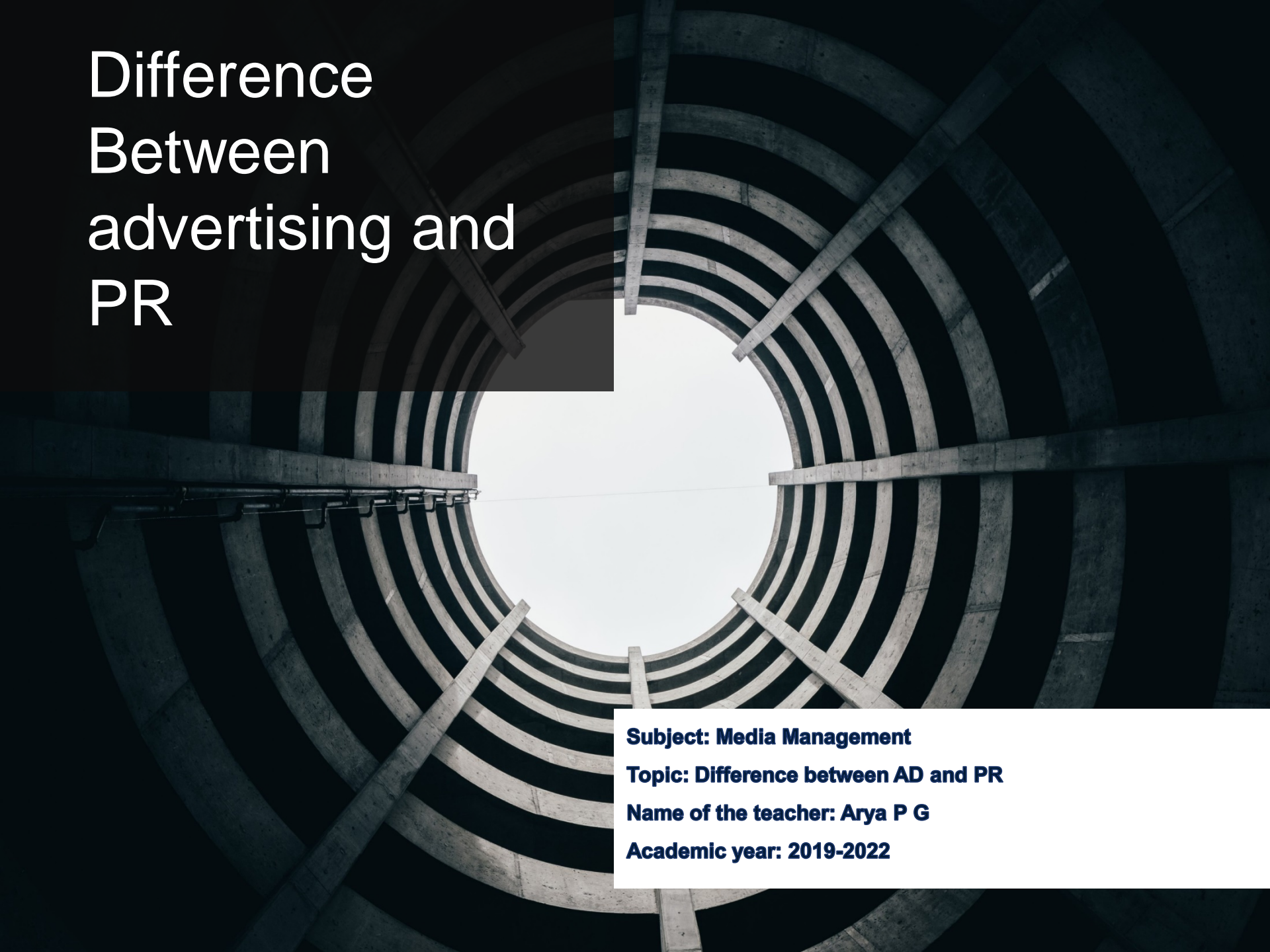


# Difference Between advertising and PR



**Subject: Media Management**

**Topic: Difference between AD and PR**

**Name of the teacher: Arya P G**

**Academic year: 2019-2022**

THERE IS AN OLD SAYING:

“ADVERTISING IS WHAT YOU PAY FOR,  
PUBLICITY IS WHAT YOU PRAY FOR”.

**PR *V*S ADVERTISING** 



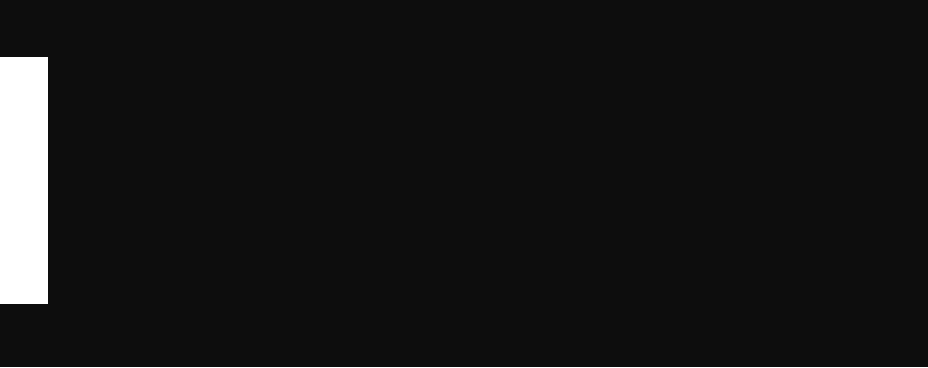


AD

Build brand awareness and reputation.

PR

Generated for a specific target market in order to generate sales.



AD

Paid.

PR

Earned.



AD

Builds exposure.

PR

Builds trust.



AD

Complete creative  
control.

PR

Media controls final  
version.



AD

Guaranteed  
placement.

PR

No guarantee. Must  
persuade media.



AD

Ads are mostly visual.

PR

PR uses language.





AD

More expensive.

PR

Less expensive.



AD

“Buy this product”.

PR

“This is important”.



AD

Less credibility.

PR

More credibility.



AD

Shown in the media  
as many times.

PR

Duration of coverage  
is short.



AD

Shorter term goal in  
mind.

PR

Always looking for the  
future.



AD

Shorter term goal in  
mind.

PR

Always looking for the  
future.

**THANK YOU**