

Advertising or public relations – which is the organizations choice in the current period?

Simona Duhaln, Asis.univ.drd., University „Vasile Alecsandri” of Bacau, Romania

Abstract

In the current period, when the issue of efficient use of financial resources is a central, organizations seeking the best ways to both promote their self-image, and products or services they produce and sell. Between the promotional techniques by the mass communication in which organizations can appeal, the makers have to choose between advertising and public relations activities.

Keywords

communication, efficiency, media, persuasion, advertising, public relations

Communication process

Modern marketing is more than just make a good product, establish an attractive price for it and make it accessible to target consumers. Firms must communicate, both with their current customers and with the potential. To communicate effectively, they sign contracts with advertising agencies, employs specialists in direct advertising, in sales promotion and sign contracts with firms specializing in public relations, Which follows to advertise the product and to impose on the market the company's image¹. In choosing the appropriate choice of communication policy, decision makers within companies should be able to formulate answers to these problems-questions such as: who communicate?, what communicate?, how to communicate?, what result communicate?

Considering the components of the communication system, communication scheme is as follows:

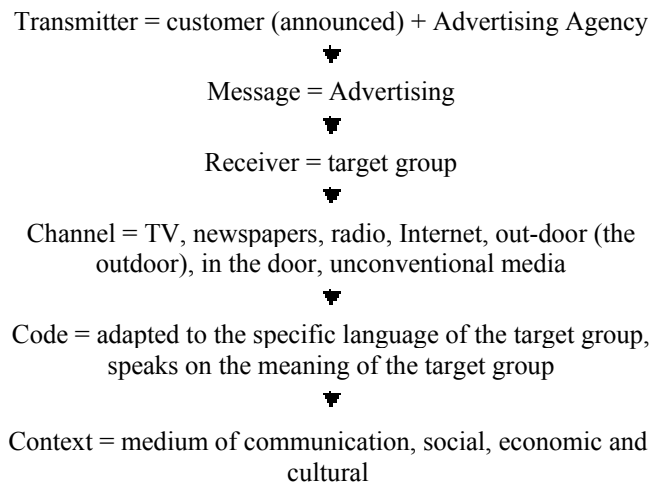


Figure 1 Communication scheme

¹ Kotler, Ph. (1997), *Managementul marketingului*, Ed. Teora, Bucuresti, p. 755

Given the importance of using financial resources as effectively, a firm-level decision makers have to choose between advertising and public relations which is considered the most effective promotional tools that can call.

Advertising – generalizations and features

Advertising is any paid form of impersonal presentation and promotion of ideas, goods or services to someone who can be identified².

Advertising objectives can be classified according to what is intended to be achieved: to inform, persuade or remind.

Advertising can be used both to create an image for a product and to boost sales. In terms of its quality, may be mentioned the following: is a means of communication to the general public, is persuasive, *presents an expressive strength and non-personal character, is a highly partisan character, answering motto: "to communicate to sell"*, is the great subject and messages sent are almost perfectly controlled by the promoter³.

In terms of budgets, through television advertising requires a huge budget, while other forms of advertising such as that carried in newspapers, can be achieved with relatively low budgets.

When an organization chooses advertising as a means of communication, it can use the following tools: advertisements printed or broadcast on radio or television; outside / inside the packaging; films; brochures, leaflets, posters; billboards, display of logos; posters displayed at point of sale; audio-visual materials.

Public Relations - generalizations and features

Public relations can be defined by the fact that follow build good relations with its public by obtaining favorable publicity, by imposing a favorable image and by managing and defusing rumors, news and bad events. Public relations appear as a means of communication between an organization and its publics, it helps the managers to know the attitudes of public and can make decisions and help the public understand the specific organization and trust it⁴.

The impact of public relations we have within the organization is primarily due to its three distinct features: *high degree of credibility - news and reports seem more credible than advertising specific ads*, lack of public reticence - message reaches the target audience for a news, not strictly interested in a communication to achieve the act of sale, *presentation - they can, like advertising, to make a company or product presentation*.

Currently, public relations is found in all activities and important social and political moments, in almost all institutions, in preparing and carrying out major sports and cultural events, in crisis situations and those of normality. Public relations is a

² Kotler, Ph. (2004), *Principiile marketingului*, Ed. Teora, Bucuresti, p. 708

³ Epuran, Gh. (2002), *Comunicarea in afaceri. Strategii, tehnici, modele de decizie*, Ed. Alma Mater, Bacau, p. 54

⁴ Coman, C. (2006), *Relatiile publice. Principii si strategii*, Ed. Polirom, Iasi, p. 20

complex area that specialists should respond to public desires, maintaining favorable relationships with publics such an organization.

