Social Media as an Aggregator for Public Relation Campaigns

[1]Vidisha Prithviraj Vedpathak, [2]Dr Bhargavi D. Hemmige

[1]Student (B.A. Journalism and Mass Communication), Department of Media Studies, Center for Management Studies, Jain (Deemed-to-be University), Bengaluru

[2]Associate Professor, Department of Media Studies, Center for Management Studies, Jain (Deemed-to-be University), Bengaluru

ABSTRACT:

Social media today is an important part of almost every working industry and one allied industry which is supported remains to be the Public Relations or corporate communication. Social media being a real time platform helps in giving the required visibility and acts as an aggregator in amplifying or increasing the output efficiency of the work. The content published on social media has a longer online shelf life compared to other forms of media. This study focuses on getting to know the importance of social media as an aggregator for campaigns related to public relations.

Public Relation Campaigns are done in order to create knowledge about the brand and help the users or customers to establish intangible relationship with them. The aim of this study is to find the usage of social media by the audience with regards to public relations campaigns and vice versa. This study throughs insights on the effectiveness of pr campaigns in bringing the emotional connect with the audience and keeping social media as an aggregator. So, basically this study highlights the importance and critical role played by social media in connecting or bridging the gap between the products or services and the consumers or users.

Keywords: Public relations, social media, campaigns, social media marketing, customers, audience, consumer behaviour, emotions.

1. Introduction

The waters have gotten muddy in current times, and the many aspects of marketing have become entangled. This is especially true in the fields of public relations and social media. PR used to be more focused on prominent people like investors, shareholders, and business partners, but with the development of social media, these people are now present on these platforms, which may be used for PR. Because both public relations and social media are used to establish and retain confidence in a company and its products, it's only logical that they work together.

In many respects, the influence of social media on public relations is evident. Both PR and social media are built on communication, but social media amplifies your message with real-time messaging, making PR stronger and more influential. With the aid of social media, content issued via press releases, emails, and other PR-related tools may live longer, circulate quicker, and reach a wider audience. PR may now reach a far broader audience thanks to social media. Previously, PR was focused at certain individuals such as investors and business partners, but with the advent of social media, this target group has grown to encompass all stakeholders in a company's success. Because of social media, public relations have become more "friendly" to all stakeholders in a firm, spawning a new marketing discipline known as "relationship marketing." This enables businesses to be more welcoming, approachable, and friendly, regardless of their size or seriousness. (Bates, n.d.)

1.1. Modern Public Relations in India

Because of the development of media and business in India nowadays, public relations has the possibility to provide integrated solutions. There appears to be no place for brilliant talkers who are simply responsible for handling media or publishing a house journal. Public relations is currently a knowledge-based intellectual career, and with the onset of globalisation and economic liberalisation, it has become a demanding and lucrative sector in India. Most businesses have acknowledged the importance of public relations in growing their business and efficiently managing their communications. Most organisations in the nation have made public relations a strategic management role. Public relations was mostly an extension of an advertising firm in the 1980s and 1990s. Today, there is a potential to provide integrated solutions, particularly since the lines between public relations, advertising, and digital are blurring and digital has become an essential component of integrated marketing communications. Companies turn to public relations firms or their own internal public relations or communications departments for advice on how to best deliver their messages and present them in a way that is meaningful to the target audiences. The PR sector in India is increasing at a 32 percent yearly pace, according to a poll performed by the Associated Chamber of Commerce and Industry in India (Assocham, 2012). There are hundreds of large and small PR consultancies in the country, employing thousands of practitioners, and nearly 150,000 people work in PR agencies, PR departments in businesses, PR and information departments in state and federal secretariats, as well as universities, colleges, and other educational institutions.

1.2. Impact of Social Media on Public Relations

With billions of users worldwide, social media has become one of the world's fastest expanding industries. While it has impacted almost every business in some way, it has had a particularly large—and possibly more direct—impact on public relations, offering new opportunities and difficulties for brands. It enables companies and consumers to interact in real time across several platforms, resulting in an increasing requirement for brands to respond to customer enquiries promptly and efficiently. Brands may now reach out to and collaborate with powerful digital influencers thanks to social media. Digital technology has advanced to the point that it has become the backbone of every sector. Social media has progressed from a tool for networking to one for marketing. For organisations using smart technology to become, well, smarter, it has become a must as much as a tool. Social media has driven PR and reporters to adapt or perish, from changing how consumers consume news to contributing to the growth of the citizen journalist. (Donald K. Wright M. D., 2008)

Social networking is fast-paced and loud. On Twitter, around 6,000 tweets are shared every second. While this makes social media a powerful tool for disseminating breaking news, it also means that a news story's lifecycle is considerably shorter than it used to be. As a result, journalists are always on the lookout for the next great thing, and PR must stay up. Even if a story's lifespan may be shorter, social media has the ability to spread a narrative further than ever before. An article in a small local magazine in the heart of the nation may become viral online, travelling globally and becoming the next major story, thanks to social sharing.

Communication during a crisis has become even more critical. PR specialists are now responsible for controlling brand voice and defending the organization's online image through the production and promotion of extra content, community involvement, media monitoring, and measurement, in addition to organising media interviews and pitching stories. Failure to monitor social media for brand mentions and have a plan in place for reacting to positive and negative consumer feedback might result in a missed opportunity at the very least.

It became much easy to contact journalists. PR professionals may use social media to get closer to reporters. PR practitioners may learn about a reporter's tone of voice, perspectives on pertinent issues, and recent work by following them on social media. This does not, however, imply that you should abandon all other obligations and spend hours trawling through Twitter. Instead, utilise social media monitoring tools to locate publications and journalists that suit your criteria and connect with their most current tweets and social media accounts right away.

Customer service is where PR professionals find themselves. Interactions on social media take place in real time. This implies that when people post a worry, complaint, or query on social media, they want a quick reaction from companies. Although most PR professionals' primary role is securing media placements for their client or organisation, they've got to become far more customer-focused. Building your brand community on social media is now just as vital as organising an interview for your CEO; in certain cases, it may even be more powerful than traditional media coverage, depending on your business.

Influencers are the new PR phenomenon because to social media. The rise of social media has spawned a new breed of citizen journalist: the influencer. One of the most effective methods to attract new clients to a company is through influencers. These high-follower-count social media influencers might offer enormous potential for PR professionals and the businesses they represent now more than ever.

Small enterprises can now afford PR. Previously, public relations agencies and experts mostly dealt with politicians and major corporations who had the financial resources to invest in brand management and crisis communications. Even tiny firms may now afford to employ a communications, journalism, or public relations student to handle their web presence. This makes public relations more accessible to firms who require it but cannot afford more professional and experienced help.

Marketing gurus leapt on social media before PR specialists caught up and incorporated it into a strong PR plan, according to integrated PR. As a result, in order to be successful with social media marketing, public relations professionals must combine marketing principles and techniques with PR strategy. This integration may also force a corporation with different PR and marketing departments to fight over social media management.

