01 To discuss the synthesis of advertising, marketing, and public relations to yield an integrated marketing approach in promoting products, services, and brands.

02 To discuss, in detail, the two marketing differentiators of public relations—publicity and third-party endorsement.

03 To explore how international brands build a differentiable identity across geographies.

04 To examine the various tactics and techniques that distinguish integrated marketing, from the traditional—public relations advertising, trade shows, cause-related marketing, etc.—to the 21st-century innovations—social media marketing, brand integration, buzz marketing, etc

What’s going on here?

Public Relations vs. Marketing/Advertising

What is the difference between marketing, advertising, and public relations?

Marketing, literally defined, is the selling of a service or product through pricing, distribution, and promotion. Marketing ranges from concepts such as free samples in the hands of consumers to buzz campaigns.

Advertising, literally defined, is a subset of marketing that involves paying to place your message in more traditional media formats, from newspapers and magazines to radio and television to the Internet and outdoors.

Public relations, liberally defined, is the marketing of an organization and the use of unbiased, objective, third-party endorsement to relay information about that organi-zation's products and practices

Product Publicity

Product publicity is the most traditional method of integrating public relations and marketing. In light of how difficult it now is to raise advertising awareness above the noise of so many competitive messages, marketers turn to product publicity as an im-portant adjunct to advertising. Although the public is generally unaware of it, a great deal of what it knows and believes about a wide variety of products comes through press coverage.

- **Introducing a new product**. Product publicity can start introductory sales at a much higher level of demand by creating more buzz around the “news” of a new product. This is why Apple, for example, will typically “announce” its breakthrough products through press conferences, as opposed to advertising.

- **Eliminating distribution problems with retail outlets**. Often the way to get shelf space is to have consumers demand the product. Product publicity can be extremely effective in creating consumer demand.

- **Small budgets and strong competition.** Advertising is expensive. Product publicity is cheap. Often publicity is the best way to tell the story. That’s why Samuel Adams Boston Lager beer became a household name—and a huge franchise—almost solely through early publicity opportunities.

- **Explaining a complicated product**. The use and benefits of many products—particularly financial services—are difficult to explain to mass audiences in a brief ad. Product publicity, through extended news columns, can be invaluable.

- **Tying the product to a unique representative.** Try as it might, the adver-tising industry can’t escape the staying power of unique mascots who become tied inextricably to products.

Native Advertising

So like it or not, the sponsored content of digital advertising is here to stay and should be considered as part of the product publicity arsenal. The real question is, how should a public relations professional approach this new hybrid vehicle? Here are a few suggestions:

Realize this isn’t really “news.”

Place the content in context.

Emphasize consumerism. Much sponsored content—no surprise—con-cerns products and services for sale. After all, why else would an organiza-tion pay a public relations person to ghost editorial copy for a news site? In native advertising, the best way to "pitch" products and services is by rein-forcing their "value" to society. Such creative, consumer-oriented sponsored content can be a valuable complement to a broader public relations media campaign.

Discuss philanthropy. Even when people used to read newspapers and magazines, editors were loathe to say nice things about all the good works for which those reviled capitalist giants might be responsible. So philanthropy—how organizations "give back" to society—is an excellent topic for native advertising.

Avoid the hard sell. Finally, hard sell should be avoided at all costs. One of the most blatant examples of over-the-top selling was The Atlantic's di-sastrous experience with native advertising from the Church of Scientology in 2013.

Building a Brand

The act of branding is something communicators can control. A branding program is all about managing perceptions by using the many tools of integrated marketing communication and observing the following principles.

Be early. We remember the "first" in a category because of the law of pri-macy, which posits that people are more likely to remember you if you were the first in their minds in a particular category.

