



MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION



**Department of Advertising and Public Relation
Presents**

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New Trends of Public Relation

CSR Communication:
The Role of PR in Shaping
Corporate Image

Case Study: Lays

Case Study: Amul

Celebrity Endorsement: Fame
Ethics & Impact on Society

Enhancing Employee Advocacy
through Public Relations to
Strengthen Brand Image



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Message from the Head of Department

Dear Esteemed Readers,

It is with great pleasure that I introduce the third edition of our departmental journal APR Verse, As the Head of the Department of Advertising and Public Relations at Makhnall Chaturvedi National University of Journalism and Communication, I am immensely proud of the collective efforts put forth by our talented students.

In this issue, you will find a diverse array of articles, essays, and case studies meticulously crafted by our students. These young minds have delved into critical topics, exploring the intersection of communication, ethics, and societal impact. Our students dissect the challenges faced by advertisers in maintaining ethical standards while promoting products and services.

The advent of social media has transformed the landscape of public relations. Our contributors discuss strategies for building authentic relationships with stakeholders in this dynamic environment. Real-world scenarios provide valuable learning experiences. Our students present case studies on successful PR campaigns, crisis management, and community engagement. We had the privilege of interviewing seasoned professionals from the advertising and PR industry. Their insights and advice are invaluable for aspiring communicators.

As we celebrate the dedication and creativity of our students, I extend my heartfelt gratitude to the editorial team, faculty mentors, and all those who contributed to this journal. Their commitment to excellence shines through every page.

APR Verse is not just a compilation of words; it represents the spirit of inquiry, the pursuit of truth, and the desire to make a positive impact. I encourage you to explore its contents and engage in meaningful discussions.

Thank you everyone for your kind support, and may this journal inspire future generations of communicators.

Warm regards,

(Prof. Pavitra Shrivastava)
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New Trends of PR



**Vijay
Choudhary**
3 MA-APR

Public relation (PR) is a constantly evolving field, shaped by new technologies, societal shifts, and changing communication patterns. Among the most significant developments in recent years is the rise of influencer marketing. No longer a passing trend, influencers have become essential to PR strategies. Brands now collaborate with influencers who resonate with their values, using them not only for product promotion but for crafting authentic stories that engage audiences. Micro and nano influencers, in particular, are becoming more popular due to their strong connections with niche communities.

The digital age has also revolutionized crisis communication. In today's world, where information spreads instantly, PR teams must be prepared to respond quickly and transparently. Social media platforms like Twitter and



Instagram are often the first places to address crises, making it crucial for PR professionals to monitor these channels and act swiftly to mitigate any negative impact.

Data-driven PR is another significant trend. Today, analytics tools allow PR professionals to measure campaign performance in real time, offering insights into audience behavior and campaign effectiveness. This data helps PR teams optimize their strategies and create more targeted campaigns, ensuring better results.

Another major shift is the growing demand for purpose-driven PR. Consumers are increasingly looking to align with brands that share their values. Whether it's sustainability, inclusivity, or social justice, today's brands are expected to take a stand on important social issues. As a result, purpose-driven messaging has become central to many PR campaigns, reflecting a deeper commitment to societal good.



As social media platforms like Instagram and TikTok continue to grow, visual and video content has become more central to PR strategies. Video, in particular, has proven to be highly engaging and effective in delivering messages that resonate with audiences. This shift highlights the growing importance of storytelling through dynamic, visual formats.

Social listening tools are another key development, enabling PR teams to monitor conversations in real time.

In line with this shift, the boundaries between content marketing and PR are blurring. PR teams now create not just press releases, but blogs, videos, podcasts, and social media content as part of integrated campaigns.

Storytelling has become a key component of PR, and brands are eager for PR professionals who can blend traditional techniques with modern content marketing strategies. Advancements in artificial intelligence (AI) are also reshaping PR. AI tools help streamline tasks such as media monitoring, sentiment analysis, and even content creation. Platforms powered by AI can analyze vast amounts of data and identify trends, providing valuable insights that can inform campaign decisions. AI is even helping PR professionals draft press releases and tailor content for specific audiences.

Employee advocacy is gaining traction as well. Brands are recognizing that employees can be powerful advocates, sharing their stories and experiences in ways that feel more authentic than traditional corporate messaging. Encouraging employees to become ambassadors on social media amplifies brand visibility and strengthens relationships with audiences.

These tools help track mentions of brands, assess public sentiment, and spot emerging trends. This real-time feedback allows PR professionals to adjust strategies and address potential issues before they escalate. Finally, sustainability has become a key focus in PR, with brands increasingly highlighting their green initiatives.

