**Differences between Public Relations and Advertising**

***Many businesses believe that advertising and public relations play the same role for their business and if they do advertising they don’t need PR, and vice versa. However, PR and advertising have completely different roles for a business, which are important to understand to help a company reach the target market and achieve business objectives. Advertising is creating paid announcements to be promoted through different types of media including online, print, TV, out-of-home and radio. PR, on the other hand, is a strategic communication process that builds mutually beneficial relationships between organizations and the public. PR is great for building a connection with your audience and promoting your key messages, consumers are more likely to believe and take note of something written in an article, rather than an advertisement that has been paid for.***

***Here are the top five differences between advertising and PR.***

**Paid vs. free**

**Advertising:** A company needs to pay for an advertisement to be placed in the media.

**PR:** A PR agency develops strategies for a company to gain publicity in the media. PR professionals develop a range of tactics to gain positive media attention for a brand, which is very effective at increasing target audience’s brand awareness.

**Message control**

Advertising: A company enjoys control over the content of their advertisement including where and when it will be seen in the media.

PR: A company/organization has less control of a coverage in the media. Once a story is sent, to a journalist they have control over it. They can choose to change the senders story idea or not even publish it at all. However, a PR agency should offer a media training on how to establish control over media coverage. They also orient with the techniques to create opportunities for a company or an organization.

**Duration of coverage**

Advertising: A company or an organization can pay for an advertisement to be shown in the media as many times as the budget allows.

PR: An advantage of PR is that one can send a story idea to a number of journalists who will then publish the story in different ways. This allows the target audience to see the information differently in many mediums, which may be more effective at reinforcing the message

**Credibility/believability**

Advertising: Advertisements have less credibility than the coverage gained by PR. When the target audience see’s an advertisement they know it has been bought by a company trying to sell them something.

PR: PR provides information and newsworthy stories to a journalist so they can write an article about a product or business, if they chose to. An article written by a journalist will be presented in an unbiased manner and contains the journalist’s third-party endorsement. This means the target audience may view the article with more credibility than an advertisement because it is not blatantly selling them something. PR can be a very powerful tool because it can help shape

Public opinion.

**Target audiences**

 Advertising and PR are similar in that they both want to convey a message to their client’s target audience. However they convey that message differently and in different mediums.

Advertising: A company can pay for an advertisement to be placed directly in the media the target audience is interested in, whether this is women’s magazines, TV or drive-time radio.

PR: PR professionals can communicate a message to a target audience in a variety of channels. The key to reaching a target audience is to place the message in the channel that the target audience is likely to use. For example; the channel could be an article in a company newsletter, a letter to local residents, an email to specific people, a blog post, a tweet, an article by a journalist and much more. This means that PR may be more effective than advertising because it can help a business reach their target audience in a variety of mediums.

[On the basis of write-up *The difference between advertising and PR*, retrieved on 05.05.2020 from [*https://publicrelationssydney.com.au/the-difference-between-advertising-and-pr/*](https://publicrelationssydney.com.au/the-difference-between-advertising-and-pr/)]