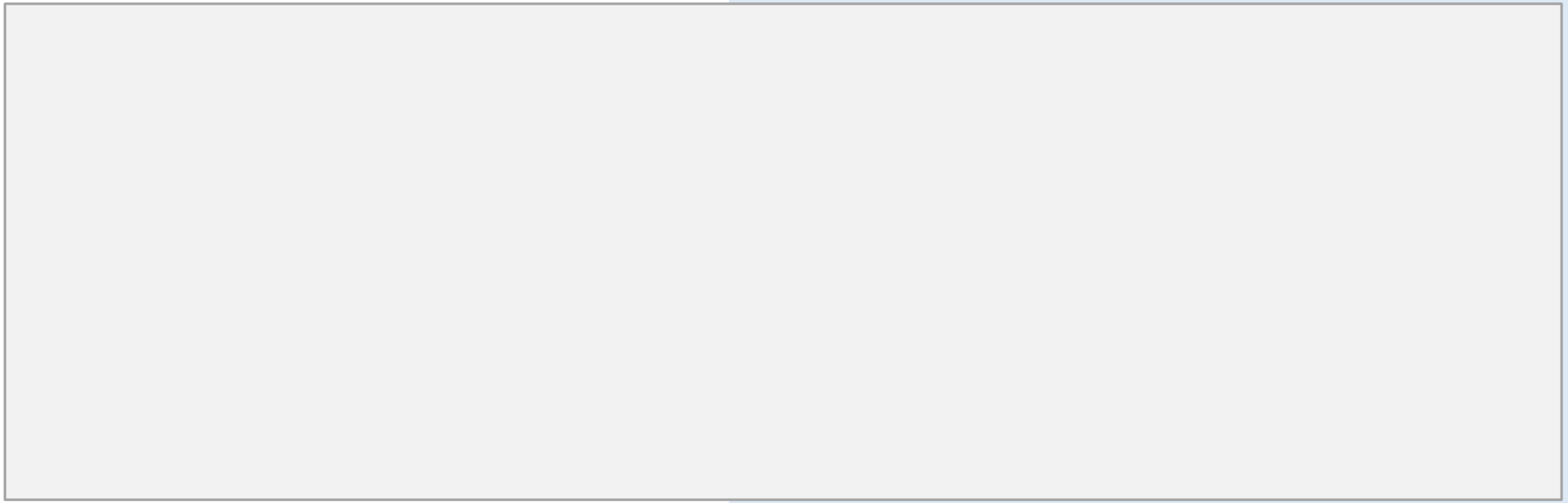
Be memorable. Equally important is to fight through the clutter by creating a memorable brand. With hundreds of participants in categories from bottled water to bathing suits, a brand needs to stand out by distinguishing itself in some way—through uniqueness or advertising slogan or social responsibility or whatever. Creating brand awareness requires boldness.

Be aggressive. A successful brand also requires a constant drumbeat of pub-licity to keep the company's name before the public. Potential customers need to become familiar with the brand. Potential investors need to become confi-dent that the brand is an active one. So take it to the customers aggressively (Figure 16-5). The new competitive economy leaves little room for demure in-tegrated marketing communications.

Use heritage. Baby boomers are old. Gen Xers are getting older. And heritageis very much in vogue. This means citing the traditions and history of a prod-uct or organization as part of building the brand. As consumers live longer, an increasing number of citizens long for "the good old days."

Create a personality. The best organizations are those that create "personali-ties" for themselves. Who is number one in car safety? Volvo. What company stands for overnight delivery? FedEx. What's the East Coast university that boasts the best and the brightest? Harvard. Or at least that's what most people think. The organization's personality should be reflected in all communications materials the organization produces.

1. Article Reprints



Once an organization has received product publicity in a newspaper or magazine, whether in print or online, it should market the publicity further to achieve maximum sales punch. Marketing can be done through article reprints aimed at that part of a target audience—wholesalers, retailers, or consumers—that might not have seen the original article. Reprints, included on a Web site and direct mailed, also help reinforce the reactions of those who read the original article.

2. Trade Show Participation

Trade show participation enables an organization to display its products before impor-tant target audiences. The decision to participate should be considered with the follow-ing factors in mind:



✓ *Analyze the show carefully.* Make sure the audience is one that can't be reached effectively through other promotional materials, such as article reprints or local publicity. Also, be sure the audience is essential to the sale of the product.

✓ *Select a common theme.* Integrate public relations, publicity, advertising, and sales promotion. Unify all organizational elements for the trade show to avoid any hint of interdepartmental rivalries.

