

INTEGRATED MARKETING COMMUNICATION IN PUBLIC RELATION EXAMPLES

- Coca-Cola's 'Share a Coke'
- Nike's Just Do It
- Dove's Real Beauty Sketches
- Starbucks' #WhatsYourName
- GoPro's User-Generated Content
- Apple's Product Launch Events
- LEGO's Rebuild the World
- Spotify's Year in Music
- Red Bull Stratos
- Old Spice's Viral Video Campaigns
- Tesla's Eco-Friendly Messaging
- Airbnb's 'Live There' Campaign
- Zara's Fast Fashion Communication
- Oreo's 'Dunk in the Dark' Tweet
- IKEA's Catalogue Launches
- Unilever's Sustainable Living Plan
- BMW's Drive Experience Events
- Lush's Ethical Campaigns
- Gillette's 'The Best Men Can Be' Campaign
- McDonald's 'I'm Lovin' It' Slogan

Public Relation Cases

**Kathy Brittain Richardson, Marcie
Hinton**



Public Relation Cases:

Cases in Public Relations Strategy Burton St. John III, Diana Knott Martinelli, Robert S. Pritchard, Cylor Spaulding, 2018-08-02 Cases in Public Relations Strategy draws on original real world case studies to provide students with a strategic approach to meeting the needs of a client before during and beyond a campaign Using the RACE Research Action Planning Communication and Evaluation model students explore successful contemporary campaigns and evaluate best practices in all major areas of public relations activity This practical client oriented text shows students how to systematically evaluate and adapt to the needs of a particular client whether big or small global or local for profit or nonprofit in order to launch the most effective campaign Each case includes a brief introduction focused on fundamentals and core competencies and all cases have been carefully selected to present a wide range of client types In addition to the lessons from professionals in the case studies a section on PR consulting and an appendix on advancing your PR career give students the knowledge and skills they need for success in the field Give your students the SAGE edge SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review study and further exploration keeping both instructors and students on the cutting edge of teaching and learning

Public Relations Cases Jerry A. Hendrix, 1998 This text begins with an overview of the public relations process and introduces the interactive ROPE model Research Objectives Programming Evaluation to organize PR programs Part Two is organized around audience centered forms of PR while Part Three deals with emergency public relations Chapters in Parts Two and Three begin with an overview and then exhibit Silver Anvil Award cases from planning through execution and evaluation as well as some examples of failed PR campaigns The appendices consist of exercises and case problems for each of the PR forms presented and contain the PRSA Code of Professional Standards

Public Relations Cases Danny Moss, Barbara DeSanto, 2022-11-11 This unique collection of contemporary international public relations PR case studies gives the reader in depth insight into effective PR practice in a range of organizational contexts The global cases demonstrate the breadth and sophistication of the public relations function both in public and private sector organizations This fully updated third edition of Public Relations Cases offers fresh perspectives on the changing face of contemporary public relations and the development of PR and communication strategies Addressing the gap in PR literature it examines political systems climate media ownership and structures as well as the social values and economic conditions which shape the role and work of PR practitioners The book follows a four part analytical model CDAO Context Decisions Actions and Outcomes to successfully identify the key points of comparison between cases to uncover how and why particular events occur and critically identifies what key factors and actions we can learn from in future decision making Featuring updated cases from across industries and around the world including South East Asia Latin America the UK and the US this book is an invaluable resource for researchers postgraduate and executive education students studying public relations corporate communication and public affairs

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Hendrix, 2007 Primarily using Public Relations Society of America award winning cases PUBLIC RELATIONS CASES presents a clear theoretical grounding in the major areas of public relations Using the ROPE process model research objectives programming and evaluation the authors keep students focused on the strategic elements of exemplary communications campaigns The case studies provide glimpses into best practices for public relations campaigns as recognized by professionals in the field The cases all use a strategic communications model where clearly defined objectives are based on sound research and good audience analysis followed by creative tactics that are evaluated for their effectiveness Applied Public Relations Kathy Brittain Richardson, Marcie Hinton, 2015-03-27 With its practical orientation and scope Applied Public Relations is the ideal text for any public relations case studies or public relations management course that places an emphasis on stakeholder groups Through the presentation of current cases covering a wide variety of industries locations and settings Kathy Richardson and Marcie Hinton examine how real organizations develop and maintain their relationships offering valuable insights into business and organizational management practices The book's organization of case studies allows instructors to use the text in several ways instructors can focus on specific stakeholders by using the chapters presented they can focus on particular issues such as labor relations or crisis management by selecting cases from within several chapters or they can select cases that contrast campaigns with ongoing programs or managerial behaviors A focus on ethics and social responsibility underlies the book and students are challenged to assess the effectiveness of the practices outlined and understand the ethical implications of those choices This Third Edition features 25 new and current domestic and international case studies specifically chosen for their relevancy and relatability to students New Professional Insights commentaries where practitioners respond to a set of questions relating to their work Increased emphasis on ethics and social responsibility Fully enhanced companion website that is connected with the text including a test bank and PowerPoint presentations for instructors and chapter specific discussion questions and additional readings for students **PR News Casebook** David P. Bianco, 1993 From the pages of PR News the world's most widely read public relations weekly comes this collection of 1000 case studies covering major PR campaigns and events from the publication's nearly 50 year history Based on personal interviews conducted by PR News founder and former publisher Denny Griswold each case study analyzes how the most important businesses government agencies and other organizations from around the world have handled such diverse issues as anniversaries boycotts downsizing industrial achievements minority relations new product introductions plant closings product tampering stockholder relations and many others **Cases in Public Relations Management** Patricia Swann, 2014-02-18 Developed for advanced students in public relations Cases in Public Relations Management uses recent cases in public relations that had outcomes varying from expected to unsuccessful The text challenges students to think analytically strategically and practically Each case is based on real events and is designed to encourage discussion debate and exploration of the options available to today's strategic public relations manager Key features of this text include

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