

Fashion & Publicity

Publicity is to create awareness about a product, service etc. via media. Publicity creates a brand image of the brand that is remembered by everyone. It also involves conveying information and generating awareness. The main objective of the publicity is not sales promotion, but creation of an image. It helps to make general public know about the product. It is done by fashion publicist who acts as representative for a client. Fashion Publicist is the public relations representative for a client. Publicist tries to promote the positives and does damage control.

Publicists create publicity materials such as leaflets, posters, advertisements, press release etc.

To create publicity, a pitch of company/product is rolled out directly to various media outlets -- through a public relations professional, whose services can be contracted for a fee. Newspapers, magazines and social media sites etc. To create effective publicity, target message should reach appropriate audience. To get repeat or ongoing coverage.

Proper use of publicity can result in higher sales, as your company and products are exposed to a wider net of customers. Few benefits of Publicity are as follows:

Cost

One of the biggest advantages of publicity is that it is usually free. A marketing staff and promotional activities can cost a company a significant amount of money. However, publicity -- ranging from unsolicited newspaper reviews to social media word-of-mouth -- costs nothing.

Credibility

Sources of publicity such as magazine articles/online reviews are more credible and less biased reputable sources. It is true with reputable sources, such as longstanding publication houses or well-regarded professional reviewers as opposed to company-generated claims, publicity from non-affiliated parties are more credible in the eyes of potential customers.

Branding

Publicity helps to create brand which reminds people of its identity. Successful branding typically takes time. Consistent publicity can help strengthen your brand by repeatedly putting company's name in front of potential customers.

How information moves through Publicity through Social Media:



Tools of Publicity:

1. Media Publicity: Tools of publicity are as follows:
 - Press Release
 - Press conferences
 - Presentations
 - Informal Briefings
2. Oral Publicity: Word of mouth is very effective. Customers can be also approached to talk about the satisfaction/happiness level. Customers can be valuable source of publicity and can be contacted through:
 - Bulletins
 - Greetings
 - Invitation to revisit offering special items
3. Other tools are: outbound tactics, blockbuster release strategies, instinct driven, PR support, big budget, impact strategy, creative concept and media strategy