Encourages a customer-centric mindset. Many firms have been forced to start concentrating more on their consumers and creating good relationships as a result of social media. Customers may always vent their frustrations on social media sites like Twitter and Facebook. This drives businesses to handle conflicts quickly in order to prevent a public relations disaster. Companies also use social media interactions to better their whole business, particularly when it comes to complaints and compliments. (Adventpr, 2021)

1.3. Public Relation campaigns before social media

Here are several campaigns that were really clever and successful even before social media existed.

Edward Bernays- Hearty Breakfast

A light breakfast was the standard in America at the beginning of the century. Most folks had coffee and a roll, with some cereal thrown in for good measure. So Bernays asked his PR firm's doctor (yes, his PR firm had a doctor on staff) if a bigger breakfast would be better for people's health. Yes, according to the doctor, having extra energy in the morning is beneficial. Bernays then had the doctor write to 5,000 of his best physician friends, requesting their approval. More than 4,500 people responded positively. Bernays now had a story to pitch. The media headlines stated, "4,500 physicians encourage Americans to eat substantial breakfasts to boost their health." Many of them also mentioned bacon and eggs as a substantial breakfast option. Although few PR firms use doctors these days, Bernays' survey contains valuable marketing insights. Rather than trying to market or advertise his goods personally, he entrusted the tale to professionals that his clients trusted. He identified an issue for customers and directed them to his product as a solution. Bacon is now consumed 70% of the time during breakfast. The combination of bacon and eggs is a classic American dish. Edward Bernays deserves credit for everything. (braithwaite, n.d.)

Edward Bernays – Torches of Freedom

George Washington Hill, the head of the American Tobacco Company, proposed a campaign to encourage women to smoke in 1928. Hill specifically requested that ladies consume Lucky Strike cigarettes. Hill first made touch with Albert Lasker, a well-known advertising executive. Lasker came up with the marketing technique of associating smoking to weight reduction and youth. The campaign was successful, and it increased sales for the corporation. Hill, on the other hand, encouraged ladies to feel comfortable smoking outside. Edward Bernays, the Father of Modern Public Relations, was engaged to help Hill achieve his goals in the smoking department. They promoted cigarette smoking as a symbol of feminine liberation, or the "torches of freedom," with the aid of psychotherapist A.A. Brill. "Bernays then persuaded a group of debutantes to light up cigarettes during the 1929 Easter parade in New York City, ensuring maximum publicity for the event that achieved widespread news coverage across the USA, under the evocative caption: Torches of Freedom," Maclaran wrote in the Journal of Historical Research in Marketing in 2012. This extremely successful campaign is expected to have a long-term impact on women who smoke." The expression "torches of freedom" refers to how first-wave feminism influenced women's desire to be equal to men, with Bernays capitalising on this by launching a marketing campaign encouraging women to smoke in public. First-wave feminism influenced how Bernays created the campaign ad to encourage women to smoke outside with confidence. Women seek these qualities as well, because males associate smoking with authority and dominance. Women were readily persuaded to smoke following the marketing effort because they wanted to contradict the male gaze's perception of women. (Baghli, 2021)

'Click clunk, every trip'

Since 1983, when seatbelts became mandatory, Britain has clunk-clicked every car excursion, and these basic restraints have saved more than 50,000 lives. Since Sir Jimmy Savile first appeared on television in 1971, instructing Britons to "clunk the door and click the seatbelt" every time they stepped into a car, celebrities have helped spread the seatbelt safety message. As a result, the phrase "clunk-click, every trip" became ingrained in the public consciousness, and celebrities such as player — and now Newcastle manager — Kevin Keegan and Dr. Who actor Jon Pertwee aided in raising automobile seatbelt use rates to about 90% by the early 1990s. The Royal Society for the Prevention of Accidents was in the forefront of the battle to pass the first seatbelt law, and it is still aggressively pursuing the small but vocal group of persons who refuse to buckle up while entering a car. According to RoSPA, over 370 people are killed in road accidents each year because they are not wearing a seatbelt, and its head of road safety, Kevin Clinton, says: "Research reveals that nearly a third of car occupants getting fatal injuries are not wearing seatbelts." "We need to figure out why people aren't hearing the message, and we need to make sure there are frequent focused programmes to keep deaths and injuries down." In 1991, the seatbelt regulation was expanded to encompass back seat passengers, after the 1983 landmark. However, adoption has been slow, with more than a third of adults still refusing to buckle up in the back.

The Fleet St Refugee

This was a unique epoch in agency existence, and it is now extinct. These part-pickled hacks were employed on the manufactured, boastful notion of in-roads with editors, spat forth by Fleet Street and shovelled up by PR firms. Vinnie Jones sounded like Jacob Rees-Mogg when the Fleet Street Refugee talked with a harsh tone. 'Get some excellent looking gals, tight tops, but keep it elegant!' was their response to every customer brief. Always elegant. Fleet Street Refugees dubbed the bar 'The Office,' where they would spend much of the day repeating interminable stories about Kelvin, Piers, and Max. They were the only individuals in the PR business to use phrases like 'Scoop' and 'Splash' to describe approaching coverage that never materialised (Clifford, not Hastings). They were never to be left alone with clients, junior female employees, or the business credit card, and following an emergency meeting with HR, they were never seen again. Now you may find him either operating a bar in Tenerife or managing a local UKIP press office. They will loudly declare that they originated the phrase "social media" whenever they hear the word Twitter, although no one paid attention at the time.

2.0. Purpose of the Study

The significance of this study is to understand the amount of involvement that social media has in public relation practises. Today social media is used to promote anything and everything and one platform that uses to its benefit is public relations. This research looks on the success of public relations efforts in terms of creating an emotional connection with the audience and using social media as an aggregator and to help researchers understand their audience better.

3.0. Theoretical Background

Selective Exposure Theory

Selective information exposure is an excellent instance of active creative processes. According to Lewin and Festinger's theories, a person creates cognitions around a decision in order to enhance his goal-directed behaviour; that is, one rejects information that contradicts the selected course of action and searches out information that supports it. The majority of recent studies clearly demonstrate the highly engaged condition that defines a person whose cognitions contradict a long-term behavioural trend. The evidence we summarised emphasises the active nature of dissonance reduction and emphasises that nonmotivational explanations cannot reconcile or explain this area of human functioning (such as, for example, self-perception theory).

Although the selective exposure effect has long been regarded as the most powerful motivating feature of dissonance theory, it gained little empirical support in the years after Festinger's publication. The absence of support for the selective exposure hypothesis has frequently been used to argue against the motivating idea of dissonance.

The past research's experimental design flaws are substantially to blame for the absence of definitive outcomes in earlier studies. In other cases, the hypothesised curvilinear relationship between the level of cognitive dissonance and selective information exposure and avoidance does not hold true. The choice, attitude, or action must be regarded as reversible in order for this connection to exist. Selectivity increases linearly with increasing dissonance in circumstances of irreversibility.

The individual's complete cognitive system must be addressed when making predictions regarding the selective exposure hypothesis, because what may appear to be discordant information may prove to be significant for a person who seeks to optimally know himself in order to make future judgments. In the long run, the person's failure to evaluate such facts may result in activation of more extreme dissonance.

