

As the manager of XYZ Company, I would strategically use publicity and corporate advertising to strengthen our promotional efforts and improve operational efficiency. First, I would leverage publicity to generate positive media coverage about our products, services, or innovations. This includes issuing press releases, organizing press conferences, and offering exclusives to key media outlets. Because publicity is perceived as more credible than advertising and has strong news value, it can help build trust and generate interest at a low cost. For example, launching a new product with limited advertising but strong media coverage can boost early awareness and lead generation. Second, I would use corporate advertising to promote the overall image of XYZ Company. This includes running image ads to position the company as innovative and trustworthy, and using cause-related advertising to align our brand with relevant social issues, enhancing public goodwill. We could also invest in event sponsorships to build emotional connections with our target audience. To ensure effectiveness, I would implement evaluation tools like media content analysis, surveys, and focus groups. This integrated approach, aligned with IMC (Integrated Marketing Communications) principles, would enhance brand equity, improve stakeholder relations, and contribute to long-term operational success.