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

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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:

Transmitter = customer (announced) + Advertising Agency

Message = Advertising

Receiver = target group

Channel = TV, newspapers, radio, Internet, out-door (the outdoor), in the door, unconventional media

Code = adapted to the specific language of the target group, speaks on the meaning of the target group

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1 Kotler, Ph. (1997), Managemental marketingului, Ed. Teora, Bucuresti, p. 755
Context = medium of communication, social, economic and cultural

Figure. 1. Scheme to communication process
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 identified\(^2\). 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 promoter\(^3\).
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 it\(^4\).
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), Prinципiile marketingului, Ed. Teora, Bucuresti, p. 708
\(^3\) Epuran, Gh. (2002), Comunicarea in afaceri. Strategii, tehnici, modele de decizie, Ed. Alma Mater, Bacau, p. 54
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 leadership.

**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 ongovernments, 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**

<table>
<thead>
<tr>
<th>Criteria for differentiation</th>
<th>Advertising</th>
<th>Public Relations</th>
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<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>selling and increasing market share</td>
<td>winning the goodwill and building a favorable image for an organization or a brand</td>
</tr>
<tr>
<td><strong>Objective</strong></td>
<td>misleading consumers into action towards the purchase of a product or service</td>
<td>to create and maintain mutual understanding between an organization / product / service and consumer</td>
</tr>
<tr>
<td><strong>Target</strong></td>
<td>clearly identified a market segment in terms of socio-demographic characteristics and psihografice</td>
<td>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</td>
</tr>
<tr>
<td><strong>Media communication</strong></td>
<td>press, radio, television, Internet, cinema, advertising by mail, printed advertising,</td>
<td>publications, news letter sites, fairs, exhibitions, videos and audio</td>
</tr>
</tbody>
</table>

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 variables acting on a long-term and psychological level. Efficient use in their current period is quantified by the financial resources used and achieving the proposed objectives. Advertising is a field where risk and uncertainty are 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 communication\(^6\). Public relations have acquired a great importance for the management of a company, that help the company to communicate better what is its image: 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 monitoring\(^7\).

The advantage of using public relations activity is not only much lower in cost compared to advertising, but that I can attract a large number 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.

References

6. www.markmedia.ro
7. www.pr-romania.ro
8. www.pr-romania.ro

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\(^6\) www.pr-romania.ro
\(^7\) www.pr-romania.ro