There has been a significant trend in modern social cognitive theory to represent human beings as just cognitive entities, excluding human desires, motives, and tensions as explanatory techniques. We want to demonstrate that cognitive processes without a motivational component do not adequate to explain the copious empirical evidence available by contrasting purely cognitive methods with more complicated motivational tension models. I hope that the study provided here contributes to the growing trend of describing humans from a Lewinian or Festingerian perspective.

The current study on selective information exposure has not only yielded new knowledge, but it has also raised a slew of new questions and issues, some of which are addressed at the conclusion of this article. (Frey, 1986)

Cognitive Dissonance theory

People avoid information and events that are likely to cause a dissonance with their current thinking patterns, such as beliefs, attitudes, or other judgements, according to a hypothesis established in the late 1950s by US psychologist Leon Festinger.

Although psychological research was the first to develop cognitive dissonance, it is currently used in public relations. When people are presented with new and contradictory knowledge, cognitive dissonance explains why they change their opinions or actions. (Brehm, 1962)

4.0. Review of Literature

Public Relations Campaign in the Internet Era - Bianca Teodorescu

The research looks at how public relations campaigns evolved from 2000 to 2016 and how they affected the public. The meta-analytical technique was applied in this study. The Internet age began in 2000, although it was not at the same level as it is now. People in the field of communication and public relations, as well as the firm and its clients, have started to learn how to utilise the Internet to strengthen the public relations campaign's plan. The power of the Internet has had a significant impact on the emergence of social media platforms such as Facebook, LinkedIn, Pinterest, Instagram, Google+, Twitter, and others. Public relations in Romania is a relatively young industry on the market; it has been growing since the fall of communism in 1989. Nowadays, more and more businesses recognise the value of public relations and are attempting to develop new tactics to improve their image through public relations campaigns. Time passes, and our culture, as well as public relations, evolves. If customers were just wowed by what they saw last year, they now want more from public relations. They have access to information via the Internet and are wary of any product, so public relations professionals must be adaptable and open to new ideas. It's a never-ending process of learning. Public relations are more important than never in our society. They have the power to influence the public and change the perception of any product image. Society has changed so as the field of public relations. Past consumers are different from the present consumers. People are not influenced anymore just by what they see. In our times where the Internet is representing the major source of information, the consumers are becoming more suspicious of what they are receiving from every public relations' campaign. The public relations' sector in every organization must improve their strategy in order to attract people to their organization. Using social media is an easy approach to do this. On Facebook, Twitter, LinkedIn, or other forms of social media, an effective public relations plan must convey the required facts about the image they are promoting. It's crucial to understand that an organization's effective contact with its clients or the general public may be achieved via the Internet: social media represents the most significant aspect of their online activity. After 1989, Public Relations became an integral aspect of any organisation in Romania. However, public relations is still a relatively new discipline in our nation. (Teodorescu, 2016)

Evaluating Efficacy in Public Relations/Corporate Communication Programming: Towards Establishing Standards of Campaign Performance - David Michaelson, Donald K. Wright & Don W. Stacks

The ideal strategy to develop excellence in public relations and corporate communication, according to this article, is to use a generic model that incorporates a degree of uniformity against which to assess planning and programming. This model, according to the authors, can be used to (a) establish past campaigns; (b) identify problems or holes in a campaign during the strategic planning process; or (c) used as a final evaluation tool that provides evidence based on quantifiable data weighted to the specific needs of the company or client at a given time. The important here is the general value that the hierarchial model confers on the profession and function—a mechanism to assess greatness and offer factual evidence, or data, to support that assessment.

There is no need for assessing campaign strategy and programming at the moment. As Michaelson and Stacks pointed out, a standard is anything that is a "measure, norm, or model in comparing evaluations". As a result, both internal and external contexts may be used to evaluate communications campaigns.

The requirement needed is a metre or matrix to organise the data, weigh and evaluate the findings, and compare the quantifiable and quantified outcome to expectations and other "comparative" outcomes. We propose that the model presented in this study serve as a first step in developing a uniform criterion for assessing communication campaign

This study answers the question of what it takes to achieve excellence in campaign planning and programming for public relations or corporate communication. This study proposes a generic model that provides a level of uniformity against which planning and programming can be compared. It may be used to establish historical campaigns. It may be used to discover flaws or holes in a campaign at the planning stage. It may also be utilised as a final assessment that gives proof based on measurable data that is weighted to the company's or client's specific needs at the moment. The hierarchical model's general importance to the profession and function—a mechanism to judge brilliance and offer actual proof, statistics, on that evaluation—is critical here. (David Michaelson, 2012)

Internet Technologies and Trends Transforming Public Relations - Paul Christ

This research looks at the impact of the Internet on the area of public relations, specifically how it is changing how organisational stakeholders, such as the news media, seek information and interact. The author believes that PR professionals who do not adjust to the stated developments will face consequences. Several major technologies and trends that are impacting the future of public relations are also discussed. In an organization's promotional and corporate communications plan, public relations, along with advertising, personal selling, and sales promotion, is considered a significant component. While some company professionals may not be as enthusiastic about public relations (PR) as they are about more enjoyable promotional activities, many others believe PR has advantages in breaking through the promotional congestion generated by excessive commercial advertising. Advocates of public relations emphasise its effectiveness in establishing credibility for a product, firm, or person in the minds of targeted audiences such as consumers and channel partners. As part of this initiative, Formulation is a crucial duty for public relations professionals. a set of ideas and methods for managing an organization's public image via independent third-party news sources The PR professional's goal is to raise awareness and establish a positive image for the company. Tales and articles in appropriate media for a firm or customer outlets. Creating personal interaction with people of the community journalists and television news reporters are examples of the media. Many public relations specialists have yet to embrace the internet beyond its use as a basic communication tool, such as electronic mail, in comparison to other functional areas that carry out organisational marketing and communication activities, such as advertising, personal selling, and market research An discussion of why the Internet has become an important medium to which PR professionals must devote their attention in order to achieve their marketing and communication objectives is included in the coverage. The report also looks at how new internet technologies are altering the public relations landscape by providing new avenues for increasing the efficacy of PR campaigns. Those that use public relations to aid in promotional strategy must acknowledge and adapt to the shift in how stakeholders obtain information. Furthermore, while face-to-face communication with stakeholders, particularly the news media, is still important, the Internet is increasingly becoming the primary point of contact for engaging with them. To aid efforts in reaching stakeholders, PR professionals should look to new tools and technology at their disposal. Failure to do so may erode the PR professional's skill set and put them at a disadvantage when it comes to client service. (Christ, 2014)

An Analysis of New Communications Media Use in Public Relations: Results of a Five-Year Trend Study - Donald K. Wright and Michelle Drifka Hinson

This article is the fifth-year report on a worldwide, longitudinal trend research that examines the impact of social media and other new technologies on public relations practise. The findings strongly show that new forms of communication are having a significant influence on public relations.

