

## **JC GIRI'S VIEWS ON DEBUNKING MYTHS ABOUT PR – THE ROLE OF PR IN MARKETING**

*Myths about PR...*

- PR is an inexpensive solution to gain publicity!
- PR is a short-term proposition!
- Celebrity + PR equals brand building!
- PR equals to media relations!

PR is expensive and contributes to between three to four per cent of the annual turnover of O&M. When PR is looked as an intangible way and what it constitutes to the growth of brand it surely becomes expensive.

And frankly, a well thought through PR plan from the evolution of the brand cannot be short term until the objective of it is not brand led but has other objectives outside of the brand.

The PR strategy, which is totally brand led cannot be a short-term activity. To achieve the maximum mileage, the strategy has to be in sync with the brand existence.

*PR is a communication channel that helps develop ideas for brand building...*

O & M uses varied tools for Brand Building, including one called BUTTERFLY. This comprises steps to understand the brand from a 360 degrees perspective including:

- Business context, consumer context and cultural context
- Brand scan and brand audit
- Ambition of the brand in the market place
- Brand print – description of the customer brand relationship that is the DNA of the brand against which all work will be created
- Customer print – pen picture of one customer, the communication should be targetted to and created for
- Channels required to get the connect between the brand and customers

### **Example 1: Launch of Dove's Real Beauty Campaign in Europe, Latin America and Asia Pacific**

#### **Objective**

A well-planned strategy was developed for Dove to shift perceptions about Real Beauty. The strategy was developed to

<b>Change Perception</b>	
<i>From</i>	<i>To</i>
Ideal	Individual
Perfect	Real
Aspiration	Inspiring

These three pillars were used for Dove campaign, which resulted in getting the desired message across every impression.

*The Dove campaign was fully led by PR, which helped in propagating the key messages across every market it was launched in...*

### ***Pre launch planning & research***

Research was initiated to provoke audiences to be more involved and create a buzz around the product. Well-planned research and endorsements helped spread key messages across the target audiences and media.

There were tie-ups with media channels to organise talk shows, street plays encouraging debate on *WHAT IS REAL BEAUTY?*

The ongoing discussions and activities built up the perception about the product and helped in achieving the desired results.

### ***Launch***

A teaser invitation was sent to media and a press conference was organised for the launch of the real beauty campaign.

### ***Post launch***

Consumers interacted with the team through a voting meter and this built up the perceptions about real beauty.

### ***Does Celebrity + PR equal brand building?***

Celebrities are not substitutes for brand building they are just a mode through which we can communicate or influence perceptions. And to be effective the celebrity has to have a direct fit with the brand.

## **Example 2: Qantas John Travolta Spirit of Friendship Tour**

### ***Issue***

Long-distance air travel had fallen sharply following the events of September 11, 2001. Long-haul travel was especially hard hit. The challenge was to get people flying again.

### ***Campaign***

A carefully controlled four-continent, 13-city tour featuring top-tier television appearances, in-depth feature stories and local press conferences. As a licensed captain, Travolta highlighted the airline's safety record and the message of friendship underpinning the Qantas brand. Photos, event choreography and Travolta in uniform ensured repeated exposure for the Qantas brand.

### ***Results***

US \$60 million worth of positive attention, persuasive messages and brand exposure in the world's most influential media; not to mention a shot in the arm for the Qantas brand, its employees and other stakeholders.

## **QUESTIONS AND ANSWERS**

*Campaign shown by you is*

JC Giri replied that Indian media has evolved in the last two years. O&M managed the recent crisis for Cadbury and one can see the

*international. Can  
you say Indian  
media works the  
same way? Indian  
advertising is all  
copied?*

results today. In Indian advertising most ideas are original and if there is a real story, one can achieve the results of higher altitude.

*(Excerpted from the presentation made by JC Giri, President, O&M Mumbai, at PR Pundit's workshop, held in Mumbai on November 30, 2005)*