

Analysis of the Effectiveness of Public Relations for Brand Communication

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Abstract: Brand communication plays a crucial role in the advancement of corporations, with many organizations placing significant emphasis on fostering public relations with their clientele. In a context of escalating competition and volatility within the market, effective brand communication plays a pivotal role in enhancing business image and credibility. Consequently, the management of public relations necessitates appropriate adjustments. Enterprises are increasingly prioritizing the management of public relations and corporate image due to the impact of brand image and consumer trust on customer choices in the marketing landscape. In addition to quality and price, customers now consider brand image and trustworthiness when making purchasing decisions. Therefore, effective brand communication has become a paramount objective for enterprises. Given this market context, public relations play a crucial role in conveying the value of a brand. Therefore, enterprises must adeptly navigate public relations in order to achieve favorable growth.

Keywords: public relations, branding, brand communication, marketing

1. Introduction

The primary objective of brand communication is to enhance the brand's audience and extend its reach, while also serving as a conduit between the general public and the corporate brand. In the context of a progressively competitive market, characterized by the emergence of numerous substitutes, significant financial and strategic resources are being allocated towards brand communication efforts. The objective is to enhance the competitive advantage of a brand within a company's overall development strategy. Public relations is a well recognized method of brand communication that is frequently employed to augment brand recognition and customer confidence through the facilitation of effective communication and fostering of a closer relationship between an organization and the broader public. The interaction between a brand and the general public leads to increased favorability and consumer demand, so effectively fulfilling the objective of brand communication [1].

This study employs a literature review method to investigate the role of robust public relations in brand communication. It evaluates the efficacy of public relations as a tool for brand communication and explores the inherent drawbacks associated with public relations within the social environment. The analysis is based on an extensive examination of existing scholarly literature.

This paper centers on the analysis of the efficacy of public relations (PR) in brand communication within the context of the contemporary marketing-driven market environment. It distinguishes itself

from other studies in the field by placing greater emphasis on this specific aspect. Consequently, it offers significant practical insights for enterprises, serving as a valuable reference for business operations. This research additionally assesses the adverse effects of public relations in facilitating brand communication, thereby providing as a warning example for a diverse array of companies.

2. Overview

Public relations are a strategic communication strategy employed by business organizations, celebrities, and governments to engage with the public through several channels of information transmission. Its primary objective is to cultivate and foster trusting and amicable relationships between organizations and institutions. Public relations play a crucial role in shaping a favorable corporate image and facilitating effective brand communication, particularly within the context of corporations. By engaging in public relations initiatives, a business has the opportunity to cultivate a stronger rapport with the public, so fostering a greater comprehension and endorsement of its brand. Consequently, this can significantly contribute to the organization's overall objectives [2].

One crucial aspect of public relations is its role as an organizational concept, functioning as a management tool within the business. Its primary objective is to cultivate positive public perception and acknowledgment, while also seeking to secure public support and comprehension. Within the realm of corporate development, public relations (PR) serve as a mechanism for fostering social connections that arise from the mutual interests of both the firm and the general public. The effective management of these social connections necessitates a harmonious coordination and equilibrium, which in turn relies on the fulfillment of complementary requirements from all parties involved in the interaction.

The significance of branding for enterprises cannot be overstated, as it enables them to engage in market share rivalry, cultivate brand loyalty, and develop a favorable corporate image. Brand communication encompasses the fundamental principles and core values of a brand, employing various strategies such as advertising and public relations to cultivate a brand image and drive market sales. Effective brand communication refers to the ability of a brand to successfully establish a connection with its intended target market customers. Brand communication encompasses the consolidation of information, the utilization of various media channels, and the implementation of systematic processes. The importance of brand communication credibility is a significant aspect, as the level of consumer trust in the brand communication message plays a crucial role in achieving marketing objectives [3].

Public relations communication serves as a vehicle for brand communication. The field of public relations can employ the use of third-party accreditation as a strategic approach to disseminate positive news regarding a company, hence cultivating customer trust in the brand. Public relations campaigns have the potential to offer substantial assistance and safeguard the influence of a brand by embodying the brand's identity and leveraging the influence of corporate culture to foster positive customer sentiments towards the brand. Brand personification refers to the practice of endowing a brand with human-like qualities, thereby distancing it from commercial motives and fostering a sense of trust among the general public. Public relations serve as a prominent means of effectively disseminating brand information, while also playing a crucial role in establishing brand culture and fostering brand association during the dissemination process, thereby generating novel brand value.