As has been the case in prior years of this trend analysis, the results reveal significantly more agreement in some areas than in previous years. According to this year's study, 85 percent of public relations professionals agree that new communications mediums have transformed the way businesses communicate. These alterations appear to be more prevalent in external communications than in internal communications, according to the findings.

The vast majority of this year's respondents (99 percent) claim to deal with some component of new communications or new media as part of their daily routine. In terms of accuracy, trustworthiness, stating the truth, and being ethical, conventional news media continue to obtain higher marks than blogs and social media.

Despite widespread agreement (more than 90%) that public relations practitioners should explore and assess the influence of new communications medium on public relations efforts, just a small percentage (38 percent in 2010) actually do so. Many people felt that social media can supplement traditional news sources (90 percent in 2010, 85 percent in 2009, and 72 percent in 2008).

In terms of accuracy, trustworthiness, stating the truth, and being ethical, conventional news media continue to obtain higher marks than blogs and social media. Most people expect conventional news media to be honest, convey the truth, and be ethical, according to the findings (75 percent this year, 80 percent last year, and 75 percent in 2008). Fewer than half (44 percent in 2010, 41 percent in 2009, and 44 percent in 2008) of people anticipate blogs and other social media to meet their expectations.

Although there was strong agreement (greater than 90% in both years) when respondents were asked if public relations practitioners should research and measure the impact blogs and social media have on communication campaigns, only a small percentage of respondents (38 percent in 2009 and 38 percent in 2010) actually do so.

The recurring suggestion that blogs and social media have had a huge impact on moving public relations in the direction of facilitating more two-way communication by opening up direct channels of communication between organisations and their publics is one of the highlights of responses to the study's open-ended questions. (Donald K. Wright M. D., 2010)

5.0. Methodology

The primary focus of this research was to get an audience's perspective about how much of an impact did social media have on some of the famous campaigns. And how social media has today become an aggregator for public relation campaigns.

This study used both qualitative and quantitative forms of data collection. Qualitative through reviewing several former research papers of the same discipline and quantitative through a survey consisting of about 28 questions based on six campaigns that had gained a rather high outcome. This being said the data collected from the survey was the main primary source of information during this study. A survey was the most ethical approach to collecting data as public relation campaigns are something made to engage the public or made for the public.

For the survey the questionnaire was carefully designed and the questions had a variety of answering patterns ranging from multiple choice to a customized scale. The sampling method for this study was through peers and their contacts. A sample size of 100 was taken from the survey. The survey was sent personally using a messaging app to over hundred people.
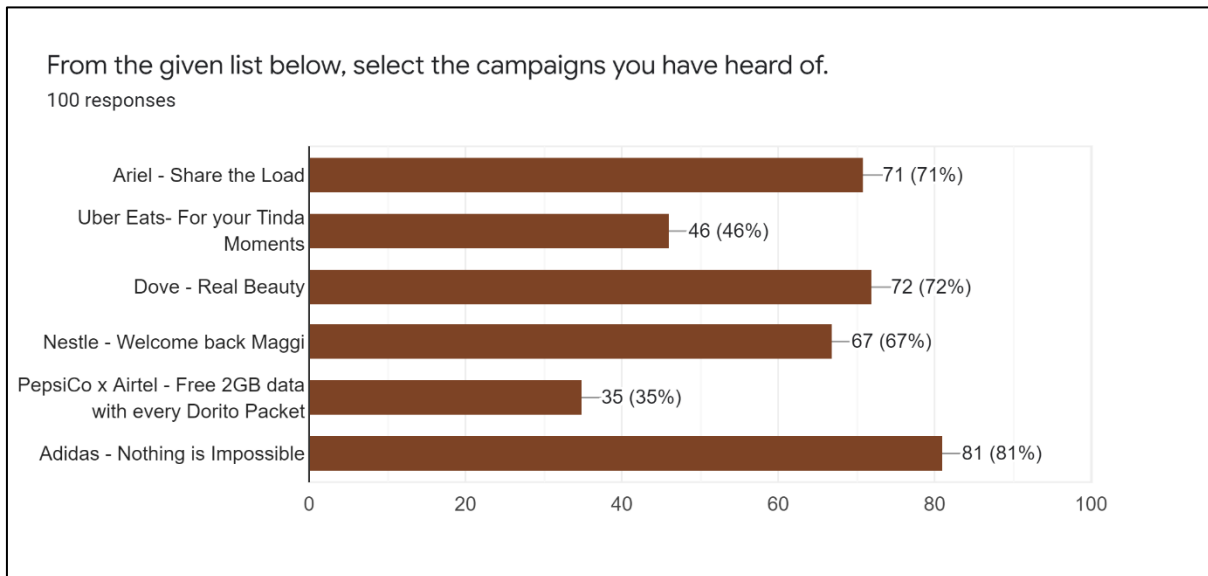
6.0. Data Analysis

