---

---

---

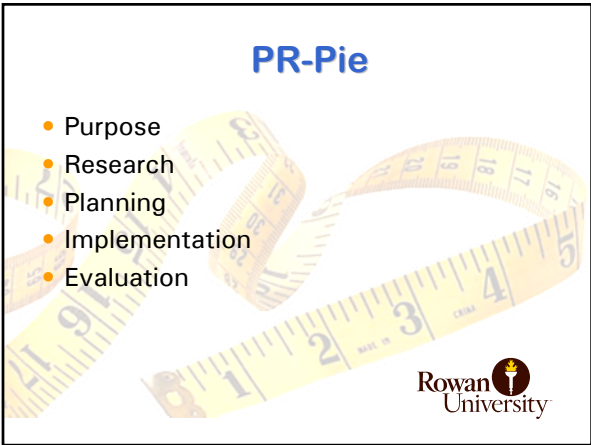
---

---

---

**PR-Pie**

- Purpose
- Research
- Planning
- Implementation
- Evaluation



Rowan University

---

---

---

---

---

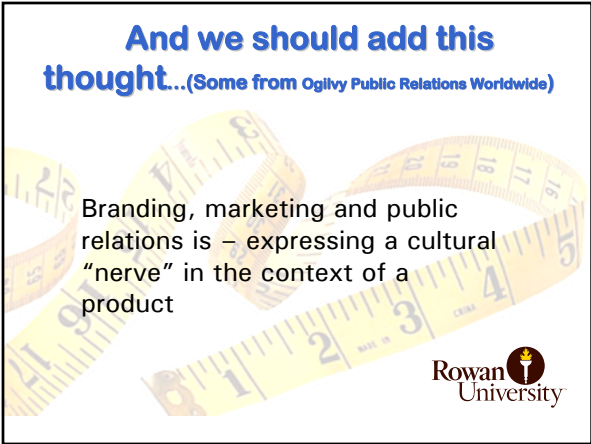
---

---

---

**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



Rowan University

---

---

---

---

---

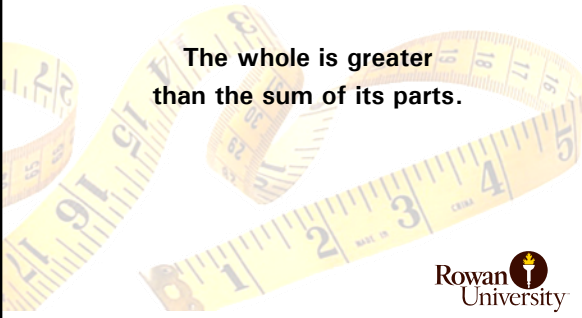
---


---

---

## ***Synergy***

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



 Rowan University

---

---

---

---

---

---

---

---

## **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 Ps of Marketing



 Rowan University

---

---

---

---

---

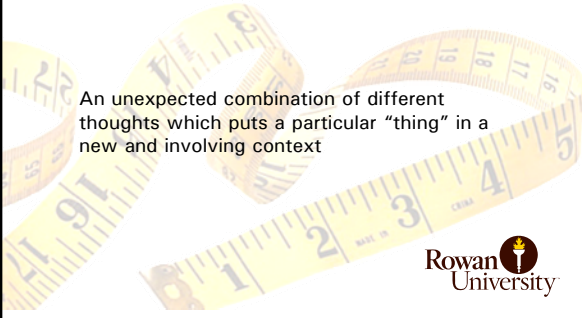
---


---

---

## **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



 Rowan University

---

---

---

---

---

---

---

---

### How are Bottom Lines Achieved?

Rowan University

---

---

---

---

---

---

---

---

### Double Bottom Line

- **First Bottom Line**
  - Build Relationships
- **Second Bottom Line**
  - Profit

