



Investing the Role of Public Relation in Building Corporate Image

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ABSTRACT

The study first throws the light on the importance of PR professionals in any business. It distinguishes between the advertisement and PR. The work and role of PR professional is highlighted along with siting the need and importance. It shows how PR professionals can make use of even difficult situation for betterment of the company.

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Introduction

Public Relation focuses upon public opinion. In the era of Globalization, PR emerges as an important aid. Public Relation helps build awareness and create a positive image of business. Effective PR is about keeping eye on yours brands reputation and image. Even studies have shown that PR is almost 90% more effective than advertisement. While speaking about Public Relation Bill Gates said, "If I was down to my last dollar, I would spend it on Public Relation."

Objectives of the study

● Building product awareness

○ Public relations help during launching or relaunching of any product. Not only this but it also helps in in creating the awareness regarding the product and catching the attention of the customer.

● Provide Information

○ PR can also be used to provide in depth information about the product and its services. Through articles, collateral material, newsletter and websites, etc.

● Stimulating demand

○ Demand is stimulated by publishing articles that is in favors of the company. Similarly mention of the product on the news show increases the popularity of the product.

● Creating the strong image

○ PR manages to create not only strong but also long -lasting image by building positive relationship with the key audience.

A strong and impactful image helps the company build its business and it can be helpful for the company in the times of the crisis.

Scope of Public Relation

The primary role of a public relationship is to foster relationships with key audience. Specifically:

● **PR practitioners** are activists seeking to engage, enlighten, and energize an organization's many stakeholders.

● **PR professionals advocate** not just for their organization but also for their organization's constituents and stakeholders,

which adds the important role of presenting the stakeholders interests and views to management.

● **PR practitioners are strategic content developers** and storytellers, helping their organization's constituents and stakeholders, which adds the important role of presenting the stakeholders' interests and views to management.

● **PR Practitioners builds mutual trusts** by encouraging transparency and integrity throughout the organization.

Need and Importance

● Damage control

If in case some mischief happens and thing go wrong and the brand and company's name is at risk. PR Professionals play vital role in restoring company's Goodwill.

● Visibility

Keeping customers on track about the doings of the company, improvement of company, activities that are carried by the company, CSR carried through the company, etc.

In today's age reputation can be Company's biggest asset it can surely make any company standout from the crowd and give them an edge over their competitors in long run.

It is really paramount for any business organization to keep a long term and trustworthy relations, with communities or public in order to handle the upcoming challenges and also maintain survival and success. In order to ensure that company is smoothly functioning with least amount of friction the quality of the relations the company holds with general public, shareholders, investors becomes pivotal.

Whether the company is hunter or the prey a strong corporate image can have a profound impact on both short-term financial results and long- term corporate image.

Now the question that can arise in one's mind is what the work that PR people exactly do. One shouldn't confuse between Public relation and Advertisement.

Advertisement is to communicate a defined message by a company through a paid placement of the information or message. It is direct biased towards the originator.

Public relation is the process through which to communicate a message through a medium not controlled by

originator. Therefore, it often has more credibility because it is through a third party that interprets the message in the terms of the interests of its audience.

So now the question arises what exactly the PR people do?

- Determine the public's existing attitude towards the firm.
- Helps planning.
- Serves as early warning system for problems.
- Design a PR plan that is proactive rather than reactive.
- Execute a plan
- Determine the relevant target audience.
- Decide on tools.
- Decide on which medium to use for the promotion of the product.
- Determine the effectiveness of the plan.

One way of increasing the sales of the Brand can be by cultivating the trust regarding the brand in people. Public Relation plays an important role in doing that. When we look at the Indian market best examples that emerge out of the Company who are successful creating the trust among the hearts of people could be Tata.

Tata were successful in building trust among peoples by their responsible behavior towards society and their work ethics. Whether it's promoting their products like Tata Salt as "Desh ka Namak" or assuring the seal of Tata trust through all their products. Tata has managed to promote their products by creating trust on their brand.

Recently Vicks which is an American company and is owned by Procter and Gamble and Helen of Troy Limited recently launched a campaign with the name "touch of care". This shows a bond of love, care and compassion between the transgender mother and her adopted daughter. In this way the brand is trying to deliver a positive message to the society.

Public Relation also plays a major role in relaunching the product. The best example of this could be relaunching of "Maggi".

Maggi is an international brand of seasonings, instant soups and noodles that originated in Switzerland in late 19th century.

The Maggi was acquired by Nestle in 1947.

Few years back Maggi was banned in India. The food safety standards and Safety authority of India had banned the sale of Maggi in June 2015.

The Supreme Court on Thursday revived the center's Rs.640 crore class action suit against Nestle India for allegedly selling lead laced Maggi.

Nestle knew that they are going to face lots of problems because of this ban primarily because Indian mothers everywhere are concerned whether in the guise of convenience food they are feeding led and MSG to their children.

Secondarily, its celebrity brand endorser's no more wanted to be associated with the brand.

