

Public Relations and Sponsorship



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Marketing Communication

1 Public Relations – PR definitions, tasks and activities

2 PR target groups, tools

3 CSR, publicity, lobbying, crisis management

4 Sponsorship

CONTENT



1 Public Relations - PR



- A management function that establishes and maintains relationships between company and various groups of the public.
- A broad range of activities that promote positive public opinion on the company.
- The public is a group of people who have some influence on the company.
- PR departments are responsible for a variety of activities.



- All of marketing communication is interconnected in a company.
- PR is responsible for selling the company's reputation, inspire confidence.
- The managerial function of the whole marketing communications.



Current PR activities

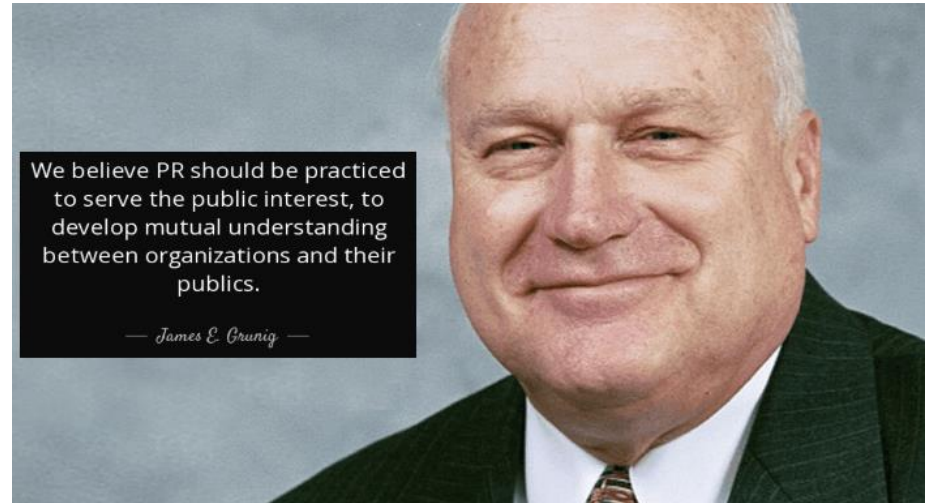


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- Press relations
- Product publicity
- Corporate communication
- Lobbying
- Advice



- Press agencies/Publicity model
- Public information
- Two-way asymmetric model
- Two-way symmetric model



Press agencies/Publicity model



- P.T Barnum model.
- One-way communication.



- Experts create a positive image of their brand in the minds of target audiences by simply imposing their ideas, thoughts.

- True, correct and timely information to the public.
- Public relations experts depend on press release, news release, video release or any other recorded communication.
- Experts need to be really good at putting their thoughts into meaningful words.
- Public information model also revolves around one-way communication.



Two-way asymmetric model



- The bidirectional communication of two groups, namely a company and the general public.
- PR experts position their organization and brand on the whole in the minds of their target audiences through manipulation.
- Organizations do not utilize much of their manpower and resources to find out the reaction of the stakeholders.



Two-way symmetric model



- Two-way communication.
- Mutual discussions and communication.
- The feedback is obtained from the public continuously.
- An ideal way of enhancing an organization's reputation among the target audience.
- PR experts depend on two-way communication to position their brand among end-users.



PR tasks



- Build relationships.
- Generate information.
- Pass information to the media.
- Promote awareness.
- Gain publicity.
- Lobbying.

TASK 1



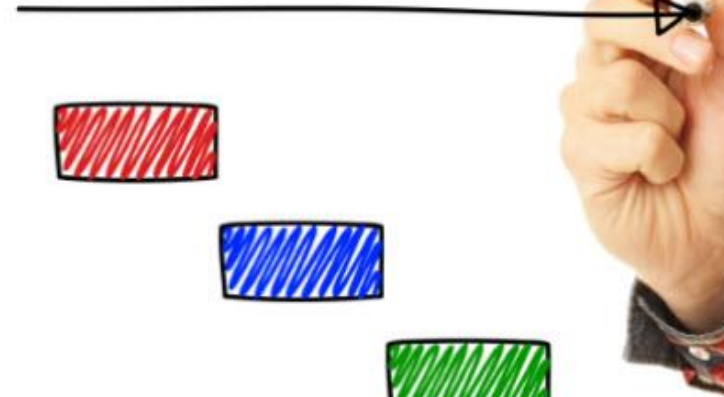
TASK 2



TASK 3



TIME



Conclusion of PR tasks and activities



- PR is about creating image, not making sales.
- PR is a long-term activity, with long-term pay offs.
- PR doesn't require any immediate response from the „viewer“.
- True PR is only done in large companies. SMEs usually only do certain parts.



