

THE COMPARISON OF PUBLIC RELATIONS AND ADVERTISEMENT ACTIVITIES IN A SUCCESSFUL MARKETING MANAGEMENT. WHICH ONE SHOULD BE IN FOREFRONT?

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Abstract

Today, companies use public relations and advertisement activities in the context of brand management, corporate reputation enhancement and sale increasement. In the globalized world, because of narrowing in market rates, increasement in goods and services; it is required for companies to produce qualified and cheap products, besides, to follow the path that introduce its products to costumers in a succesful and economic way. In this context, companies should decide to use either public relations or advertisements which are elements of the promotional mix, and determine its aim pertaining to concerns and necessities of public. In this study a research has been made on advertisement and public relations by examining their relationship and literature survey has been made on which one to be in forefront.

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BAŞARILI BİR PAZARLAMA YÖNETİMİNDE HALKLA İLİŞKİLER VE REKLAM FAALİYETLERİNİN KARŞILAŞTIRILMASI. HANGİSİ ÖN PLANA ÇIKARILMALI?

Özetçe

Günümüzde, işletmeler pazarlama yönetimi kapsamında halkla ilişkiler ve reklam faaliyetlerini, markalarını yönetmede, kurum itibarını yükseltmede ve satışlarını artırmada kullanmaktadırlar. Küreselleşen dünyada pazar oranlarının daralması üretilen mal ve hizmetlerin artması şirketlere kaliteli ve ucuz üretim yanında ürünlerini tüketicilere başarıyla ve ekonomik bir biçimde tanıtma yolunu seçmelerini zorunlu kılmaktadır. Bu kapsamda işletmeler tutundurma karması elemanları olan halkla ilişkiler ve reklamdaki hangisini kullanacakları konusunda karar vermeli ve bu doğrultuda hedef kitlelerinin ilgi ve ihtiyaçlarına yönelik olarak da uygulayacakları hedeflerini ortaya koymalıdır. Bu çalışmada, reklam ve halkla ilişkiler kavramları üzerinde bir araştırma yapılmış aralarındaki ilişki incelenmiş ve hangisinin tercih edilmesi ya da kıyaslandığında hangisinin ön plana çıkarılması gerektiği üzerine literatür araştırması yapılmış ve bir sonuca varılmıştır.

Keywords : Marketing, Public Relations, Advertisement

Anahtar Kelimeler : Pazarlama, Halkla İlişkiler, Reklam

1. INTRODUCTION:

Today, the fast development of communication and transportation facilities in parallel with technological developments has accelerated the spread of knowledge. An activity of performed by any business in a country is followed and evaluated by audience in another country who think that activity does not affect them directly as being a customer but do affect them in the way the values they have. However, considering that the spreading information is not positive about business, given that “bad news spreads quickly”, the importance of conducting mutual and continuous communication will arise. At this point the concept of public relations stands out.[1]

The concepts of advertising, public relations, sales development, personal selling and direct marketing constitute the elements of promotional mix. Advertising is usually the first preferred mean of communication to reach consumers. For brand managers, in terms of creating customer loyalty and making the brand widely known, elements of promotional mix and especially advertising have an important role.[2]

To perform the marketing goals, the main purposes of marketing public relations consisting the studies regarding utilization of public relations strategies and tactics are to gain awareness, to encourage sales, to create communication by establishing relationships between audience-product / brand and corporate brand-product / brand.[3]

In terms of marketing management, public relations and advertising concepts -elements of marketing mix- are examined in following articles; their mutual relationships and interferences are also evaluated.

2. PUBLIC RELATIONS AND ADVERTISING

Consumers have the right to select and purchase the best product for their needs among alternatives produced by opponent companies. A competitive situation to meet the needs of consumers is concerned among

The Comparison of Public Relations and Advertisement Activities In A Successful Marketing Management. Which One Should Be In Forefront?

companies in various ways in order to draw attention among similar goods and to influence the selection of consumers. In this context, advertising is a significant factor that influences the consumers' selection among goods needed by consumers.[4]

Advertising, is not just a message used for announcing a circumstance to the public via mass media.(Duran,1995:7)[5] Advertising is a favorable presentation and adoption of a product, service, institution or an idea via mass media to the public by paying the price. It is essential to determine clearly defined objectives of each advertisement and advertisement campaign in order to obtain the result of advertising expenditures. These targets are determined according to marketing strategies to be followed. Marketing manager is to decide what the ad is aimed at, advertising manager is to specify details that will guide efforts for this purpose.[6]

Advertising is a part of the marketing program so that advertiser is to have knowledge of the marketing experience and to be able to resolve the problems encountered. An advertiser who could not comprehend the concept of modern marketing will not be able to solve the marketing problem he encountered and will give legitimacy to people who are against advertising.[7]

