

Marketing, Advertising, PR. It is all matter of definition.

As holistically structured communications agency, we want to lead by example and use a clean definition of terms

How to define "Marketing"?

The traditional philosophical definition:

"Marketing is thinking in terms of customer benefits."

"User experience". on the basis of needs to be satisfied, one would say today.

The functional definition of marketing lists the instruments of the marketing mix to position the brand appropriately in the market.

- Product or performance policy
- Pricing policy
- Distribution Policy
- Communication Policy
- Human-Resources-Policy

The marketing mix of a discount retailer looks different from that of a company that focuses on „Customer Intimacy“ thus customer loyalty sets.

How do you define "advertising"?

"Advertising is **the influencing of opinions on attitudes relevant to behavior by means of specific means of communication, usually for a fee, which are disseminated via analog or digital communication media.**"

Advertising can also be divided into "**classic advertising**" (broad target group appeal, mass advertising) and "direct advertising" (addressing specific target groups, direct advertising).

The task of advertising is to:

- Develop creative ideas and strategies,
- that are interesting for the target group,
- fit the company,
- can be implemented across all communication channels,
- are good for several years.
- It is also the task of the creative agency to implement these ideas and strategies
- and measure success. (qualitative KPIs)

Now that advertising takes place in all channels, close cooperation between experts from the creative agency, digital agency, social media agency, PR agency, media agency and event agency on an equal footing is very important.

That's why we form interdisciplinary teams at REICHLUNDPARTNER.

All units of the agency are involved in the creative process, depending on the task at hand. The advertising agency usually has the lead, but that doesn't always have to be the case.

PR and advertising are always coordinated in terms of content.

How do you define "public relations"?

"Public relations is the planned **influencing of opinion and building of confidence among a broad or clearly defined public through gratuitous, targeted management of communications.**"

The task of the PR agency is to:

- Develop creative ideas and strategies,
- which are interesting for the journalists, influencers and all social communities,
- fit the company,
- can be implemented across all communication channels.
- It is also the task of the PR agency to implement these ideas and strategies
- and measure the success too. (qualitative and quantitative KPIs)

Since public realizations also take place in all channels, close cooperation between the experts from the creative agency, media agency, digital agency, social media agency and event agency on an equal footing is very important.

PR and advertising are always coordinated in terms of content.

How do you define "media"?

"By media, we mean the means of **communication** used."

Depending on the communication channel, these are in turn divided into **"analog media"** (TV, radio, print, outdoor, ambience, POS), **"digital media," "social media"** or as a **"live experience"** (e.g. events).

We also distinguish between **"owned media"** (advertising, PR, social media, events), **"Paid Media"** (advertising), **"Earned Media"** (PR) and **"Shared Media"** (social media).

In addition, we distinguish between external media (e.g. for addressing potential and existing customers) and internal media (e.g. for addressing the company's employees).

The tasks of a media agency are:

A media agency is therefore responsible for intermedia selection (which basic channels are relevant for the target groups – e.g. daily newspapers) **and for intramedia selection** (which advertising media within the selected media category are relevant – e.g. courier). In addition, the media agency deals with the efficient and effective planning of all media, with the goal of achieving the highest reach, or the highest net contacts, or the highest gross contacts, for a given budget.

Here, too, interdisciplinary collaboration between creative agency, digital agency, media agency, PR agency, social media agency and event agency is required.