PR teams are now tasked with ensuring that sustainability claims are not just superficial, but backed by genuine actions. In a world where consumers are more eco-conscious, authentic green PR is critical to building trust and credibility.

In conclusion, PR continues to evolve in exciting ways. With the rise of data analytics, AI, influencer collaborations, and a focus on purpose-driven messaging, PR professionals are more empowered than ever to create meaningful connections with audiences.

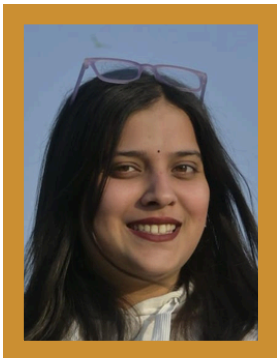
As the industry adapts to new trends, it's clear that staying ahead of these changes is crucial for any successful PR strategy.





CSR Communication

The Role of PR in Shaping Corporate Image



**Shalini
Saraswat**
3 MA-APR

In today's world, businesses are under increasing pressure to go beyond profitability and contribute positively to society and the environment. Corporate Social Responsibility (CSR) serves as a framework for companies to align their operations with ethical, environmental, and social standards. However, for CSR initiatives to succeed, they must be communicated effectively. Public Relations (PR) plays a crucial role in shaping the way CSR efforts are presented to stakeholders and in fostering a positive corporate image. This article explores how PR helps convey CSR initiatives and their impact on shaping a company's reputation.

CSR initiatives can range from environmentally sustainable practices to charitable community programs, but their success largely depends on how well they are communicated. PR professionals help craft a company's CSR narrative, ensuring it aligns with the brand's core values and mission. Through well-structured communication, PR turns CSR actions into stories that resonate with consumers, employees, investors, and other stakeholders. These stories humanize a company, showing that their commitment to social responsibility is genuine and not just a marketing tactic.

One of the primary roles of PR in CSR communication is building and maintaining trust. Transparency is key, as stakeholders want to know that a company's CSR efforts are sincere. PR ensures that CSR activities are not only promoted but also backed by measurable outcomes. By releasing annual reports, sustainability audits, and progress updates, PR professionals help companies avoid the pitfalls of greenwashing—where companies falsely claim to be environmentally responsible without substantial actions to back them up. Through honest communication, PR helps build long-term trust, ensuring that CSR efforts are seen as credible and impactful. Another significant role of PR is creating emotional connections.

Today's consumers, particularly younger generations, are more likely to support companies that align with their values. PR uses storytelling to make CSR initiatives relatable, showcasing real stories about how a company's actions are positively impacting individuals and communities. These stories foster emotional connections with consumers, transforming them from mere customers to loyal brand advocates. For example, Coca-Cola's "5by20" campaign, which focused on empowering women entrepreneurs, was not just a CSR initiative but a story of empowerment that resonated emotionally with a wide audience.

PR also plays an important role during times of crisis. In moments of negative publicity or a corporate scandal, companies can use their CSR initiatives to regain trust and highlight their commitment to positive change. By showcasing ongoing CSR efforts, even in the midst of challenges, companies can shift the narrative from the crisis to the good they are doing in society. This helps in managing the company's reputation and positioning it as responsible and socially conscious.

PR strategies that effectively communicate CSR initiatives go beyond traditional press releases and media coverage. With the rise of social media and digital platforms, PR professionals now have multiple channels through which to engage stakeholders. Social media allows for real-time communication and engagement, enabling companies to share

CSR updates, interact with their audience, and respond to concerns or feedback instantly. Through these platforms, companies can humanize their CSR efforts, making them more relatable and impactful.

However, communicating CSR initiatives effectively comes with challenges. A major issue is ensuring that CSR efforts are authentic and not merely for show. Overemphasis on promoting CSR can sometimes be perceived as self-serving, which could damage a company's reputation. PR professionals must strike a delicate balance between showcasing CSR achievements and remaining humble in their approach. Another challenge is measuring the long-term effectiveness of CSR communication. While short-term metrics such as media coverage and social media engagement can be tracked, assessing the long-term impact of CSR efforts on corporate image and consumer loyalty can be more complex.

In conclusion, PR plays a vital role in shaping and communicating CSR efforts, which in turn help to build a company's corporate image. By crafting authentic, transparent, and emotionally engaging stories, PR professionals ensure that CSR initiatives resonate with stakeholders and foster trust. In today's competitive business landscape, where consumers and employees expect companies to act responsibly, PR is crucial in aligning CSR efforts with corporate values and ensuring that these efforts contribute to a positive, long-term reputation.



