

Dear Mr. Elsassser,

It is presumptuous to think that advertising does not have a large effect on the public's decisions to make purchases. The article "Bridging the Trust Gap", page 22, Fall 2009, talks about how consumers are more likely to purchase things with the help of public relations. It also describes how businesses should use public relations as a marketing strategy and not put all of the focus on advertising.

In my opinion, the article is underestimating the effect that advertising has on a consumer. Even with public relations on the rise, it is still not as accessible as advertising. When people are driving in their cars, watching television and on their computers, they see advertisements. Businesses rely on the skills of advertisers to help sell their products.

Advertising has such a wide range of outlets that make it easy for people to see advertisements. Companies and businesses use advertising to pull at the different emotions of the consumer. This is a major benefit of using advertisement over public relations strategies because people make impulse decisions a majority of the time. A study done by a prominent business university showed that 84% of all buying decisions are based upon emotions. There are many commercials that want people to donate to a certain cause. The organization uses photos and videos to show different situations where people are in need. Your emotions get the best of you and within seconds you are willing to donate to the cause, without doing any research.

Public relations is an important way to market products, however advertising is still more effective. When it comes to reaching a consumer, advertisements simply have an advantage over public relations pieces. Advertisements have more avenues to use when reaching out to the consumer. It is not always about how much brand value a company has. Public Relations professionals focus on the brand value, while advertisements use much more reliable aspects of the company.

Sincerely,

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