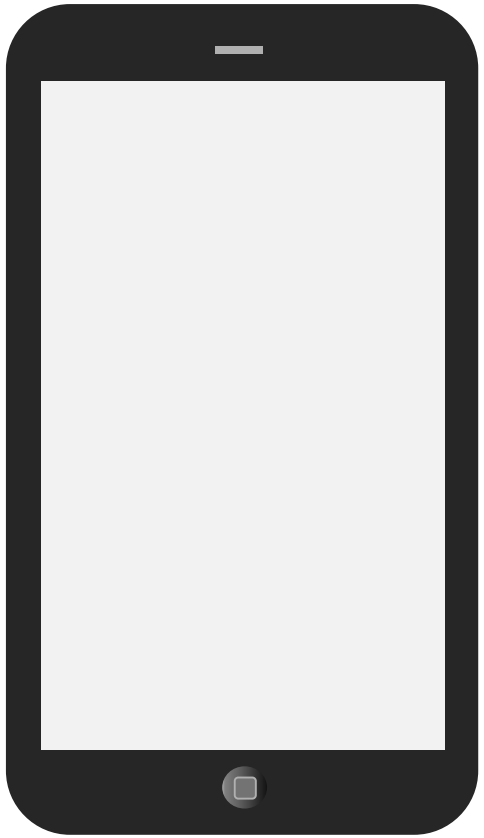
✓ *Emphasize what's new.* Talk about the new model that's being displayed. Discuss the additional features, new uses, or recent performance data of the products displayed. Trade show exhibitions should reveal innovation, break-through, and newness.

✓ *Consider local promotional efforts*. While in town during a trade show, an organization can enhance both the recognition of its product and the traffic at its booth by doing local promotions.

✓ *Evaluate the worth*. Always evaluate whether the whole exercise was worth it. This involves counting, qualifying, and following up on leads generated as well as looking at other intangibles to see if marketing objectives were met.

3. Spokespersons

In our celebrity-dominated culture, the use of spokespersons to promote products has increased.



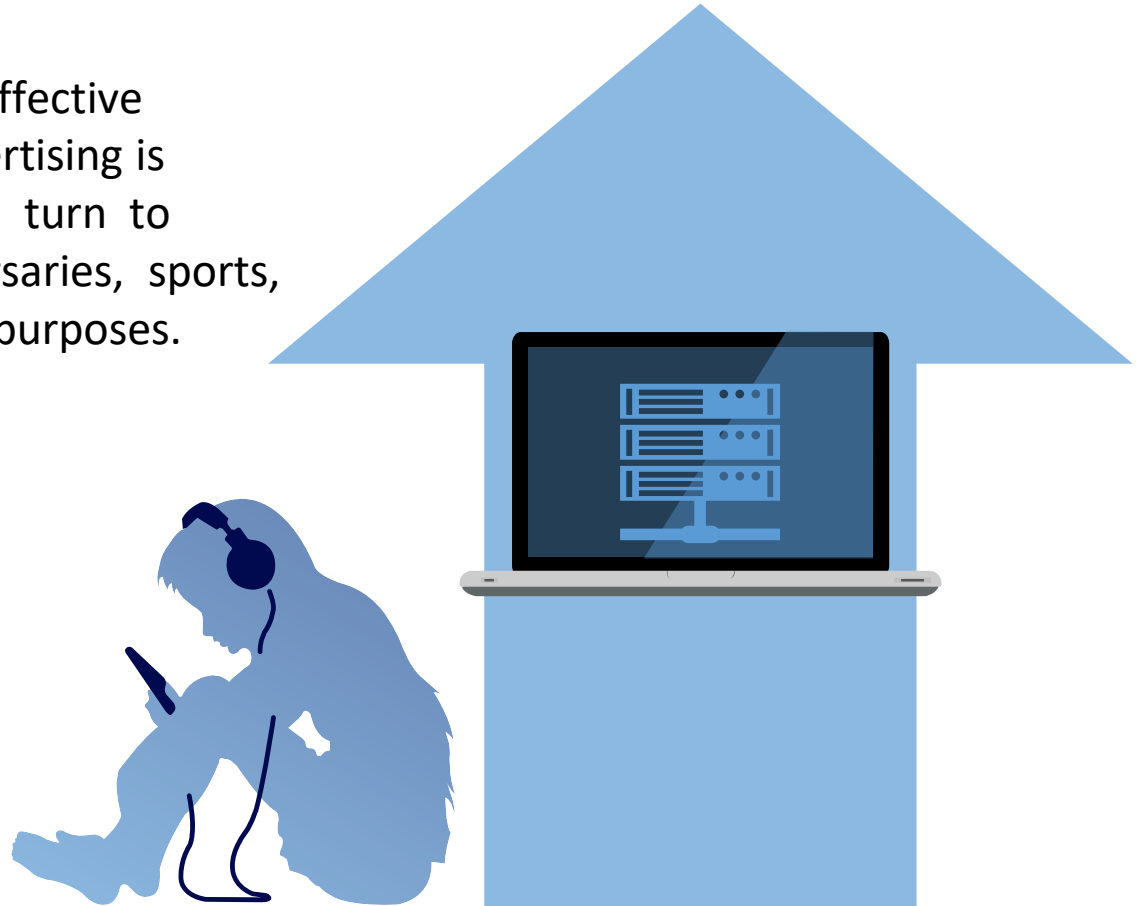
As noted, spokespersons shouldn’t disguise the fact that they are advocates for a particular product.

