



Corporate vs. Agency PR

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Rabu, 18 Maret 2020

The benefits from having in-house PR

❑ Knowledge of your industry and business.

- The first, most obvious benefit is that a PR department is well-versed in your industry and has in-depth knowledge and experience in working with you and your team.

❑ Only one client – you.

- Your in-house PR team is solely dedicated to working on exactly what you need, whenever you need it. This can, however, also be a disadvantage as your PR team answers to many departments within your company.

The benefits using an outside PR Firm

❑ Unbiased opinions.

- Sometimes it's more helpful to have an outsider's perspective. An independent agency will give you unbiased, objective advice.

❑ A variety of experiences.

- While your PR firm may not be physically located within the same four walls – and has other clients to serve – it also has experience and knowledge about different kinds of projects and circumstances. Whenever anything comes up, odds are, your PR agents have seen it before and know how to take care of it. This is the kind of experience you can only get from a seasoned agency.

The benefits using an outside PR Firm

❑ A hand in a crisis.

- When a crisis hits, those closest to the situation may act overly emotional or not have the knowledge needed to handle it adeptly. A PR firm is equipped to handle the media in a crisis situation, including having a crisis PR plan ready to put into motion.

Other things to consider:

❑ Limited staff.

- An in-house PR department is often small in number. They're pulled in many directions and may feel overwhelmed.

❑ Trends.

- PR firms are typically on the cutting edge of new trends to ensure their clients receive the best, most innovative service.

❑ Measurement.

- For PR firms, measurement is a key part of showing a return on investment. For in-house departments, finding the best measurement tools and presentation can be costly and may not be a priority.

Why hire a PR firm?

Because PR firms enjoy established relationships with journalists and news outlets, they offer connections, contacts and interviews you wouldn't otherwise have.

Often an in-house PR person is spamming the media with items, which is a turnoff to reporters.

If media relations is your problem, an agency is your answer.

Additionally, having the objectivity of an outside party helps you and your in-house PR team make informed and objective business and communications decisions.

Most agencies have seen it all.

Why hire a PR firm?

Most agencies have seen it all. If you have a communications issue, a product or service launching or even just want more media coverage, a reputable PR firm has already successfully executed these services for other companies.

And, if you find yourself in a crisis, you'll definitely want to find an outside firm experienced in that type of communication.

Ideally, a company should try to combine both types of PR support.

Many major companies, such as Coca-Cola or Delta, hire outside firms to work on specific campaigns or keep a PR firm on retainer.

By having in-house and an agency, you give yourself the best of both worlds. Each team can divide and conquer so your brand stands out to your consumers.

The **main advantage** of setting up an internal PR department is that the team will focus only on the company products and its markets.

They will act as an effective spokes persons for building the reputation of the company.

Disadvantages of an in-house PR department

The main disadvantage is that one person should do all the work due to non –availability of additional man power that involves the cost factor to it.

Therefore, the lack of resources limits the visibility of the company and product awareness in the market place.

Consultant role	High internal service expectation
<p>Expert</p>	<p>Deliver solution quickly without high client involvement</p> <p>Customer needs met early</p> <p>No systemic approach to diagnosis – allows expert to express problem in his/her terms so capability/knowledge retains within specialist areas</p>
<p>Pair of Hands</p>	<p>Reasonably aligned with high customer-focused values</p> <p>Focused on meeting customer needs</p> <p>Power lies with customer</p>
<p>Process</p>	<p>Works against notion that the 'customer is always right'</p> <p>Working collaboratively may be construed as 'passing the buck'</p> <p>Customer expectations for solutions may not be met within the desired timeframe</p>

Advantages of appointing a PR consultancy

The main advantage of appointing a PR consultancy is to minimize the budget criteria and to maximize the knowledge potential of consulting team for welfare of the organization. Therefore, the media contacts will help the organization to enhance the company and brand awareness.

Disadvantages of appointing a PR consultancy

There is a great possibility that the outsourcing of PR results in distraction from the PR agency focusing on other clients and also not able to synchronise with the company's internal culture.

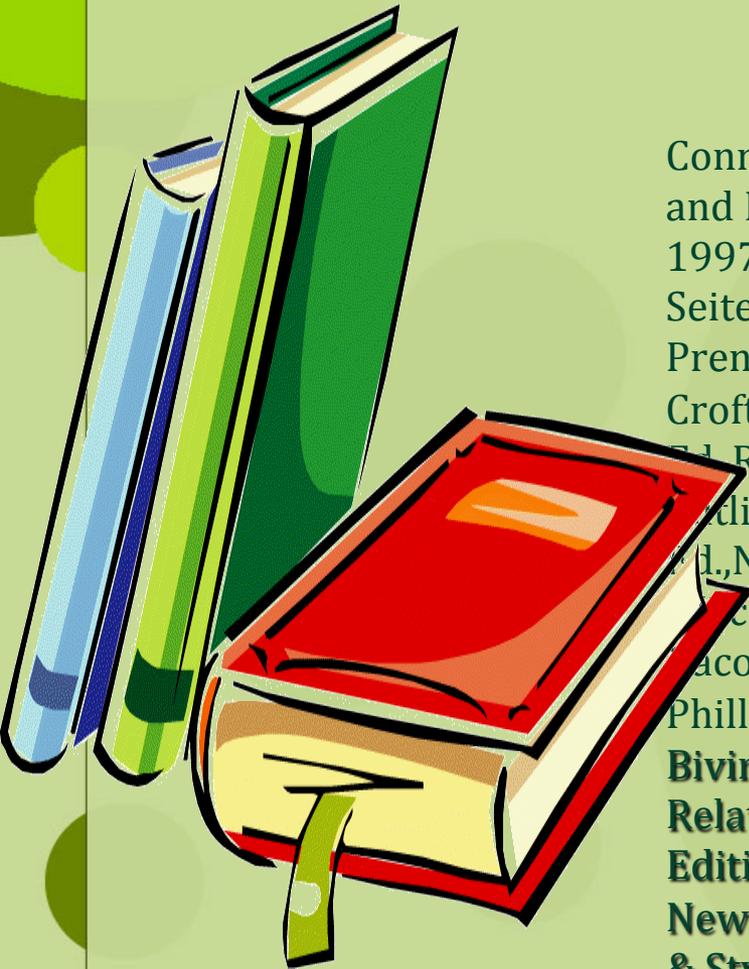
Assignment

Tonton film Carriers rilis 2009

Things to do:

1. summary of the movie
2. Tokoh dan penokohan
3. Key Message
4. Problem Solving (How), effort apa saja yang dilakukan dan mana yg paling efektif.
5. Key Learning Points for Communication & Public Relations model (ambil satu teori yg relevan) utk kelas MBK PR tambahan; Key Learning Points for the Business and Consultant.
6. Lakukan ANALISIS

SOURCES



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