2 Target groups of PR



- **Internal** – human relations – employees.
- **External** – customers, suppliers, competition, financial institutions, media.



Target groups of PR



Internal	External			
	Public relations	Financial	Media	Marketing
Employees	Public	Investors	TV	Suppliers
Families	Local communities	Bankers	Radio	Distributors
Unions	Government	Consultants	Press	Competition
Shareholders	Interest groups	Stock exchange		Wholesalers
				Retail

PR tools according to target audience



Internal	External			
	Public Relations	Financial	Media	Marketing
Consulting	Advertising	Advertising	Press releases	Product
Open Days	Annual reports	Annual reports	Press conferences	Meetings
Internal presentation	Company events	Meetings	Interviews	Sponsoring
Training programs	Sponsoring	Events		
Team projects	Brochures	Brochures		
Team meetings				
Social activities				
Business bulletin				
Internal direct mail				
Annual reports				
Mailboxes for suggestions				

- An integral part of general PR.
- Positive harmony is needed.
- Internal communications should work properly.
- Long term, not just in times of crisis.
- The means by which the company communicates within itself.





- The information.
- Various forms of direct contact.
- Boards, letters, periodical newspapers, brochures, catalogs, reports to shareholders, and annual reports.

7 rules for harmony at the workplace



- complete and true information flowing freely up, down and sideways,
- credibility and trust between employer and employee,
- healthy and safe working conditions,
- fair and equitable remuneration,
- conflict-free workflow,
- job satisfaction of each employee most of the time,
- pride in the organization and optimistic view of the future.

3 Corporate Social Responsibility (CSR)



- Examples of CSR include:
 - Community services.
 - Social inclusion program.
 - Employee help.
 - Environmental responsibility.
 - Quality-enhancement activities.
 - Ethical overseas operations.



Corporate Social Responsibility (CSR)



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- Example of CSR – [Starbucks](#).

Starbucks CSR policy



Community



Ethical Sourcing



Creating
opportunities



Environment



- Publicity \neq Public Relations
- Publicity is a tool and target of PR.

publicity vs
public relations

Publicity tools



- Press releases.
- Common promotional materials.
- Kits for journalists.
- Internet.
- Informational e-mails and newsletters.
- Press conferences.
- Lectures and seminars.
- Interviews.
- Inviting journalists to domestic or foreign trips.
- Receptions for journalists.

- Influencing decisions made by government.
- The essence – lobbying deals with the interests of subjects.
- The technique of individual action.
- Done by the lobbyists.
- Influence the development or decision of public interest.

PepsiCo Fights Guidelines for Marketing to Kids ([Atlantic](#))



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- PepsiCo lobbied focusing on these issues:
 - Childhood obesity.
 - Food and beverage labeling.
 - Marketing and advertising issues in response to Interagency Working Group on Food Marketed to Children (IWG).
 - Restrictions on use of supplemental nutrition assistance program.
 - Implementation of S. 3307-healthy, Hunger-Free Kids Act of 2010.
 - Biofuels policy generally.



Communication in the crisis period



- The goal – to determine possible conflicts, prepare for them and communication control when the crisis is already underway.
- PR has in crisis an extremely important role.
- Multiple causes: toxic substances, sunken ship poisons water, new car model fails, executives find themselves in a public scandal...
- PR must be prepared.

Types of crisis 1



- Sudden event or a long-term problem.
- Conflict => Crisis => Disaster.



- known – unknowns: chemical industry, air-transport, etc.
- unknown – unknowns: fires, explosions, natural disasters, workplace violence, insolvency of debtors, etc.

Types of crisis 2



- Image crisis
- Malicious attacks
- The crisis in conjunction with natural hazards
- Business crisis



Emergency plan



- Analysis of potential problems.
- Preparation of the plan.
- Circumstances and personnel of the crisis plan.
- Means of communication.
- Training.
- Simulation exercise.



