

Public Relations vs. Advertising in Restaurant Promotion

Having trouble reaching your business' new goals through advertising alone? The latest research shows that there may be some supplemental assistance to this momentary dilemma. As it seems, a strategically placed public relations (PR) campaign could be the fix you are looking for. After all, it always has taken two to tango.

Advertising has often been referred to as the in-your-face messages that, in a way, help companies toot their own horn. These up-front messages can be crisp, clean, and really grab the consumer's attention, but while these ads may be in their faces, "public relations" is sneaking up from behind.

We're all familiar with the old Aesop's fable of the wind and the sun, commonly used as a metaphor for the business-consumer relationship. As the story goes, the wind and the sun had a disagreement as to which of them was stronger. As the debacle continued, they noticed a man walking on the road below. A competition immediately arose as to who would be able to get the coat off of the man first, the most successful would be the victor.

The wind started off, however, the stronger it blew the tighter the man wrapped his coat around him. The sun stepped in, warming the man, and before long he took his coat off on his own accord.

There is somewhat of a connection between this story and the differences between advertising and public relations. Advertising may make your restaurant noticeable, however, ads may be more powerful if they are coupled with the proper public relations campaign. Public relations' impact may not be as noticeable from the start, but it can subtly assist in long-term visibility.

The way public relations usually works is through the building of credibility for a company. In the food industry, experts believe that when a restaurant's quality is passed on to the public in a magazine article or through word-of-mouth, it is met with far more belief than when it is exclusively portrayed through a cleverly designed television ad.

This is exactly what public relations aims to do with your business. It enhances advertising by building your restaurant's credibility with consumers through strategically placed publicity throughout the media.

This isn't where public relations' benefits stop. It's also cheaper. Depending on your strategy, it could only cost the price of a few press releases distributed to different media outlets, as supposed to the more expensive option of using paid advertising alone.

Public relations also lasts longer than advertising. Its credible sources will continue to have a high pass-along rate rather than the fleeting messages of a broadcast ad. Using PR as an additional strategy will keep your restaurant's popularity circulating in the media.

For more information on public relations vs. advertising in restaurant promotion, contact the FoodWise Group at www.foodwisegroup.com.