In marketing, public relations is directly related to selling products and supporting the brand. As a part of marketing communications, product or brand managers are mostly responsible in this regard.[8]

Public relations utilizes mass media, corporate advertising, personal selling practices and announcements of corporate managers.[9] In public relations, it is aimed to create a public opinion in the framework of organization, person or idea; in advertising, promotion and sale of a particular product or service are targeted. Creating promotion and public opinion are objectives in both applications.[10] Nations also use public relations activities to attract more tourists and foreign investments. [11]

Mustafa KARADENIZ

According to Balfanz, in advertising (excluding corporate advertising) product or service produced is the phenomenon that will affect third party, while in public relations organization is seen as a whole.[12]

Public relations is related to subjects concerning the provision of high-level needs like ensuring the reputation of the institution, influencing public environment; while advertising presents the product to the customer, establishes a dialogue with the customer, and gives distinctive information about the product. Public relations work to be permanent, while advertising, moves to teach consumption. Common features of public relations and advertising are: they take advantage of the same mass media, research is an extremely important factor in both techniques, planning / programming is also eligible in both.[13] It is also proposed by some people that public relations is the art of influencing those who are not satisfied with advertisements.[14]

Public relations companies use various public relations communications tools to provide information about their clients. However, advertising agencies purchase media coverage for advertisements created for the benefit of their customers. Ads, without any changes, are shown as they were created. This is not needed for public relations communication tools. For example, an employee of a broadcast media organ can fix a publication or public relations communication tool before its release. A publication or other public relations communication tools may be exposed to editing process; if this publication, or public relations communications tool is published or used, because it is published as an article written by a journalist, it will be perceived more reliable by public. However, advertising agencies have the opportunity of a higher control over the advertisements produced by their own advertising agencies. Messages desired to be given can not be changed by media personnel. Of course, advertisers pay a fee -which is not valid for public relations communication tool- to the media.[15]

Public relations has a powerful effect in creating public awareness at a lower cost from advertising. Companies do not have to pay to take part

The Comparison of Public Relations and Advertisement Activities In A Successful Marketing Management. Which One Should Be In Forefront?

in the media. If a company creates an interesting and remarkable story, that story will be published by several different media organizations and this will make the same effect with the million-dollar paid advertisements, and also will create a more trustable impact from advertising.[11] People believe and are impressed with public relations news more than advertising. Because it is considered that bias in public relations efforts and financial sanctions are not in question, but that advertising is biased and done by company with money.[16]

If the difference between advertising and public relations is examined, using the mass media for advertisement is for a fee, while public relations works are trying to do so for free. Given this situation, announcing a new product at a press conference is covered with public relations; advertising of this product in exchange for fee is covered with advertisement.[17]

Such as advertising, negative advertising is a tool that should be emphasized in terms of public relations. For years, various people and institutions have used negative advertisements to manipulate individual behavior. Negative information publishes an effort related to a target activity in traditional sense (eg, smoking) with the negative results (eg, lung cancer). Quitting smoking, reduction of sexually transmitted diseases and abatement of alcohol consumption the negative are examples of advertising campaigns of the past. Likewise, negative advertisement is used in political arena. Whether a simple leaked information piece or a very well planned campaign; politicians appropriate negative advertisement tactics. Not only various groups use negative advertisement to affect public opinion, but also the negative advertisement strategy is commenced to be used increasingly. Negative advertisement is also a good tool for persuasion. A professional research about this topic provides a new point of view about the reason of persuasion. One of the findings of reliable researches indicates that people give more attention to the negative advertisement than positive advertisement.. This phenomena is known as negative adherent. To shortly express, negative information attracts people attention more than positive information does. There are two tricks of negative advertisement as a tool of

advertisement. Firstly, people are more interested in negative information than positive information. Secondly, negative information is more permanent at human memory than positive information. [18]

Public relations use institutional advertisement to provide positive public opinion about the institutions. The message contents are the differences between institutional advertisement and advertisement. Advertisement message is about property of service while institutional advertisement's message is about the service producing institution.[19]

Most of small enterprises perform marketing and public relations together. Marketing is not an activity of human resource. While product or service marketing should be carried out against commercial process, public relations include permanent communication between business enterprises and various shareholders. Communication occurs before, during or after a commercial process. The probability of taking product and service from the same enterprises relates to a consumer who is happy with the relations of his/her business enterprise and during this process that behavior helps the small enterprises to perform its activities. Small enterprises can not perform successfully about the focus of their own target population. Small enterprises with the help of public relations can affect the shareholders who are not the consumer of the same small enterprises like big enterprises.[20]

The scientists who are interested in public relations feel indisposed of the slavery-like view of public relations toward marketing for a long time. The scientists like Scott Cutlip, Allen Center ve Glen Broom are focused only on the public relations' personnel management function at marketing management.[21]

James and Larissa Grunig developed a criteria list which is about the necessities of public relations preservation of dominance in integrated communication roof. The list includes four principles: [21]

The Comparison of Public Relations and Advertisement Activities In A Successful Marketing Management. Which One Should Be In Forefront?