THE CRUNCHY SUCCESS STORY: THE RISE OF LAY'S



Nanki Kaur

3 MA-APR

MERGERS AND ACQUISITIONS: A KEY TO SUCCESS

A HUMBLE BEGINNING

Lay's, one of the most recognizable snack brands in the world, has a rich history that dates to 1932. Founded by Herman Lay, the company started its operations by selling chips from the trunk of a car. This modest beginning laid the foundation for a brand that would go on to become a household name.

Over the years, Lay's underwent several mergers and acquisitions that played a crucial role in its success. In 1961, Lay's merged with Frito Company, another prominent snack food company. This merger helped Lay's expand its product portfolio and increase its market presence. Four years later, in 1965, Lay's was acquired by PepsiCo, one of the largest food and beverage companies in the world. This acquisition gave Lay's the resources and support it needed to become a global brand.

ENTRY INTO THE INDIAN MARKET

Lays entered the Indian market in 1995, a time when the snack food market was dominated by local players like Uncle Chips. However, Lay's was able to quickly gain traction in the market thanks to its strategic pricing and innovative marketing strategies.

SEGMENTATION: UNDERSTANDING THE INDIAN CONSUMER

Lays has successfully segmented the Indian snack market by identifying and catering to the needs of different consumer groups. The company has targeted both urban and rural markets, although its presence is more prominent in metropolitan areas. Lays has primarily focused on youth and young adults, who are looking for affordable and convenient snack options. The company has also positioned its products as an affordable treat for quick snacking, often associated with enjoyment and sharing.

QUALITY AND INNOVATION: THE HALLMARKS OF LAY'S SUCCESS

Lay's success can also be attributed to its focus on quality and innovation. The company uses only the finest potatoes and edible vegetable oils to make its products. Additionally, Lay's has introduced over 200 unique flavours, ranging from classic to exotic, to cater to the diverse tastes of Indian consumers. The company's commitment to quality is reflected in its adherence to international standards like ISO 14000, HACCP, TQCSI, and OHSAS 18001.

RAPID RISE TO DOMINANCE

Lay's rapid rise to dominance in the Indian snack market can be attributed to several factors. The company introduced economical packs priced at Rs.5, Rs.10, Rs.20, and Rs.25, making its products more accessible to a wider audience. Additionally, Lay's focused on creating a strong distribution network that ensured its products were widely available across the country. By 2016, Lay's had captured 50% of the Indian potato chip market, making it the leading player in the segment.

COMPETITOR ANALYSIS

Competitors	Positioning	Strengths	Market Strategy
Haldiram's	Traditional Indian Snacks	Strong local flavors High quality	Appeals to local tastes Affordable
Bingo	Fun, youthful brand	Unique flavors Use of humor	Quirky campaigns Appeals to youth
Pringles	Premium, international brand	Premium perception Distinct packaging	Targets urban, affluent consumers
Balaji Wafers	Affordable, regional focus	Strong presence in Western India	Regional flavors Affordable
Uncle Chips	Evokes nostalgia	Familiarity, nostalgic value	Tradition for older demographics



AMUL- CRISIS MANAGEMENT STRATEGY

PROFIT DURING THE PANDEMIC? THE AMUL FORMULA IS HERE

AMUL- Anand Milk United Ltd, established in 1946 by Tribhuvandan Patel in Kaira District of Gujarat. One of the leading milk and dairy industry in the country, with a turnover of approx. 12,800 crores for fiscal year 2023-2024. The company procures milk from almost 3.6 million rural milk producers, procuring approximately 25.9 million Litres of milk every day. The success of the company is credited to its high-quality products, remunerative interests to the farmers and value for money. Its product ranges from milk and milk products to frozen foods like Pizza and ice-cream as well as traditional Indian sweets.



Somya Arya

3 MA-APR

IMPACT OF THE PANDEMIC ON AMUL

The COVID-19 pandemic era, proved to be one of the greatest challenge for businesses worldwide. While none of the industries remained alien to huge amount of revenue loss, decline in demand and even shut- downs, the food sector incurred some the greatest losses of all time. As the call for more homemade foods increased, demand for food and dairy went on to decrease, leading to small companies to even shut down. Dairy Companies had to cut down the number of workers. The production also, was limited with some products like ice- creams not to be produced at all, to save the company from losses.

On the other hand, the dairy companies denied the procurement of large quantities of milk from the farmers as they used to because of decrease in production quantity. Lock down affected the supply chain of goods, since dairy comes in quick perishable goods, therefore, its supply declined in huge margins.



STRATEGY- HOW AMUL MANAGED THE SITUATION ?