Samsung Galaxy Note 7 ([CommuniquePR](#))



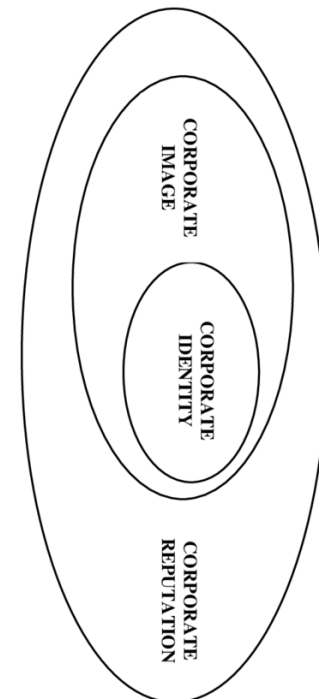
- Battery started spontaneously combusting.
- Samsung responded quickly on all fronts.
- The company acted too quickly.
- Many of its initial statements had to be retracted.

Corporate identity and image



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CORPORATE IDENTITY				
Base	Philosophy of company			
Tools	Corporate Design	Corporate Communication	Corporate Culture	Other characteristics of company
Result	Corporate Image			
$(CD + CC + CI) * CCom = CIm$				



Corporate identity



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- Manifestation of the organization.
- Visual means of identification.



- It includes the corporate logo, the style, interior and exterior design, staff uniforms and fleet, and packaging and products, ...



- The rating of the company by external and internal public.
- Corporate image can arise in these four sections:
 - Quality of products and other services.
 - Social accounting, participation in public life, ...
 - Physical evidence.
 - Marketing communication.

4 Sponsorship



- Sponsorship is the financial or material support.
- Funds are made available to the recipient of the sponsorship deal.
- Service for service.



Basic principles of sponsorship



- Sponsorship of events (institutions) must match the sponsor's brand.
- Sponsored event (institutions) must reach the target audiences.
- Sponsorship should be strengthened by the presentations in other communication activities of the sponsor.
- Partnership with the event (institutions) should be long-term.

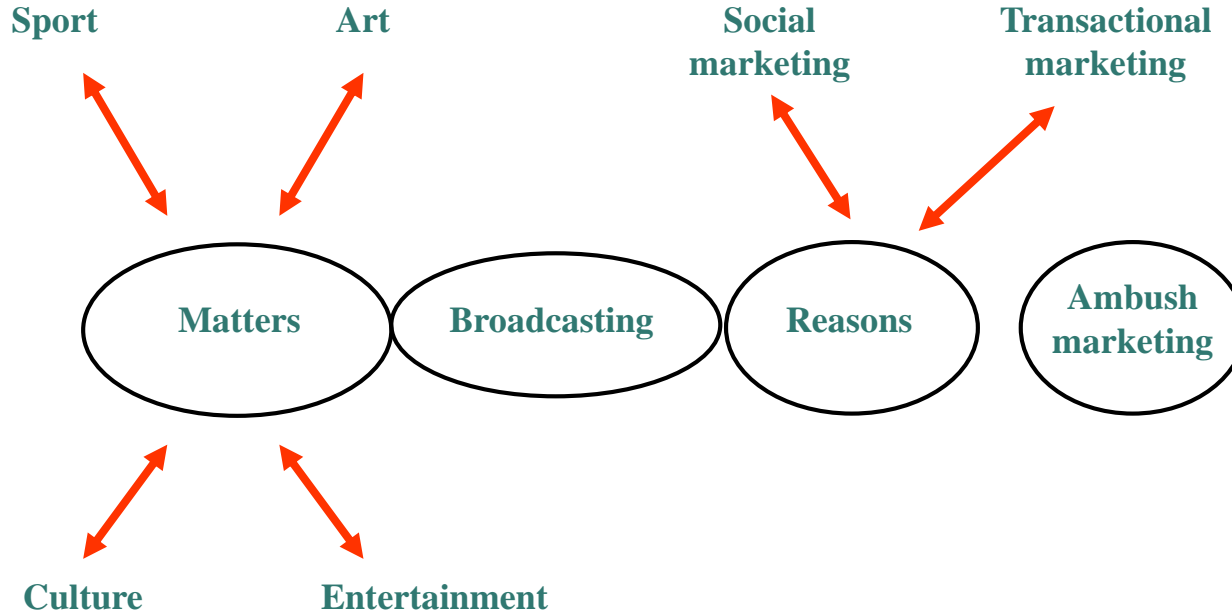
Benefits for the sponsor



- Exposure.
- Lack of clutter.
- Opportunity to build image.
- Differentiation.
- Exclusion of competition.
- Opportunity to sell goods or services.
- CSR.



Sponsorship alternatives



Ambush marketing



- Using marketing activities of its competitors for its own advertising purposes.
- Variety of forms.
- It is not legal (unfair competition).



Ambush marketing



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