Rowan University

---

---

---

---

---

---

---

---

### Two-Way Communication Model

Sender >>> Message >>> Receiver

^ ^ ^ ^ ^ ^ ^ ^

Noise Noise Noise Noise Noise

<<<<<<< Feedback <<<<<<<<

Rowan University

---

---

---

---

---

---

---

---

## 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.*



---

---

---

---

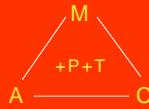
---

---

---

---

### MAC Triad



M=Message A=Audience C=Channel  
P=Purpose T=Timing



---

---

---

---

---

---

---

---

## MAC Triad Plus P and T

**M = Message   A = Audience   C = Channel**

**P = Purpose   T = Timing**



---

---

---

---

---

---

---

---

## MAC Triad cont.

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



---

---

---

---

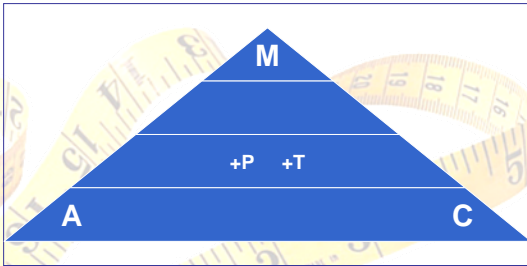
---

---

---

---

## MAC Triad



---

---

---

---

---

---

---

---

## Alternative Media

- Radio
- Television
- Internet (and Interactive – Blogs)
- Ipod® (Podcasts, etc.)
- Vcasts®
- Cell Phone
- Digital Signage
- Aroma Marketing
- WOMM
- Silent Publicity



---

---

---

---

---

---

---

---

## Alternative Media

- Cross Platform
  - Print
  - Digital Signage
  - Wireless
  - Broadband
  - TV
- News Convergence



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

## Apple® Tops The Charts with Digital Music

Visit the Site

The logo for Rowan University, featuring a stylized torch icon above the text "Rowan University".

---

---

---

---

---

---

---

---



## A Drugstore Goes Online



---

---

---

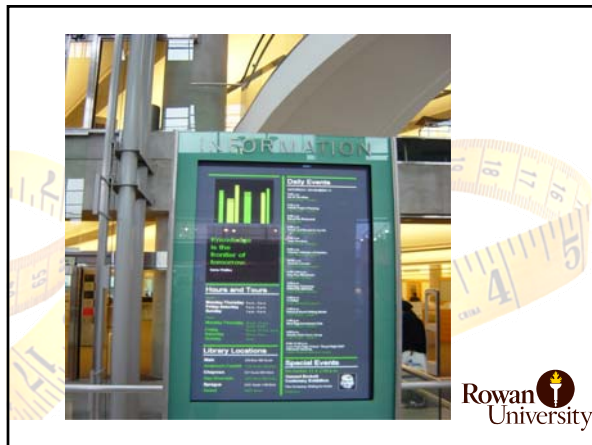
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

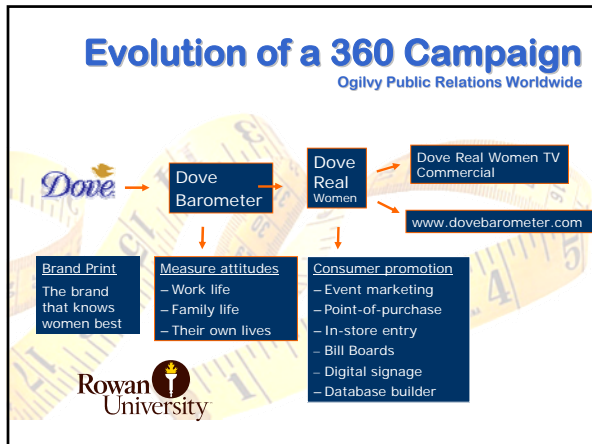
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

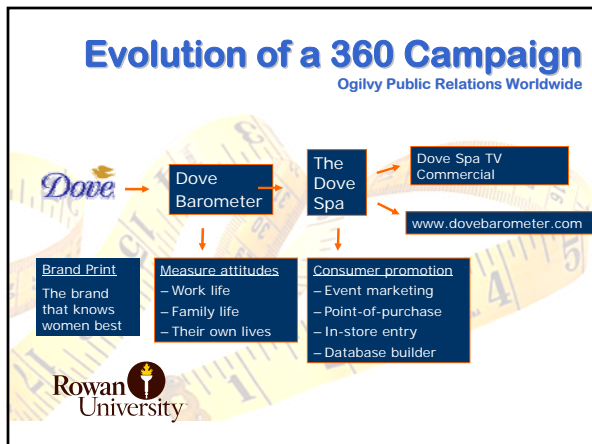
---

---

---

---

---




---

---

---

---

---


---

---

---

## Features and Benefits

<p><b>Features</b></p> <ul style="list-style-type: none"> <li>• Important characteristics of a product or service.</li> </ul> <p><i>Stress features to active audiences.</i></p>	<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• The quality of product or service that supplies satisfaction or need fulfillment to the consumer or audience member.</li> </ul> <p><i>Stress benefits to passive audiences.</i></p>
--	---




---

---

---

---

---


---

---

---

## Summary – 7 Cs of Communication

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




---

---

---

---

---

---

---

---

## Questions



M. Larry Litwin, APR  
[larry@larrylitwin.com](mailto:larry@larrylitwin.com)  
[www.larrylitwin.com](http://www.larrylitwin.com)




---

---

---

---

---

---

---

---