

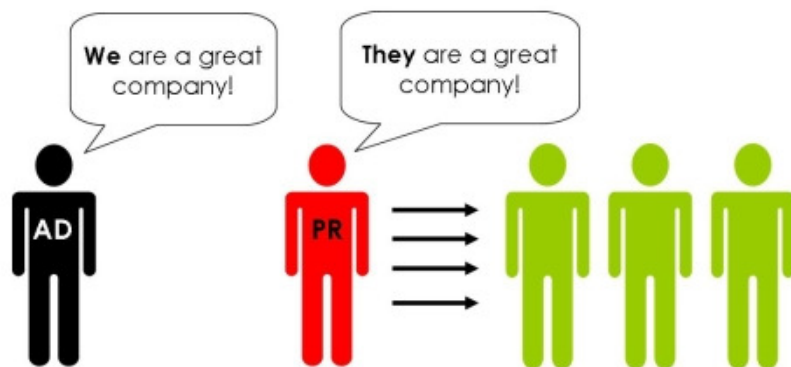
Advertising vs. PR

Advertising revenues continue to fall year on year as a result of rising **media** awareness and developing **technology**, while at the same time **PR** as a sector continues to enjoy growth.

In today's multi-media world many businesses face a dilemma deciding the best way to **communicate** with their public. Many small and medium-sized businesses are asking which is better, **advertising** or **PR**?

Both have pros and cons and the **London PR** team have put together a guide to help you work out which one's best for your **business**.

Advertising vs. Public Relations



Source: John Moore, Brand Autopsy

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Published Pounds

One of the principal differences between advertising and PR is the acquisition of published space. Advertising requires a company to pay for the ad, meaning you can decide where, when and how it is published or aired.

PR, on the other hand, approaches journalists to negotiate free publicity. PR focuses on getting editorial media exposure for a company and its products or services. PR is multi-media, winning coverage across print, digital and broadcast platforms.

Although it is often difficult to measure the monetary value of PR media exposure, it's widely accepted that third-party endorsement is worth far more than a pat on the back from the company itself.

The Birth of the Savvy Consumer

Consumers are an increasingly smart bunch, they know when they're being told to do something. Buy this, do that, we're the best, and so on. Advertising is an obvious sign that a company has paid to have their message communicated. PR, on the contrary, is the communication of a brand or an organisation via a reputable third party, such as a journalist. The message is much more subtle coming from a reputable source.

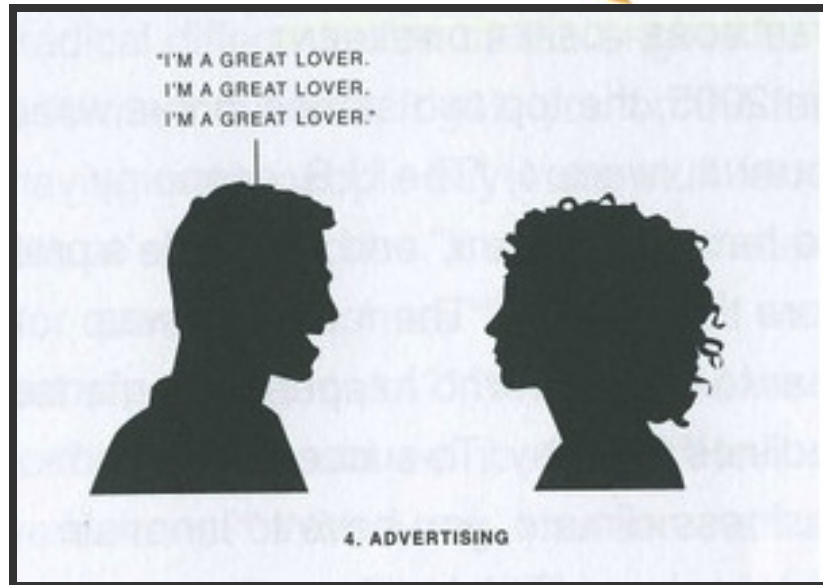


A friend in need...

Another key point to consider is the creative license that both avenues allow. Since clients are paying for the space in adverts, they can fill it with whatever they like and have complete control over what reaches their public.

Public relations, however, differs in this way in that it is very difficult to control how much, if any, of the information presented to the media is published or aired. This is why good relations between PR professionals and journalists are key to the success of a public relations campaign.

This relationship between journalists and PR pros often develops into a mutual relation as journalists call on their PR contacts for an expert opinion from one of their clients, or an exclusive story. PR often works in tandem with items which are already in the news, and generates a buzz surrounding these talked-about topics.



"If I was down to my last dollar, I'd spend it on public relations." Bill Gates



Good PR stands the test of time. It helps a reputation grow and enhances a brand in the long run. If you want to increase general awareness of your brand or bring attention to your organization's cause, editorial content as a result of PR would be the preferred method. The message communicated will have a much stronger and longer lasting impact through third-party opinion and strategic messaging.

Unless you are a big conglomerate and can afford to spend six, seven or eight figure sums on advertising campaigns which span over a long period of time, shovelling money into adverts can often be a fruitless task. Far better to invest in a PR campaign and enjoy the benefits of third party endorsement.

For small and medium sized businesses in particular, PR is the most affordable and effective means of marketing. Through positive endorsements in the media companies can reach millions of potential new customers.

At London PR we guarantee national media coverage for all our clients. We are able to achieve this by being trained journalists with well-developed contacts in the UK and international media. Call us today for a no obligation discussion of how PR can help you achieve your goals. We love to communicate so please do get in touch by calling 020 7193 0566 or email hello@LondonPR.co.uk