

# PR Or Advertising?

## They're Different: Use Both For Max Impact

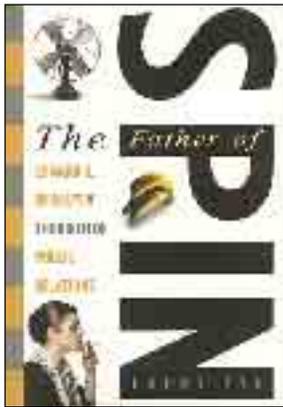
“Many a small thing has been made large by the right kind of advertising.”  
- Mark Twain

Vol. II Number 6  
November, 1998  
Attn: Marketing/Advertising

**SIEBENTHALER**  
CREATIVE SERVICES  
high performance advertising and public relations

**Resources:**

*The Father of Spin: Edward L. Bernays and the Birth of Public Relations by Larry Tye*



*Motorcycle Industry Magazine*  
November, 1998 - Vol. 19, No. 7  
(702)782-0222



(ST. PETERSBURG, FL) Whether it's called getting ink, spin, or public relations, the end product is the shaping of public opinion, by utilizing various tools of mass communications - mainly, a blend of subjective journalism, advertising savvy, and timely distribution.

Molding information to achieve a specific goal begins in the 1920's with Edward Bernays. The originator of what we recognize today as public relations, Bernays owes much to his uncle, Sigmund Freud. From there it's a short step to connect Freud's theories to the concept that individual or group thoughts and habits can be shaped to a predetermined outcome.

Compared to advertising, directed behavior isn't usually obvious. Example? Congress was lobbied to build an interstate highway system - for Bernays client Mack Trucks. For P&G, children were encouraged to enter soap-carving contests (soap supplied) to inoculate them on behalf of Ivory. And what about The Motor Co.'s use of public relations? Aggressive, successful, and unique come to mind.

In this example, a small display ad, publicity release, and a timely interview combine to maximize the client's exposure. The result has built-in credibility and recall. Collectively, the mentions are worth many times the base cost of the space alone, making the

residual benefit the functional equivalent of a much larger ad.

**Combined Effect For Maximum Results**

- 1) Direct quote appears in editorial spread.
- 2) Small display ad is positioned directly above
- 3) Industry resource contact and number.
- 4) Nice mention in new product section features product art with editorial info.
- 5) Reader response number is also included.

*John Siebenthaler creates distinctive advertising and effective public relations campaigns for the V-twin industry.*

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