

Using Advertising in Public Relations

Jacob C. Farbman, M.A., APR
Adjunct Professor
Communication Studies Department
The College of New Jersey

Advertising or Publicity?

- Controlled vs. uncontrolled
- Paid vs. earned
- Noncredible vs. Third party credibility
- Available funds?
- Accuracy of communication?

Advertising Types

- Brand
- Retail
- Political
- Institutional/Image
- Business-to-business
- Direct marketing
- Specialty
- Directory

Advertising Appeals

- ⌘ Emotional Appeals
- ⌘ Rational Appeals

Other important factors...

- ⌘ Positioning
- ⌘ Behavior

Writing Ad Copy

- ⌘ Purpose
- ⌘ Objective facts
- ⌘ Audience
- ⌘ Medium
- ⌘ Creative Approach

Creative Approach

- ⚡ Visualization
- ⚡ Language

One Key to Advertising: Repetition

- ⚡ Copywriting
- ⚡ Frequency

Copywriting for Broadcast

- ⚡ Includes TV and radio
- ⚡ Be clear and sharp
- ⚡ Avoid clichés and slang
- ⚡ Use smooth transitions
- ⚡ Emphasize “you”
- ⚡ Avoid exaggerated claims
- ⚡ Capture audience’s attention
- ⚡ Jingles
- ⚡ Interview setting
- ⚡ Testimonial
- ⚡ Creativity is limited by budget!

TV Script Formatting

- Left side of page include:
 - Description of visuals
 - Description of sounds
 - Description of background music
 - Voiceover info.
- Right side of page include:
 - Script

Radio Script Formatting

- Left side of page include audio descriptions of:
 - Background music
 - Voiceover info.
 - Sound effects
- Right side of page include:
 - Script

Remember with Broadcast

- You buy time
- Higher the viewer or listener ratings, the more expensive the ads will cost

Print Copywriting

- ⚡ Attention
- ⚡ Repetition
- ⚡ Interest
- ⚡ Desire
- ⚡ Credibility
- ⚡ Call to action > be specific!

Newspaper Advertising

- ⚡ Display
- ⚡ Classified

Magazine Advertising

- ⚡ Appeal to specific audiences
- ⚡ Shelf-life

Remember in Print Advertising:

- ⚡ We buy space
- ⚡ Color costs more
- ⚡ Location costs more
- ⚡ Can get pricey

Web Advertising

- ⚡ Two types: Banners and pop-ups
- ⚡ Quick bursts of information
- ⚡ Generate click-throughs

Direct Response Advertising

- ⚡ Direct mail
- ⚡ Mail order
- ⚡ Unmailed direct advertising

Other Advertising Types

- ⌘ Outdoor Advertising
- ⌘ Transit Advertising

Any Questions?