A survey of a sample of 100 from the age of 15 to 71. A list of six campaigns were taken according to the success of them. The campaigns taken were Ariel Share the Load Campaign, UberEATS- Tinda Moments, Dove Real Beauty Campaign, Nestle- Maggi, Pepsi co x Airtel, Adidas- Nothing is Impossible. The outcome of this questionnaire is to gauge the audience's knowledge of what the campaign is, what they've understood by them and how much social media has affected the success of the campaigns.
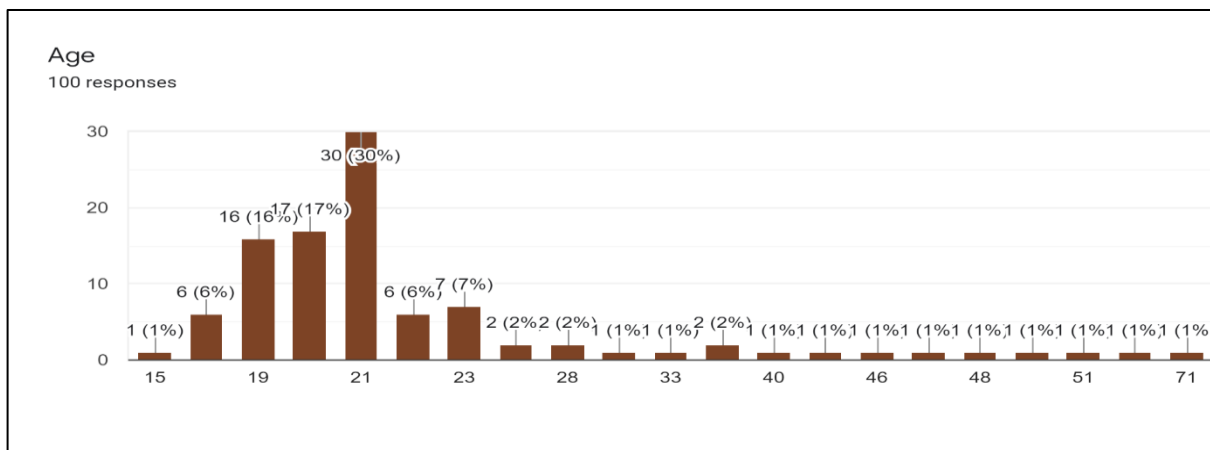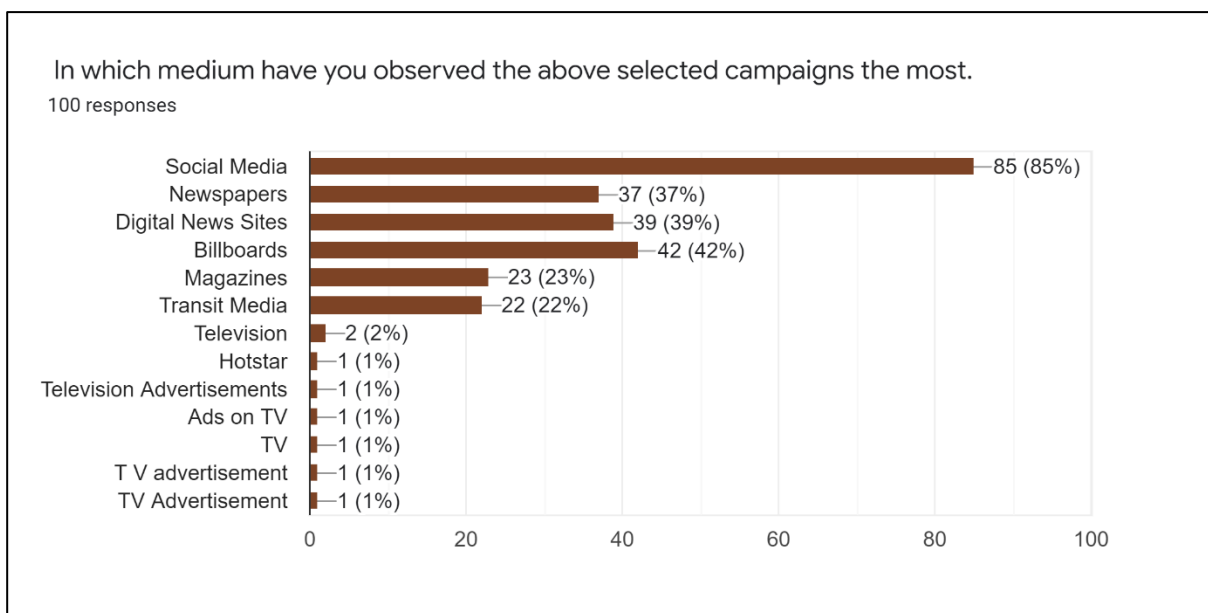

This survey was circulated using personal messages and were circulated on media research Facebook groups.
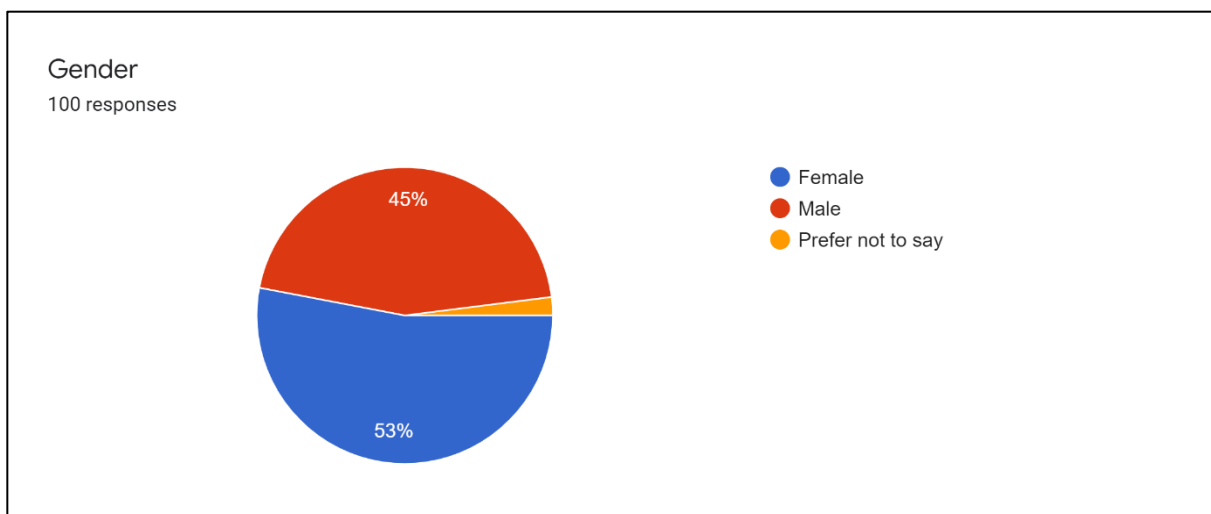
The number of Females who answered this survey was more than the number of males and 2% of them preferred not to disclose their gender.

From the given list below, select the campaigns you have heard of.
100 responses

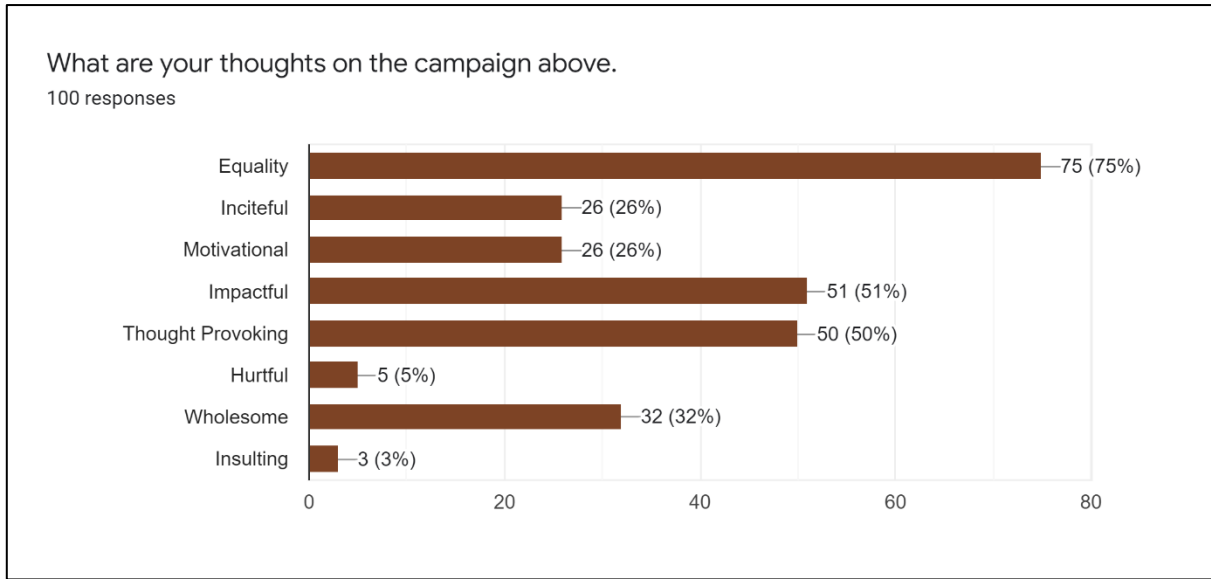| Campaign	Value
Ariel - Share the Load	71 (71%)
Uber Eats- For your Tinda Moments	46 (46%)
Dove - Real Beauty	72 (72%)
Nestle - Welcome back Maggi	67 (67%)
PepsiCo x Airtel - Free 2GB data with every Dorito Packet	35 (35%)
Adidas - Nothing is Impossible	81 (81%)

The sample was asked to choose from the list of campaigns they've heard about before and the most known campaign was the Adidas – Nothing is Impossible. This campaign was very popular as it stared some of the most famous celebrities from all over the world, famous sports persons and mant more. The next most known campaigns were Ariel- Share the Load Campaign and Dove Real Beauty campaign.