- Public relations' function should take place in the institutional framework to reach key decision-people. By this process, it can assist institution's strategic management period.
- All communication programmes should be integrated to public relations or work coordinately with public relations.
- Public relations should not be made completely subservient by departments like marketing, human resources or finance.
- Public relations should be horizontally constructed to reflect strategic public opinion.

According to these criterion, Grunig strongly emphasizes "All communication functions should be integrated in public relations or integrated coordinately to public relations" and proposes "Marketing should report to public relations department or at least work coordinately with public relations".

In the Thomas Hunter's written thesis in Salzburg University, after he densely analyzed the cooperation marketing factors that affect the communication structure, he designated five step model for integration: [21]

- Cooperation and coordination between public relations and marketing,
- Perception of public relations and marketing at the same level by institution participants especially when top managers do not take other institutional affairs into account.
- Marketing relations should be separated from marketing department and should be put into public relations department. Communication department will consist of three parts:

Marketing communication, cooperation communication and internal communication.

- In a hierarchic order, communication and marketing should be under CEO's (Chief Executive Officer) management and a manager should be appointed to each function.
- The proposed relationship by Tom Duncan and Clarke Caywood is combining communication function to management approach.

According to a group from public relations magazine readers, public relation performers trust on justified marketing techniques. Re-publishing of articles which were printed in newspapers and magazines is very popular but articles about satisfied customers are also so popular. In a study about this topic, it was asked to a group of public relations magazine readers that which marketing tool did they find more effective and 79 of them answered the question. This 79 person reflected some trends like, marketing is a broad function, marketing tools are used to transfer informations about a product or service by some direct or indirect channels. 7 of this 79 person said that they think news article as the best marketing tool. Articles in commercial newspapers, model cases and this kind of papers re-printing were selected by 6 person and 3 person said that they see articles in magazines as the best marketing tool. About 28% of the answering people revealed that they choose some other forms of this articles (annual reports, press kits, press declarations and brochures)[22]

3. PUBLIC RELATIONS AND PUBLICITY

Most of tools like lobby activities, published reports and conferences are used by public relations departments, but publicity plays the most important role among them.[23]

Publicity and public relations mustn't be confused. It is hard to distinguish them because they have very close relations.[24] Publicity is a one way function and public relations is based on first recognition than

The Comparison of Public Relations and Advertisement Activities In A Successful Marketing Management. Which One Should Be In Forefront?

publicity. The fact that publicity forms the second part of public relations process can be seen by this aspect. If publicity is performed before doing the job it will not be effective. But, as a public relations technique, hardness of doing job without publicity must not be overlooked. Performing of an efficient publicity campaign is needed to imbibe and have support of public opinion. Publicity targets to transfer pre-determined messages to some group to change their attitudes. Publicity must address to target group, must be amicable with residence and for the efficiency of publicity rational and emotional attraction must be used together.[13] Publicity is the basic form of public relations and public relation is more sophisticated than publicity. By publicity, most of the modern applications are realized. Publicity bulletins and special cases are also among basic strategies that some companies use to realize public relation targets.[12]

As being a special function of public relation, publicity must have an important place in enterprises. Public opinion has to be informed about the activities of the enterprise. The best publicity must be done by using quality, cheaper prices, effectiveness, social and economical support to workers and services for public.[13]

4. CONCLUSION:

In marketing management, the concepts of public relations & publicity and advertisement are among two promotional mixes. In the context of united marketing communication, successful companies of our globalized world are managing promotion mix components centrally and marketing focused.

When we look at public relations and advertisement concepts, we see that public relations targets to establish public opinion around organizations, individuals or ideas while advertisement targets to sell or introduce a product or service. But both of them has the common goal of publicity and creating public opinion. When we examine publicity in the context of public relations we can see that they are common in essence and

form a unity. Public relations firms use various communication tools to give information about their customers.

When we evaluate the difference between advertisement and public relations, we see that you pay for communication tools in advertisement while communication in public relations is free. In the context of this, publicity of a new product to public opinion by press conference is public relations and publicity to customers by spending money is advertisement. As we can see advertisers pay to media for publicity where no money is needed in public relations communication tools.

When we compare advertisement and public relations and when we ask which one is better we see that both of them has its own advantage, they complete each other and communicate effectively, none of them can be dismissed or can be used alone. This question resembles “Is marketing an art or science?” question. Like marketing is both art and science, advertisement and public relations are both an element of promotion mixing where they can not be better than other.

In future studies, it can be suitable to make a research over how united marketing communication and succesfull companies perceive and implement this concept.

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The Comparison of Public Relations and Advertisement Activities In A Successful Marketing Management. Which One Should Be In Forefront?

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