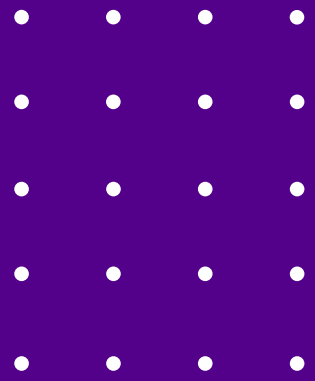


strategy and Tactic PR class



# STRATEGY AND TACTIC

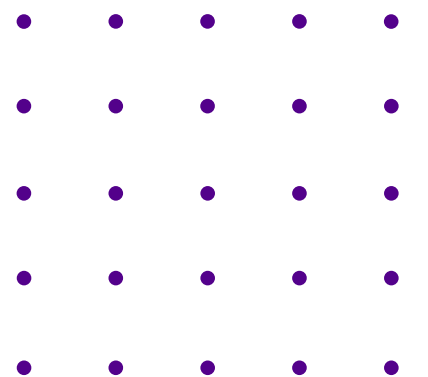
## A PROLOG

Syifa Astasia Utari



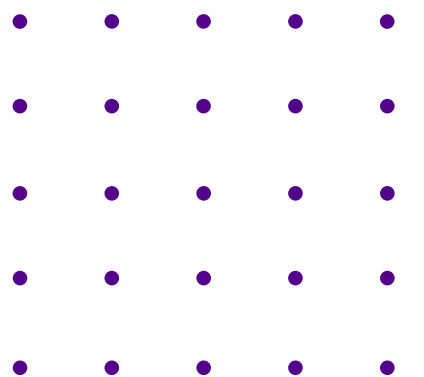
# PRESENTATION OUTLINE

- **The Definition of Strategy and Tactic**
- **The Urgency of Strategy and Tactic**
- **The Examples of Strategy dan Tactic**

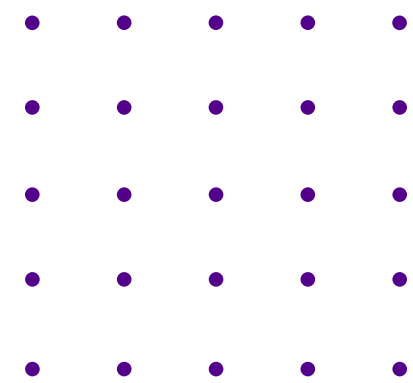


**Before goals and tactics are drafted, PR directors must thoroughly understand their organization's business plan.**

***David B. Oates, a Stalwart Communications executive, San Diego***



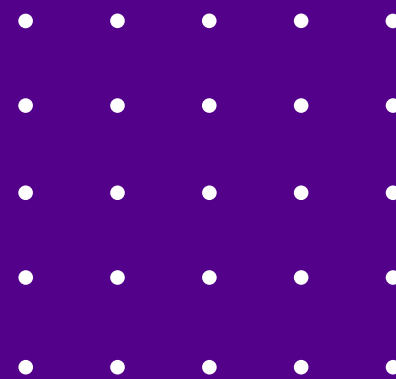
# STRATEGY



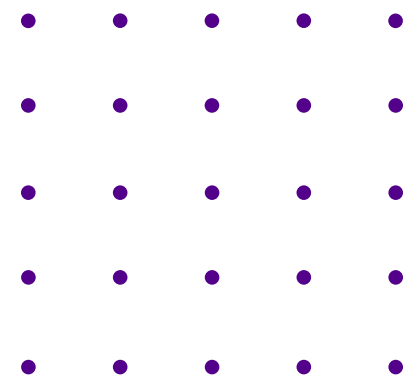
**A strategy describes how and why campaign/program components will achieve objectives.**

**A strategy provides guidelines and key message themes for the overall program, and offers a rationale for the actions and program components that are planned.**

**A single strategy may be outlined or a program may have several strategies, depending on the objectives and the designated audiences.**



# STRATEGY



## Key Messages



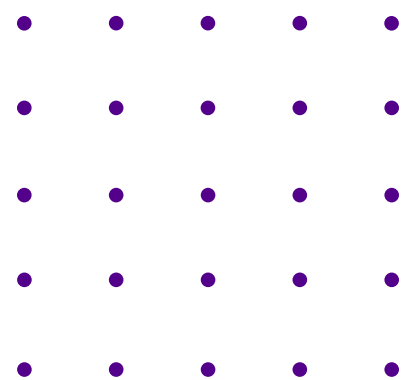
Public relations plans, as part of the strategy, often contain a listing of key messages that the campaign wants to get across to the target audiences and the media.

In the case of Go Red for Women, a national awareness campaign for heart disease in women, the three key messages were:

1. Heart disease is the number one killer of women.
2. Take the Go Red Heart Checkup to find out your personal risk for heart disease.
3. Spread the national rallying cry to “Share Your Untold Story of the Heart.”