All through the ban when Maggie was striving hard to be back on shelves, the instant noodles brand never closed the doors of communication with its consumer's. In fact, it serenaded them with the tribute videos showing gratitude to its fans that were heavy on storytelling and emotional overtones. Maggi was been systematically rolling out the films in each phase of its ban status. It has also ensured to address varied consumer segment in his video series – young boys and girls living in bachelor pads to the Indian moms who've been making Maggi for their kids ever since it has been there.

They didn't allow there ban period to go waste and utilized it constantly remain in touch with their costumers to make sure that their competitors do not take their place in the ban period.

Another example of this could be of Parle -G. Parle is one of the oldest brands of India. With the rising competition the company had fear of losing its customers. The company started a campaign at right time which emphasized on how the old things are always irreplaceable.

The practice of Public Relation in India comes from ancient times.

King Ashoka had sent his daughter "Sanghamitra" and his son "Mahendra" to Sri Lanka to propagate Buddhism.

Gautama Buddha had his brother "Anandtirtha" as his disciple the main job of this disciple was to write down the teachings of Buddha while he would be delivering.

Ramakrishna Paramhansa asked his disciple Vivekananda to take his teachings worldwide. Swami Vivekananda delivered an iconic and eloquent speech at the Chicago Convention of Parliament of religions.

Shivaji Maharaj used to travel in his Kingdom in disguise to understand the problems of his "Praja" and also what people think about him.

There is an anecdote from JRD Tata's life that when he uses to travel in his car to office, he used to offer a lift to the people who would be walking by. Most of this people couldn't identify him.

He would strike a conversation with them and used to understand their problems and the needs. This was his way to understand about what are the actual needs of the common people.

Lokmanya Tilak started the newspaper called "Samana" during the freedom struggle in order to connect with the large mass of people and invoke patriotism within them.

In modern days PR has become more important than ever.

The role PR has altered quite significantly today they have to take care about the image of the company and making sure that the company does not run into any crisis or controversy. They even have to keep eye on what's been written about the company on internet outlets. They constantly need to monitor about the company's image in public.

Public relation officers need to be precautionous about the information about the product that is circulating in the market and public opinion about the product.

Failure in correcting the misunderstanding and negative opinion about the product can led to damaging and devastating impact and can product's image and company's status.

Today with presence of internet and wireless communication negative information can spread rapidly.

A good PR professional curbs the impact by stepping and the right time and doing the needed things.

When the question rises about the PR vs Advertisement, PR certainly emerges out to be the best.

Now days people have started questioning and doubting Advertisement and hence PR seems to be much more relevant and Trustworthy. This gives enormous responsibility on PR.

They need to be completely and solely responsible for what they are promoting and standing for.

They need to be accountable for whatever information they deliver and the information which is delivered should check and verified.

Only research based and authentic information should be delivered.

No PR can take the risk of publishing something just for the sake of it or doing the fake or exaggerated publicity.

Doing this could put the name of the PR firm at risk.

Tools for PR

● **Print Media**

Print Media usually includes Newspaper, Magazine, brochure, Leaflets, handouts etc.

The primary advantage of Print Media is that it is in everybody's reach.

One can even approach Language Press if the firm wants to reach out to specific audience. This definitely comes out as an effective tool.

● **Television**

Television is something that is in everybody's home. One can use this medium if the firm is interested in doing promotion through television ads.

Visual Memory is the strongest memory in human experience. So, the ads come out as long lasting and effective way to promote the product.

● **Radio**

In India there are many areas which are very remote and where the population is very sparse. If the firm or company want's their products to reach to the remotest of remote part of India then radio becomes the medium as Radio is available in the remotest part of India.

● **Oral Communication**

Right from the earlier times oral communication is practiced. When there was no technology people always relied on oral communication.

The product is trusted more when the publicity is mouth to mouth.

People always trust word of mouth more than anything else. People have this notion that when something is orally promoted or where publicity is done mouth to mouth it cannot be wrong and they could easily trust that piece of information.

Oral communication includes speeches, seminars, workshops, etc.

● **Exhibitions/Fairs**

Sometimes oral communication can be little uninteresting that's when company can arrange Fairs, Exhibition that could interest the general public.

● **Special Events**

To maintain the Community Relation's is the main objective of organizing Special Events. Special Events

includes Celebration of local and National Festivals it also includes organizing the Music Concerts, Plays, Books Fair, Career Fairs, Trade Fairs. Apart from that honoring the famous celebrities and sportsman can be done. These things could catch the attention of public and gain substantial publicity.

Thus, we can say that the PR professionals do the work of bridging the gap between the Company and the Society.

Conclusion

PR does the work of molding the public opinion in favor of the company. It is responsible for creating the positive image for the company. But for doing this, foremost important thing is that the PR professionals need to be Trustworthy, Honest, and they need to maintain some transparency. Only and only then people could find PR professionals trustworthy and would be able to lay their trust on them.

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