Major tasks of a public relations department is communicating with external and internal communications.

External communication includes all varieties of public events of the organization: the relationships with the media, exhibitions, audio-visual in all its forms, photos, videos, DVDs, films, direct communication, promotion, public opinion campaigns, organizing events: launches, cocktail parties, openings, crisis management, fundraising, public affairs and lobby, service information and complaints or press reviews and occur at audiences outside the organization. Differently, internal communication is addressed to the internal audience: employees, shareholders, other members of the organization using the enterprise means that publication, closed network news, welcome program or meetings with some of the leadership⁵.

Difference between advertising and public relations

Given the strictly interested in publicity, namely, the selling, public relations are meant to describe events, share beliefs and vision of the organization, to convey the truth and the facts objectively. To persuade, advertising can call to the elements of nature emotional, subjective, as opposed to public relations using factors credible, impartial.

Currently, public relations does not refer only to relations with the press, but were extended to all commercial and noncommercial structures, political organizations, organizations on governments, state structures by the institution comes in contact.

Public relations are meant to analyze trends, to clarify their implications and to offer solutions aimed at the interests of the organization, as well as those or target audience. Advertising is one component of marketing activity and a source of information about products, services, individuals and organizations.

Table. 1. The differences between advertising and public relations

Criteria for differentiation	Advertising	Public Relations
Purpose	selling and increasing market share	winning the goodwill and building a favorable image for an organization or a brand
Objective	misleading consumers into action towards the purchase of a product or service	to create and maintain mutual understanding between an organization / product / service and consumer
Target	clearly identified a market segment in terms of socio-demographic characteristics and psihografice	addresses a large group, which form the public opinion: the community, employees, members, stakeholders / employees, financial partners, distributors and consumers - for companies, opinion makers / leaders
Media communication	press, radio, television, Internet, cinema, advertising by mail, printed advertising,	publications, news letter sites, fairs, exhibitions, videos and audio

⁵ Dagenais, B. (2002), *Profesia de relationist*, Ed. Polirom, Iasi, pp. 167-168

	special events	
Creative process	require the use of elements which seduce the consumer, persuasive elements, emotional, dramatic	videos and audio materials and formulating texts were informative and must provide only reliable information

Both publicity and public relations are quality variable acting a long-term and psychological level. Efficient use their in the current period is quantify by the financial resources used and achieving the proposed objectives. Advertising is a field where risk and uncertainty is high, planning activities play an essential role.

Conclusions

Currently the number of those who use the services of public relations is growing, which is applied both in the marketing mix to promote brands as well for corporate communication⁶. Public relations have acquired a great importance for the management of a company, that help the company to communicate better what is its i: objects, values that characterize one, relationships with the community in which they operate, internal changes or any other information of interest to the public.

In the top public relations services that appeals to most find relationships with media companies, followed by organizing events and environmental monitoring⁷.

The advantage of using public relations activity is not only much lower in cost compared to advertising, but that I can attract a number of increasingly large consumer of those who reject advertisements, considering them too interested .

Since both publicity and public relations help to promote a product or organization, they can be used in conjunction. When I want to market launch of a product / organization is more efficient if the target audience is informed in a first stage through a public relations campaign. The score is to create an attitude of acceptance from public, advertising actions becoming more efficient both in terms of achieving objectives and in financial terms.

Bibliography

1. Coman, C. (2006), *Relatiile publice. Principii si strategii*, Editura Polirom, Iasi
2. Dagenais, B. (2002), *Profesia de relaționist*, trad. Anca-Magdalena Frumușani, Ed. Polirom, Iași
3. Epuran, Gh. (2002), *Comunicarea în afaceri. Strategii, tehnici, modele de decizie*, Editura Alma Mater, Bacău
4. Kotler, Ph. (1997), *Managementul marketingului*, Editura Teora, București
5. Kotler, Ph. (2004), *Principiile marketingului*, Editura Teora, București
6. www.markmedia.ro
7. www.pr-romania.ro

⁶ www.pr-romania.ro

⁷ www.pr-romania.ro