Spokespersons must be articulate, fast on their feet, and thoroughly knowledgeable about the subject.

When these criteria are met, the use of spokespersons as an inte-grated marketing tool can be most effective.

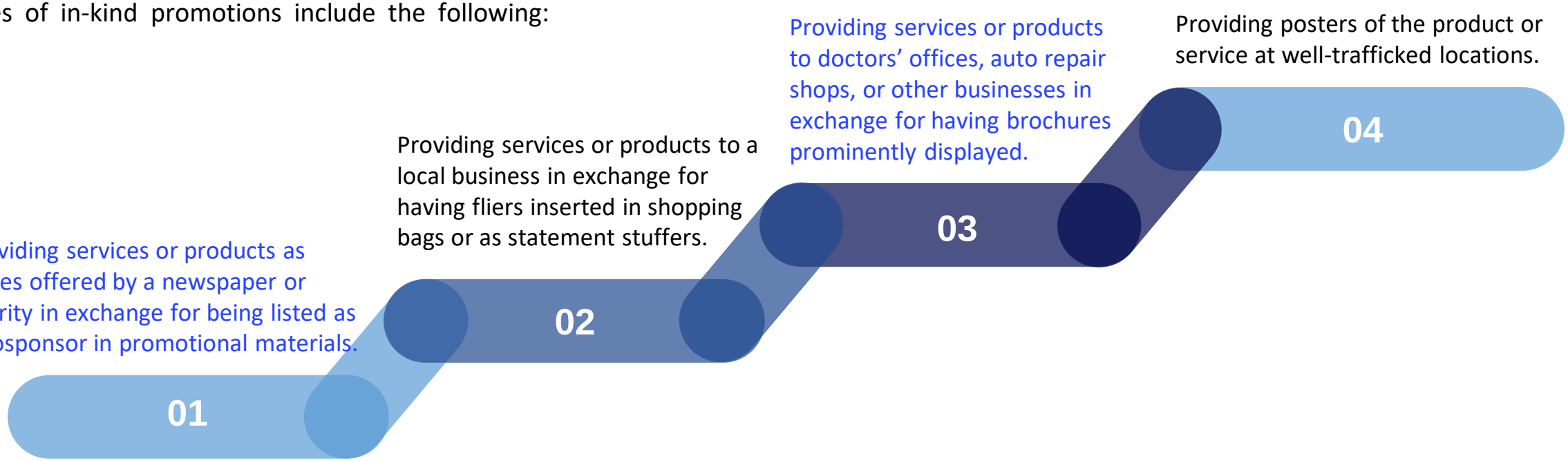
4. Cause-Related Marketing

Public relations sponsorships tied to philanthropy are another effective integrated mar-keting device. Again, in an economy where advertising is omnipresent and differentia-tion is at a premium, companies turn to sponsorship of the arts, education, music, fes-tivals, anniversaries, sports, and charitable causes for promotional and public relations purposes.