3. Brand Communication Strategies for Public Relations

3.1. Brand Positioning

Brand positioning is the strategic process undertaken by an organization to establish a suitable direction for brand development in the market. This involves shaping the brand's culture and image in

a manner that creates a distinctive and lasting impression in the minds of consumers. The presence of diverse brand cultures and distinct personality traits will yield varying directions for positioning strategies. The significance of brand positioning in the context of business should not be overlooked, since it develops an inherent bond between consumers and the brand. The fundamental principle underlying brand positioning is that a company's product possesses distinctive attributes or characteristics that differentiate it from others in the market. By establishing a unique positioning, the brand can cultivate consumer familiarity and, to some extent, achieve a high level of competitiveness or even a lack of direct competitors in the minds of consumers. When considering brand positioning, it is advisable to select a competitive positioning that offers greater advantages to the organization. This positioning should be conducive to creating a clear distinction in the minds of potential customers, setting the enterprise apart from its competitors. It is important for this positioning to align with consumer demand and the desired brand image [4].

3.2. Brand Image Shaping

The development of brand image necessitates a meticulous and gradual approach. The primary objective of developing brand image is to seamlessly integrate the brand into the everyday lives of consumers. Enterprises should focus on fostering a connection with the broader society, rather than relying just on advertising or employing catchy slogans, in order to accomplish this objective. To establish a brand image, companies must prioritize the quality of product manufacturing, actively promote the corporate vision and culture, and ultimately, the brand's visibility, credibility, and customer loyalty determine its standing in the minds of consumers. The alignment of advertising public relations with the brand's established image has a favorable influence on the process of constructing a positive brand image. This strategic approach enhances the brand's ability to effectively cultivate public goodwill and trust.

3.3. Brand communication channel selection

The careful selection of brand communication channels is of utmost importance and should be determined by factors such as brand positioning, target audience segments, brand image, and other relevant considerations. The selection of the most suitable channel for conveying the brand image can only be made following a thorough and precise study. Many companies consider utilizing common brand communication channels, such as public relations channels, as a means to enhance brand reputation and visibility. These channels often involve the organization of conferences and various public relations activities. Notably, these channels exhibit strong interactivity and communication effects. The selection of brand communication channels holds significant importance for firms. It is crucial for organizations to carefully consider and choose the most appropriate channels that align with their specific circumstances. This strategic decision will enable them to optimize the advantages of their chosen communication methods.

3.4. Brand crisis public relations strategy

The firm may encounter a brand crisis as a result of inadequate operational performance or deliberate interference from competitors. In the event of a brand crisis, it is imperative for the firm to employ public relations strategies in order to effectively manage the relationship between the enterprise and the public, address public sentiment, and safeguard the reputation and image of the organization. The unpredictability of a crisis is generally attributed to factors such as timing, causation, and scale. When a crisis emerges, it becomes imperative for corporations to employ public relations methods in order to swiftly manage the issue and prevent potential damage to their brand reputation, including the risk of customer boycotts. The initial step that a brand must undertake is assuming accountability,

engaging in transparent and sincere communication, and maintaining a positive demeanor. By means of issuing a formal apology to the general public via a press conference, the brand has the potential to regain the forgiveness of the public, thereby reestablishing the confidence and comprehension of the public. Additionally, it is crucial to promptly execute the public relations strategy. Given the rapid dissemination of rumors and conjecture, swift and resolute measures must be taken to manage the situation effectively and prevent the crisis from escalating [5].

4. Case Studies

The revised edition of China's Hygienic Standard for Drinking Water was implemented on April 1, 2023. Prior to this, there was intense competition in the market for packaged drinking water in China. The revised edition of the "Drinking Water Hygiene Standard" outlines the specifications pertaining to the quality of drinking water, the quality criteria for sources of drinking water, and the methodologies employed for testing the water quality. Multiple brands engaged in a competitive marketing campaign, exerting considerable effort to promote their initiatives. However, the communication materials of these drinking water brands primarily focus on educating consumers about water hygiene knowledge. By employing these educational messages, the enterprises aim to strengthen their position within the industry and effectively convey the value of their respective brands. Master Kong, a prominent player in the food and beverage sector, has undertaken efforts to venture into the pure water industry. In doing so, the company has successfully engaged in meaningful dialogue with consumers, effectively communicating its commitment to the enduring principle of "sustainable management, giving back to the community." Moreover, Master Kong has actively embraced its role as a responsible corporate citizen by implementing various initiatives that fulfill its social responsibilities [2].

