Advertising - Publicity - Public Relations

Product - Competitive relationship

Product
Company → Other activities → Effect - Action → Public

Inherent - Apparent value
Service - Usefulness
Relationship to requirements
Cost - (first cost - service)

Who buys
" works
" owns stock
" thinks
" votes

Advertising
Industrial Design
Publicity
Public relations

Bankers
Auditors
Government
Clients
Suppliers
Lawyers
Consultants

Feedback towards company, affecting its ability to perform
Refer to previously discussed "association of reputations" 

Problem is: contact
Company - Public
Guided vs. unguided voice of a company
Character of the Company (Reputation - Credit)
Name - Identification of products - Individuals
Contact is made by the product and every action of the company - its executives.
Building up of personal - company and product credit and reputation

Need for close relationship between insiders and outsiders such as:
Engineering + Industrial Designer
Sales Division + Advertising Agency
Financial + Bankers + Analysts etc.

Evolution of concepts of Public Relations
Individual vs. company vs. products
Exaggerations - Excessive build up of individuals - Synthetic men
Accidents in the lives of individuals - companies - products
Give examples - technical and others.
Mass production - mass distribution of products, securities, news
mean that "accidents" can be tragic.
It explains unwillingness to accept "change"
Science, testing, control, care, do not make industry immune
to accidents - Conditioning one's mind.
Preparing for possibilities.

Need for sincerity over long period of time
Industrial Designers
Advertising Agencies
   Need for most advanced competitive abilities and ideas.
   Problems and needs for shifting agencies
   Aging of personnel and ideas
Publicity
Public Relations Advisers

Story one wishes to tell
Story one does not wish to tell

Types of organization
How they are built up
Methods of work
How to select them
Type of relationship
Method of payment
How to measure and evaluate their effectiveness
When should company do it itself or go outside
(see page 3 of class 21)