# TACTICS

**in contrast to strategies, Tactics are the nuts and bolts part of the plan. They describe the specific activities that put each strategy into operation and help to achieve the stated objectives.**



In the public relations field, the implementation of various tactics is the most visible part of any plan.

Tactics use various methods to reach target audiences with key messages through discuss tactical communication tools in greater detail.



# EXAMPLE



## Strategy:

Partnering with top Spanish language media Univision and People en Espanol to build out strong onsite, online, TV, print, and instore promotions.

## Tactics:

(1) **Consumer Engagement**—Suave secured the official position as Hair Sponsor of Univision’s top-rated award show hosted by rising novella (soap opera) star Blanca Soto. A show highlight was Soto revealing her fan-voted winning hairstyle created by Suave stylist Leonardo Rocco.

(2) **Social Media**—Facebook page, Belleza Suave, featured Rocco’s realtime

# PR CASE

## Chase Sapphire Serves Up Foodie Experiences

A public relations plan contains eight basic elements. The following is an outline of a plan that Chase Bank and its public relations firm, Ketchum, developed to build awareness for its upscale rewards credit card in the affluent portion of the San Francisco market.

### Situation

Ketchum grounded the campaign in primary, qualitative research by arranging for Chase executives to spend two days immersed in the San Francisco culture. Neighborhood visits included a tour of hot dining spots, meetings and panel discussions with leaders in arts, food, philanthropy, media, and politics. The executives learned that well-heeled Bay residents take pride in DIY (do-it-yourself) skills, care deeply about charitable causes, and make San Francisco a top foodie city, a place where quality and innovation in food choices are paramount.

A subsequent media audit of food coverage in the Bay area revealed that events sponsored by *Sunset* magazine and San Francisco Chefs were heavily covered by lifestyle reporters. Key story angles for the campaign featured celebrity chefs and the growing food truck trend.

Ketchum identified several key insights to inform the campaign strategy:

- Choose Sunset Weekend and SF Chefs as premier events.
- Embrace DIY-oriented food events and topics.
- Build food-media relationships to drive positive coverage.
- Put real money into community supported charities.

### Objectives

Ketchum used several useful types of objectives, including the following:

**Awareness Objective:** Increase awareness for Chase Sapphire to 60 percent of affluent San Francisco target audience.

**Communication Objective:** Secure publicity in food and lifestyle outlets showing Sapphire as a facilitator of unique food experiences.

**Media Objective:** Secure 50 million media impressions (a calculation of the potential total audience for publications or broadcast programs featuring Sapphire in any way).

### Target Audience

Sapphire sought the “working affluent” who value quality time more than money and who enjoy new experiences, personal education, and charitable events.

### Strategies and Tactics

- **Strategy:** Align with celebrity chefs and local charities to drive visibility for Chase Sapphire as a supporter of unique culinary experiences.
- One **Tactic** was hosting a culinary battle for charity, which entailed special event planning and media hosting.
- **Strategy:** Engage target audience with the city’s food truck obsession.
  - Tactics included an eater’s choice awards program for food truck contestants and related social media conversation.
  - And funding of donations to the local food bank that were commensurate with the awards.

### Calendar

The program was developed around selected food events over a six-month span in the Bay area. Initially, the campaign quietly built its credibility in the local food scene by participating in what was already happening in the food scene. Later in the campaign, Chase sponsored its own culinary experiences and events in the community.

### Budget

The budget for the campaign was undisclosed.



# PR CASE

## Evaluation

Evaluation was quite substantive because it was based on specific, measurable objectives for participation, media coverage, and increase in card memberships. Results included:

- A 12 percent increase in new Sapphire card applications
- Awareness of the card exceeding the 60 percent target

- The objective of 50 million media impressions for campaign coverage exceeded the objective by 40 percent—70 million

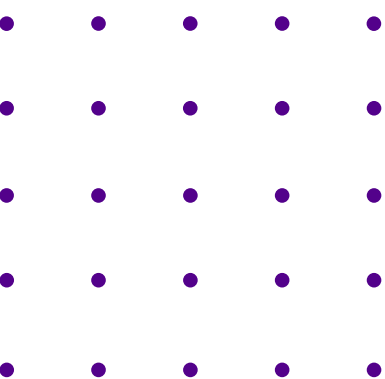
These numbers reflect measurable success that top management can assess objectively for impact on the financial bottom line. For many campaigns, achieving numerical and financial objectives is the ultimate endorsement for the campaign's success.

Read: Page 183

Wilcox, Dennis L., Cameron, Glen T., Reber, Bryan H. (2015). Public Relations Strategies and Tactics (Eleventh Edition, Global Edition). Pearson: England.

**Strategy establishes why something is being proposed and why it will achieve the purposes of the campaign.**

**But it is in the tactics that the job gets done.**





# Tugas

Cari studi kasus yang menjelaskan contoh strategy dan tactic yang dilakukan oleh suatu organisasi/ perusahaan dalam menghadapi suatu issue