In which medium have you observed the above selected campaigns the most.
100 responses

Medium	Value
Social Media	85 (85%)
Newspapers	37 (37%)
Digital News Sites	39 (39%)
Billboards	42 (42%)
Magazines	23 (23%)
Transit Media	22 (22%)
Television	2 (2%)
Hotstar	1 (1%)
Television Advertisements	1 (1%)
Ads on TV	1 (1%)
TV	1 (1%)
T V advertisement	1 (1%)
TV Advertisement	1 (1%)

The next question asked was where they had come across the content of any of these campaigns. The most common being the obvious social media at 85% and the next being billboards at 42%. When they were asked the option of other a total of 7% said they had come across these advertisements on Television.
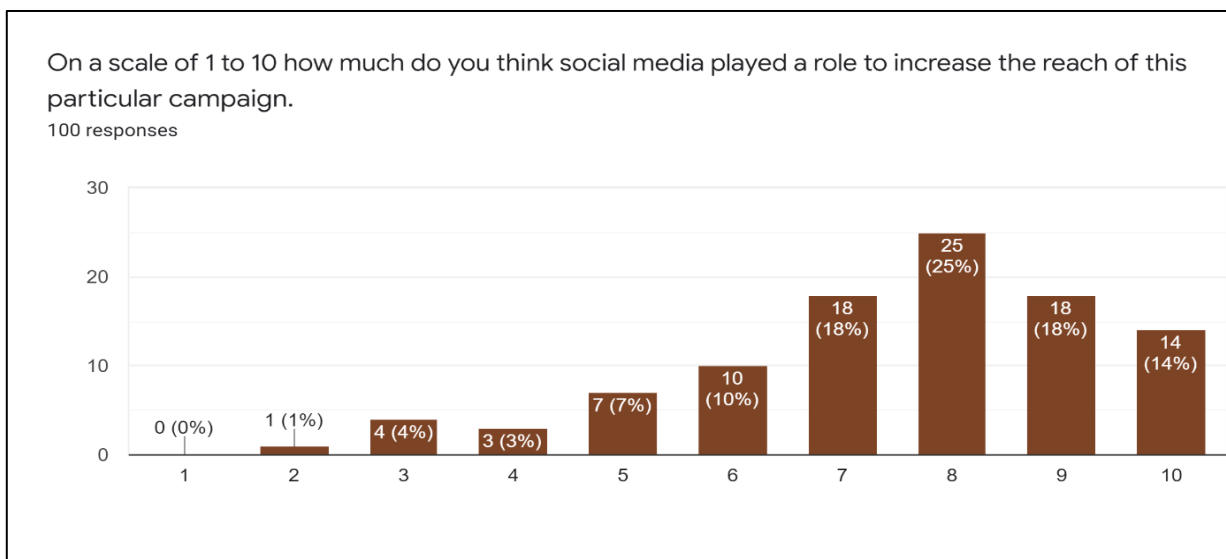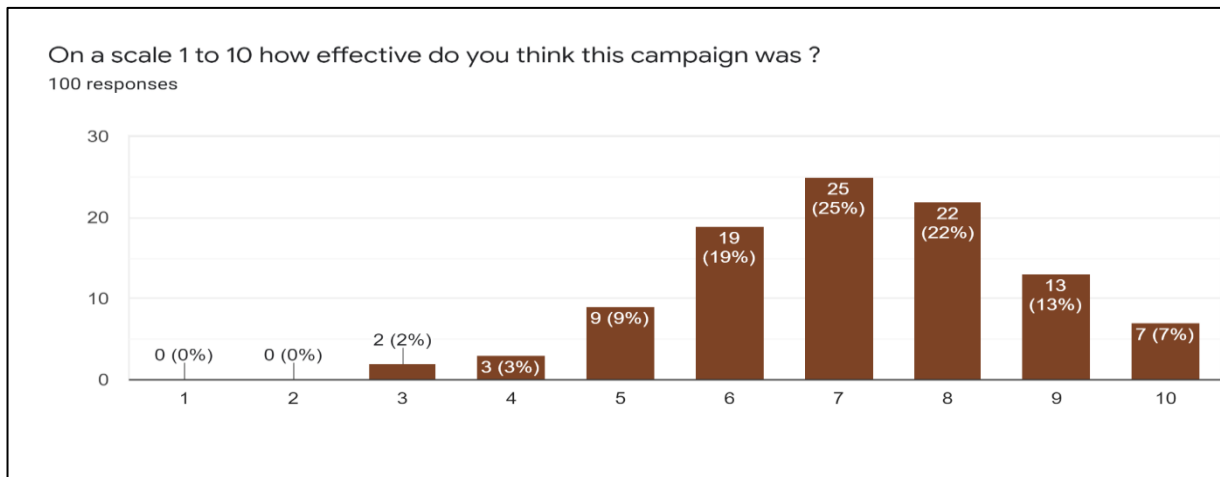
6.1 Aerial Share the Load

Despite the fact that more men are sharing the load now than ever before, our society is far from perfect. In its fourth season, Ariel's internationally acclaimed #ShareTheLoad explores the consequences of an uneven family and calls for action to close the gap. It's all about providing males another incentive to start sharing the weight, and to take the first step in that direction.