Amul was quick to grab the paradigm shift of consumers from outside food to homemade food and packaged milk, rather than buying from local milk producers. Therefore, the company kept the supply chain in full capacity, to cater to the growing demand of packaged milk and milk products.

Farmers were forced to dispose of litres of milk due to low demand. This was when Amul started procuring 3.5 million litres of extra milk every day from the farmers.

Since the demand for Amul Ice creams and frozen foods declined, Amul occupied these industries and supply chains for milk production and other popular food items like cheese. Amul provided cash incentives to the farmers, which helped in building trust and goodwill. At a time when Companies were keen on firing workers, Amul started hiring labours. Amul also provided cattle feed to the farmers as a helping hand.

The company did not spend a single penny on marketing and advertising, rather, it started airing its old ads of the 70s era while the audience watched Ram Nand Sagar's Mahabharata on the television. This led to the audience feeling more connected and nostalgic to Amul.

Amul joined hands with 3rd party E-Commerce apps like Big- Basket, Swiggy, Zomato and Blink It who helped in distribution of the goods and products.



HOW COME AMUL WAS ABLE TO MANAGE SUCH VAST MARKET, DISTRIBUTION SYSTEM AND PRODUCTION?

The answer is futuristic investment and strategic partnership.

In 2009, Amul signed an outsourcing contract with IBM for 10 years where IBM was provided with the task of operating and managing the IT environment for the company. Therefore, when Amul faced a crisis and a need for change, IBM saved the day. IBM helped Amul in digitising its entire operation. IBM helped in tracking the supply system. It helped in numbering the occupied factories, the freezing units and even the number of workers.

EFFECTS-

How Amul affected the Indian Dairy sector and the lives of the people.

1. During the pandemic era, Amul was not only able to compensate for its loss in the frozen food market but also made a profit of 689 crores in the pandemic itself.
2. Amul was able to increase its market share.
3. The company was able to launch 33 new products in the market, including immune boosting food items, which were much needed in the market. It gained trust of the customers as there was no such exaggeration of claims made like other brands.
4. Amul paid 800 crores extra to rural milk producers.
5. By ensuring well-being and safety of its front-line workers, Amul was able to build a strong relationship with its front-line workers. Not only this, but Amul also provided cash incentives to its front-line workers, in case of any health concerns to them.

CONCLUSION- KEY TAKE AWAYS!

1. CRISIS = PARADIGM SHIFT IN CONSUMER BEHAVIOUR

2. Investment in strategic marketing.

3. Robust management= Bold decisions.

4. Incentivisation of labour. (Emotional appeal)

5. Futuristic investment. (IBM collaboration)

Therefore, its then MD; RS Sodhi, proved himself to be a visionary leader. He proved that Amul is invincible, it was present even when India was in a war, it has been during the times of crisis, during a global pandemic and it will always persist, no matter the situation.



Celebrity Endorsement: Fame Ethics & Impact on Society



STAR SUPERSTAR
TAB BANTA HAI JAB WO
PAAN MASALA KA BRAND
AMBASSADOR BAN JAYE



So in the first episode of "Showtime- An epic saga of legacy and ambition where we get a glimpse behind the multimillion dollar industry of Bollywood, nepotism and power struggle at the top." Emraan's character has a dialogue which says –



**Pratishtha
Pawar**
3 MA-APR

"Shah Ne mujhe ek baar ek bahut acchi baat kahi thi, star superstar tab Banta hai jab wo Paan Masala ka brand ambassador ban jaye"

NOW WHAT DO WE MEAN? WHAT DOES THIS MEAN? IS THIS RELATABLE?

Tobacco advertisements are always controversial in our country and we all are well aware of this. “Bolo Zubaan Kesari” has now reached the all of us Zubaan. Advertiser uses celebrities for so many reason mention below but, To be the hero of millions of people, Celebrities are setting a wrong example by advertising paan-tobacco?



Let's understand this...Here is a term called- **Celebrity Endorsement**

Friedman and Friedman (1979) state that-

A celebrity endorser is an individual who is known to the public (actor, sports figure, entertainment etc.) for his or her achievements in areas other than that of the product class endorsed”.

Celebrity advertising is a popular strategy for building corporate image. It enhances brand recall and adds new dimensions to brand image. In a cluttered media landscape, celebrities help brands stand out. Instant buzz accompanies celebrity endorsements, elevating brands above the noise. Successful partnerships create a powerful roar, but mismatched endorsements risk sinking into clutter. Celebs work as a bridge of trust between the Advertisers and Audience.

Advertising points out to the 2C's that enjoys mass adulation in India – Cinema and Cricket and accordingly a majority of the Endorsement deals are bagged in by iconic and momentary celebrities film stars and cricketers. The fact is that the 2C rules the heart of millions.