5. In-Kind Promotions

When a service, product, or other consideration in exchange for publicity exposure is offered, it is called an in-kind promotion. Examples of in-kind promotions include the following:



21st-Century Integrated Marketing

Like any other public relations technique, integrated marketing, too, must keep pace with the ever-changing world of promotional innovations to help sell products and services. Among them are television brand integration, infomercials, word-of-mouth marketing, television, movie, and social media product placement and more.

1. Social Media Marketing

The fastest growing category of advertising in the 21st century is digital, and the emerging mechanism to deliver online is mobile, through smart phones and tablets. And the most rapidly emerging integrated marketing technique is using social media to create “buzz” for a product.

Traditional marketers from Coca-Cola to Kraft Foods to Procter & Gamble have all shifted significant marketing dollars to online marketing and social media.

2. Brand Integration

Another burgeoning phenomenon in television, movies, and music is to integrate products into the fabric of what is being presented on the screen or in the song. When one of ABC’s *Desperate Housewives* found herself hard up for cash, she donned an eve-ning gown and extolled the virtues of a Buick Lacrosse at a car show. In Sony’s smash hit, The Lego Movie, protagonist Lord Business speaks glowingly about Apple’s iPod Shuffle.

Singer Chris Brown’s “*Forever*” included a reference to *“double your pleasure,”* a passing reference to Wrigley’s Double Mint gum, for which Brown would make a commercial.

3. Product Placements

Once removed from brand integration are product placements, the decades-old prac-tice of inserting name-brand cans of soda, clothes, accessories, cars, whatever, into the scenes and dialogue of novels, TV programs, movies, video games, and even cartoons.

4. Infomercials

were greeted with universal catcalls in the 1980s when they were intro-duced as program-length commercials, shamelessly hawking products.

5. Buzz Marketing

Also known as word-of-mouth, buzz marketing is another alternative to traditional ad-vertising that enlists “influencers” or “trend setters” to spread the word about a par-ticular product. Today, with social media so ubiquitous, paying such influencers to facilitate the “buzz” has become yet another source of celebrity income.

5. YOU Name It

What other 21st-century integrated marketing venues exist? How fertile is your imagi-nation? Consider the following:

- ✓ **Sports teams.** It used to be that stadiums were named for the highest bidder. Today, the team itself takes on the name of the sponsor who pays for it. Venues such as the St. Louis Cardinals' Busch Stadium and the Washington Redskins' FedEx Field have given way to teams such as the New York Red Bulls, the Major League Soccer franchise named after the sports energy drink, which paid more than $100 million for the integrated marketing privilege. But when the New York Giants tried to sell stadium naming rights to a German insurance company linked to the Nazis, the franchise was forced to reverse field and shelve the $25-million-a-year bonanza.29 The venue is now called MetLife Stadium, a much safer choice.

- ✓ **Online game shows.** What national advertiser hasn't sponsored a game show? But what JetBlue did in 2012 was way different. JetBlue designed its own online game show to be the centerpiece of a $2 million campaign to build awareness of its JetBlue vacation package travel service. The show was to take place on the JetBlue Web site for one week, complete with its own slick host and fabulous prizes for contestant volunteers.

- ✓ **Whaaaa?** No space is too odd to integrate marketing messages. US Airways sells ads on airsickness bags. Hockey teams sell ads on Zamboni ice machines. School districts sell ads on the outside of school buses. Folgers Coffee buys ads on the top of manhole covers. Hands down, the most bizarre 21st-century integrated marketing technique was the use of a person's body—literally from head to toe—for market-ing purposes. In 2008, a father looking for money to buy a new car sold rights to a permanent tattoo on his neck to Web-hosting company Globat. And if that wasn't enough, the same company purchased a temporary tattoo ad on the pregnant belly of a St. Louis woman—to promote its product (not the woman's baby).