What are your thoughts on the campaign above.
100 responses

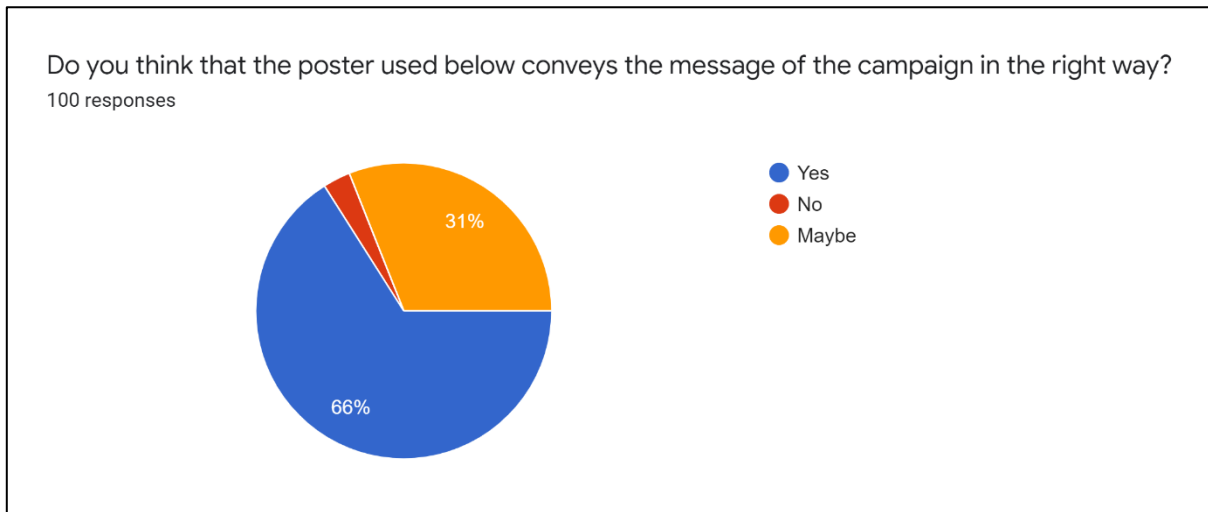| Category	Value
Equality	75 (75%)
Inciteful	26 (26%)
Motivational	26 (26%)
Impactful	51 (51%)
Thought Provoking	50 (50%)
Hurtful	5 (5%)
Wholesome	32 (32%)
Insulting	3 (3%)

In the graph above the respondents were then asked to choose adjectives according to what they thought the campaigns motive and emotional intension is.

In the graph below the respondents were asked how effective the campaign actually was from the audience perspective.

On a scale 1 to 10 how effective do you think this campaign was ?
100 responses

Scale	Value
1	0 (0%)
2	0 (0%)
3	2 (2%)
4	3 (3%)
5	9 (9%)
6	19 (19%)
7	25 (25%)
8	22 (22%)
9	13 (13%)
10	7 (7%)

On a scale of 1 to 10 how much do you think social media played a role to increase the reach of this particular campaign.
100 responses

| Scale	Value
1	0 (0%)
2	1 (1%)
3	4 (4%)
4	3 (3%)
5	7 (7%)
6	10 (10%)
7	18 (18%)
8	25 (25%)
9	18 (18%)
10	14 (14%)

This question in the graph above asked the audience how much do they think social media played a role in increasing the impact of the campaign. Assessed using a linear scale the respondents thought that a range of eight was perfect for the same.

Do you think that the poster used below conveys the message of the campaign in the right way?
100 responses

In the graph above the respondents were shown a particular poster of the same campaign and was asked if that particular poster portrayed the campaign in the right way.

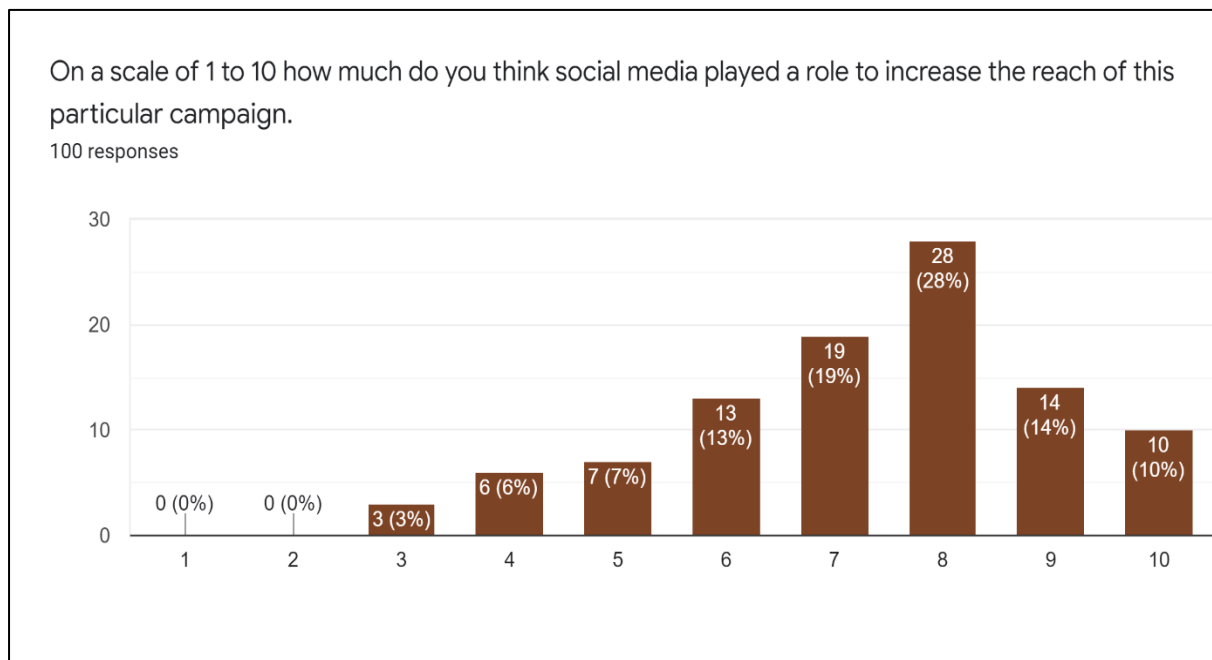## 6.2 Uber eats- For your Tinda Moments

Uber Eats - For your Tinda moments. Uber eats came out with their first ever campaign with the all-famous Alia Bhatt. The campaign promotes ordering food from Uber Eats instead of the infamous vegetable Tinda that a lot of people dislike.