When I was a kid by age so whenever anyone ask me who is your rolemodel I always used to say-
The one and only SRK.



You go & Ask your children who are their role models? It is possible that the answer may be one of the faces appearing again and again on TV or social media. When a child or teen chooses a role model, it has a long-term impact on their life. Consider a research study published in the National Library of Medicine. This study was conducted among children aged 11 to 18 years. The results revealed that children whose role models were family heroes, had stable behavior, whereas those who considered celebrities as their heroes had risky behavior. In a moment it came to light that role models for teenagers. Also influence purchasing decisions. The Impact of Role Models, Mentors, and Heroes.

The question of role models is present at this time because these days such faces are seen in the advertisements of not only paan-tobacco but Many more misleading advertisements, who were once role models for the older generation too. Here, let us look back at some pages of the past and see what example some players have set.

The incident is of 1996 Wills World Cup. And it was surprising when 23 year old Sachin's bat did not have the logo of Wills Company on it. What happened was that the young player was ignoring even a sponsor like Wills. Sachin was unhappy with the fact that he was becoming the medium of publicity for a company which deals in tobacco. The executives of Wills Company were standing with blank cheques, But Sachin followed his father's advice in front of his eyes and that was You will not do anything that will mislead the young generation.

In the 80's and 90's, Sachin was everywhere. He is the biggest role model had happened. This was the reason that even when Kingfisher was in trouble, Sachin seemed ready to part with around Rs 20 crores, but He did not deviate from his father's advice and did not promote the products of that company.

Primarily, he upheld a serious demeanour, comprehending the weight of being a role model with astuteness. Many players endorsed Kingfisher, but Sachin listened to his father's advice, not the sound of money.

Diego Maradona may have been an Argentinian player, but the Mexico World Cup brought Maradona's storm in India. People started naming their children after him. Football became popular in every home. But when Maradona started taking drugs, it was a big stain on his role model image.

When Roger Federer started breaking tennis rackets out of anger and coloring his hair in different ways, his father Peter Federer explained to him that he was going to be a great player and that his habits would be followed by countless fans around the world. And then Federer became the brand ambassador of tennis. The world started giving examples of his humility.

In this context, Gautam Gambhir said an excellent thing that followers should choose their ideals thoughtfully. The question is, is it not unethical to advertise any kind of products for the sake of money? The role of a role model is also a duty full of responsibility. And we must remember that role models not only form habits but also create social behavior that sticks in memory for ages.

The story goes beyond depicting celebrities as only tools for bad intentions. It recognizes famous individuals who have made a positive impact on society and raised awareness publicly. Number 10 jersey, cricket connects the country and even today Sachin-Sachin Who can forget the echo of?

As celebrity endorsers, they wield influence and reach, making it imperative for them to uphold ethical standards and advocate for causes that positively impact society. With great fame comes the responsibility to inspire and effect meaningful change, both on and off the screen. And there is a need to understand to what extent it is correct to use such statement or not. The Match-Up Hypothesis should be use with both side!!!



ENHANCING EMPLOYEE ADVOCACY THROUGH PUBLIC RELATIONS TO STRENGTHEN BRAND IMAGE



Siddhi

1 BA-(APR)

In today's competitive market, Public Relations (PR) is key to building a strong brand image, with employee advocacy playing a central role. Employee advocacy involves employees promoting their company's brand through personal networks or social media. When effectively harnessed, this can significantly boost a company's reputation.

The Role of PR in Employee Advocacy

PR plays a vital role in fostering employee advocacy by aligning employees with the company's values and empowering them to share positive messages. Key strategies include:

Internal Communication: Ensuring employees understand and connect with the company's mission and goals, motivating them to share the brand externally.

Training and Empowerment: Offering tools and content for employees to represent the brand professionally on social media.

Recognition and Incentives: Rewarding employees for their advocacy efforts, encouraging more to participate.

Authentic Storytelling: Encouraging employees to share personal experiences, humanizing the brand.



Crisis Communication: Preparing employees to help address challenges and support the company during tough times.

Benefits of Employee Advocacy

Increased Trust: Consumers trust employee endorsements more than traditional advertising, boosting credibility.

Expanded Reach: Employees help extend the brand's visibility through their personal networks. Stronger Corporate Culture: Advocacy fosters internal engagement and loyalty.

Attracting Talent: A positive brand image attracts top candidates seeking a strong, authentic work culture.

Conclusion

By leveraging PR to encourage employee advocacy, companies can enhance their brand image, build trust, and increase visibility. In today's digital age, where authenticity is vital, PR's role in supporting employee advocacy is essential for long-term success.

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