

Definition: Publicity

Publicity is the activity of increasing the awareness about a person, product or service and to grab the attention of the crowd. It is a way to project your company or a brand in front of the potential customer. Publicity generally gives the authority of an independent voice. It may turn helpful in increasing the sales from the potential customers. Publicity is not restricted to products or services only but can be attributed to politics, entertainment, arts, artists, documentaries etc. Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. Publicity is not paid for by the organisation. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations.

Publicity involves giving public speeches, giving interviews, conducting seminars, offering charitable donations, inaugurating mega events by film actors, cricketers, politicians, or popular personalities, arranging stage show, etc., that attract mass media to publish the news about them.

Publicity is undertaken for a wide range of purposes like promoting new products, increasing sales of existing product, etc. It also aimed at highlighting employees' achievements, company's civic activities, pollution control steps, research and development successes, financial performance, its progress, any other missionary activities, or social contribution.

Publicity has been defined as:

1. By William J. Stanton:

"Publicity is any promotional communication regarding an organisation and/or its products where the message is not paid for by the organisation benefiting from it."

2. By Philip Kotler: "Non-personal stimulation of demand for the product or service, or business unit by placing commercially significant news about it in public medium or obtaining favourable presentation of it upon radio, television, or stage that is not paid for by the sponsor."

Types of Publicity

Publicity can be of different types. Below are the few types of publicity:

1. News
2. Press Release
3. Product Release
4. Emergency Publicity
5. Offers

6. Conferences

7. Events

Importance of Publicity

1. Publicity is an effective medium to disseminate message to the mass with more credibility. People have more trust on news given by publicity.

2. The credibility level of publicity is much higher than advertising and other means of market promotion. People express more trust on what the third party independently says. It appears directly through newspapers, magazines, television, or radio by the third party. It is free from bias.

3. It provides more information as the valuable information is free from space and time constraints. Similarly, publicity takes place immediately. No need to wait for time or space in mass media. It enjoys priority.

4. The firm is not required to pay for publicity. The indirect costs related to publicity are much lower than other means of promotion.

5. It is a part of public relations. It is free from exaggeration; it carries more factual information about company. It is more trustable. It helps establish public relations.

6. Generally, publicity covers the varied information. It normally involves name of company, its goods and services, history, outstanding achievements, and other similar issues. The knowledge is more complete compared to advertisement.

7. Publicity directly helps middlemen and sale persons. Their tasks become easy. Publicity speaks a lot about products on behalf of middlemen and salesmen. Sellers are not required to provide more information to convince the buyers.

8. It is suitable to those companies which cannot effort the expensive ways to promote the product.

9. Publicity increases credit or fame of the company. Publicity on company's assistance in relief operations during flood, earthquake, draught, and other natural calamities highlights its name and social contribution in mass media. People hold high esteem to this company.

10. Publicity can be used by non-commercial organisations/institutes like universities, hospitals, associations of blinds or handicaps, and other social and missionary organisations. They can publicize their noble works by the medium of publicity.

Objectives of Publicity:

The most common objectives of publicity have been discussed in brief as under:

1. Building Corporate Image:

Through publicity, a company can build or improve its corporate image. People trust more on what press reporters, columnists, or newsreaders say via mass media independently than what the company says. Publicity highlights the company's name and operations. It popularizes the name of the company.

2. Economy:

It is a cost saving medium. Here, a company is not required to pay for message preparation, buying space and time, etc. The cost involved is much lower than other means of market promotion. Financially poor companies may opt for publicity.

3. Assisting Middlemen and Salesmen:

Publicity can help middlemen and salesmen in performing the sales-related activities successfully. Information conveyed through publicity speaks a lot of things on behalf of sellers. Publicity makes selling tasks much easier.

4. Information with High Creditability:

Sometimes, publicity is targeted to disseminate information more reliably. Customers do not express doubts on what publicity appeals. Customers assign more value to information supplied by mass media via publicity than by the advertisement.

5. Removing Misunderstanding or Bad Image:

Company can defend the product that has encountered public problems. In many cases, publicity is aimed at removing misunderstanding or bad impression. Whatever a publicity conveys is more likely to be believed.

6. Building Interest on Product Categories:

Publicity attracts attention of buyers. Due to more trusted news, people build interest in various products and activities.

7. Newsworthiness Information:

Publicity publicizes the fact in an interesting ways. Publicity is eye-catching in nature. People do not skip the news presented by publicity that more likely happens in case of advertising. For example, when a new product is launched by the distinguished personalities like film star, eminent artist, or cricketer in a grand function, the product becomes popular within no time.

Advantages of Publicity

1. The cost of publicity is very less. Publicity coming from an unsolicited newspaper or through social media doesn't cost anything to the company.

2. Publicity ensures credibility as the consumers expect a significant level of bias or exaggeration in the advertisements a company produces about its services or

products. However, third-party sources, such as blogs, online reviews and magazines are often considered less biased. This is specifically true with trusted sources, such as longstanding publication houses or well-regarded professional reviewers. Publicity from non-affiliated parties can often seem more trustworthy in the eyes of your targeted customers.

3. Consistent publicity helps a company strengthen its brand as it gives a company a way to prove its customers its worth.

4. Innovation is very important in increasing your reach and building loyalty among the customers. If good reviews start coming up for a brand it often build the other public relations companies interested in the company.

5. Publicity open doors for more opportunities and help build relationships with more number of high net worth companies.

6. Publicity helps you go viral. Ads don't go viral on their own publicity help them. Word of mouth is a successful tool that drives more business for a company.

Disadvantages of Publicity

1. Damage brand equity in long term because of bad publicity. It is applicable for companies with health hazards and safety issues.

2. Brand association will be damaged as changing the customer's perception is very difficult.

3. Loss of trust

Hence Publicity is Main Part of Fashion & design World