Master Kong effectively engaged with the general public by promoting food safety measures and concurrently highlighting the adherence of Master Kong's drinking water to the updated "Hygienic Standard for Drinking Water". This strategic approach aimed to advocate the safety and healthiness of Master Kong's products. With a primary objective of providing high-quality purified water to the country, the brand has successfully cultivated an image as a "water expert." This reputation is bolstered by the brand's notable achievements, including the attainment of a national utility model patent and certification under the HACCP system. These distinctive features serve as key selling points for the brand. The establishment of the brand image of "water expert" has been accomplished. The quality of drinking water has garnered increased public attention, particularly following the introduction of the latest iteration of the "Hygienic Standard for Drinking Water". Master Kong aims to cultivate the endorsement and endorsement of professionals, key opinion leaders (KOLs), and the media using various strategies such as engaging KOLs, organizing factory tours for the media, and conducting consumer experience assessments. Additionally, Master Kong maintains ongoing communication with the industry, media outlets, and consumers.

In May 2023, Master Kong orchestrated an event titled "Green Operation Achievement Sharing & Media Factory Visit," wherein approximately 30 esteemed Chinese and international media representatives were invited to partake in a tour to the Dingjin plant located in Hangzhou. The event extended invitations to approximately 30 reputable Chinese and international media outlets to partake in a visit to the Hangzhou plant. During the visit, Master Kong showcased the comprehensive food safety management system, which ensures traceability throughout the entire production process. Additionally, the innovative research and development center focused on food safety was introduced, along with the plant's accomplishments in energy conservation, emission reduction, and environmentally friendly operations, all aligned with the principles of green and sustainable development. The media's visit to the plant can be regarded as a strategic public relations initiative employed by Master Kong. The media serves as a conduit for the general public, providing reports

that are influenced by personal sentiments and opinions. Through these reports, consumers indirectly gain insight into Master Kong's corporate philosophy and its endeavors in ensuring food safety. Consumers have been informed through various media reports that Master Kong has been consistently enhancing the quality of drinking water. This is achieved by implementing eight distinct procedures and adhering to nationally trademarked rigorous requirements, thereby producing soft water of exceptional quality. Undoubtedly, the PR marketing efforts have effectively cultivated an image of Master Kong's unwavering emphasis on food safety and dedication to delivering drinking water of superior quality to the general public. Consequently, these endeavors have successfully solidified the position of Master Kong's drinking water in the minds of customers. In general, this approach to brand communication is deemed effective [6].

5. Conclusion

In conclusion, public relations are an essential brand communication strategy that warrants significant attention. Organizations must develop a meticulously planned communication strategy and effectively leverage the distinct advantages of public relations in order to augment brand communication. Many enterprises must cultivate a brand image that emphasizes public service and societal benefits. It is crucial for enterprises to identify and enhance the unique selling points of their brand, thereby building trust and reputation. Enterprises should actively engage with the general public, seizing every opportunity to establish a meaningful connection. Only by truly differentiating themselves in the minds of consumers can brands achieve sustainable growth amidst intense market competition.

In addition to the aforementioned points, it is important to acknowledge the presence of minor limitations in this study. For instance, organizations employ a diverse range of marketing strategies to effectively convey their brand message, seldom relying just on a singular approach. Consequently, the evaluation of the effectiveness of communication strategies involving PR marketing poses challenges, as it is arduous to ascertain the extent to which these strategies yield favorable outcomes. Moreover, the amalgamation of various marketing techniques further complicates the determination of whether successful brand communication predominantly stems from PR efforts.

Public relations (PR) play a crucial role in the success of a company, and it is imperative for organizations to prioritize this aspect of their business by consistently upholding a strong PR presence. This may be achieved by implementing a comprehensive public relations management system that facilitates effective contact with the public. When a corporation effectively employs various strategies in public relations and successfully garners public attention and support, the company will progressively transition into a more advanced phase of growth and development.

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