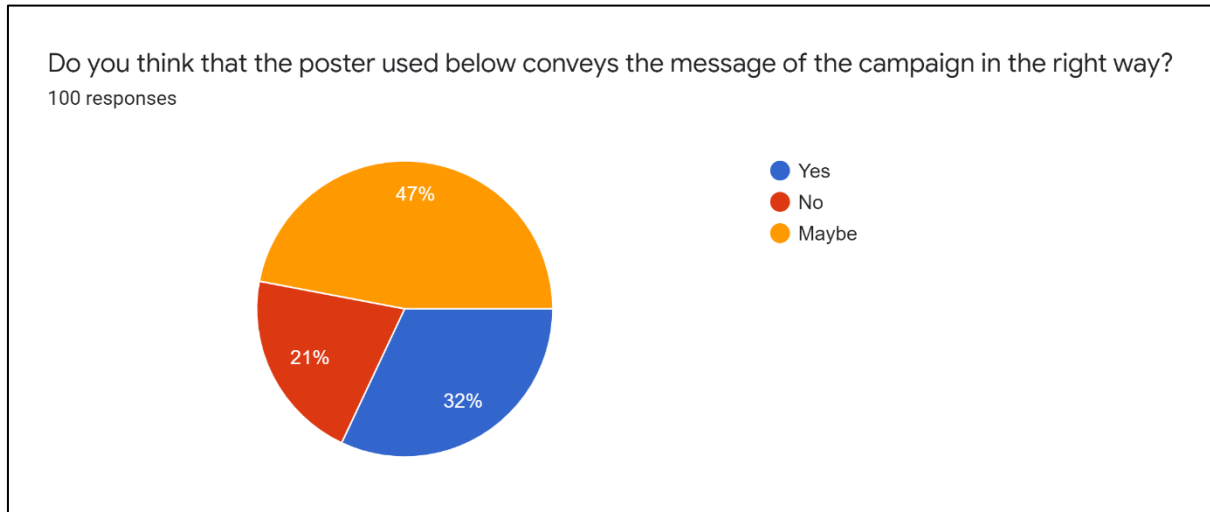**What are your thoughts on the campaign above**
100 responses
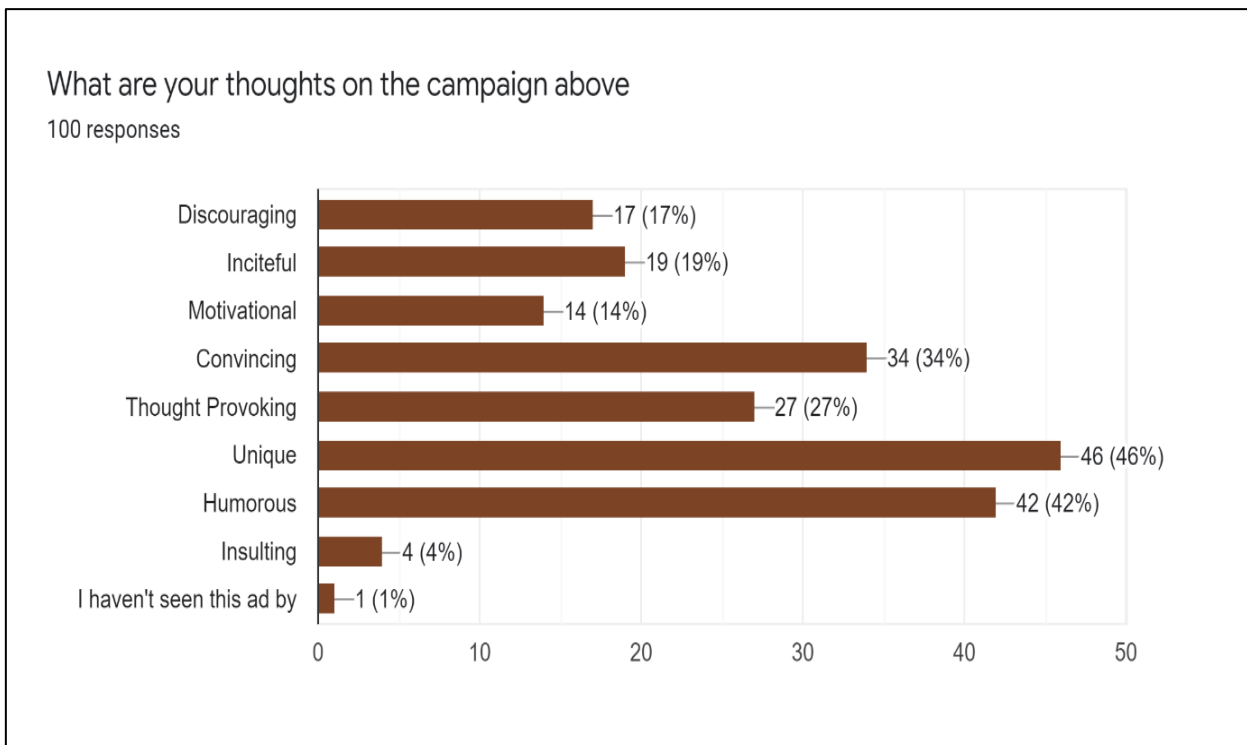
In the previous graph above the respondents were asked to pick from a selection of adjectives that they think is appropriate for the same. The most common adjective chosen by the respondents was Unique and Humorous.

On a scale 1 to 10 how effective do you think this campaign was ?
100 responses
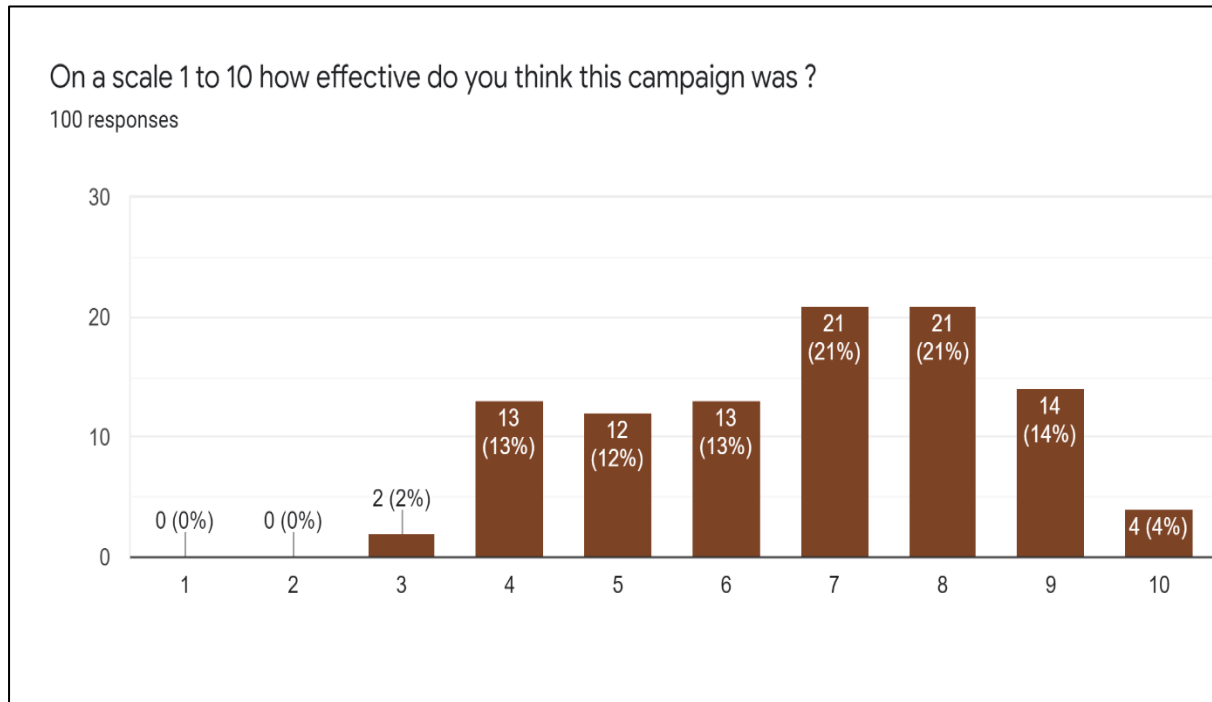
In the graph above the respondents were asked how much they thought about the effectiveness of the campaign and they thought that 7 and 8 on the linear scale were the most appropriate.

On a scale of 1 to 10 how much do you think social media played a role to increase the reach of this particular campaign.
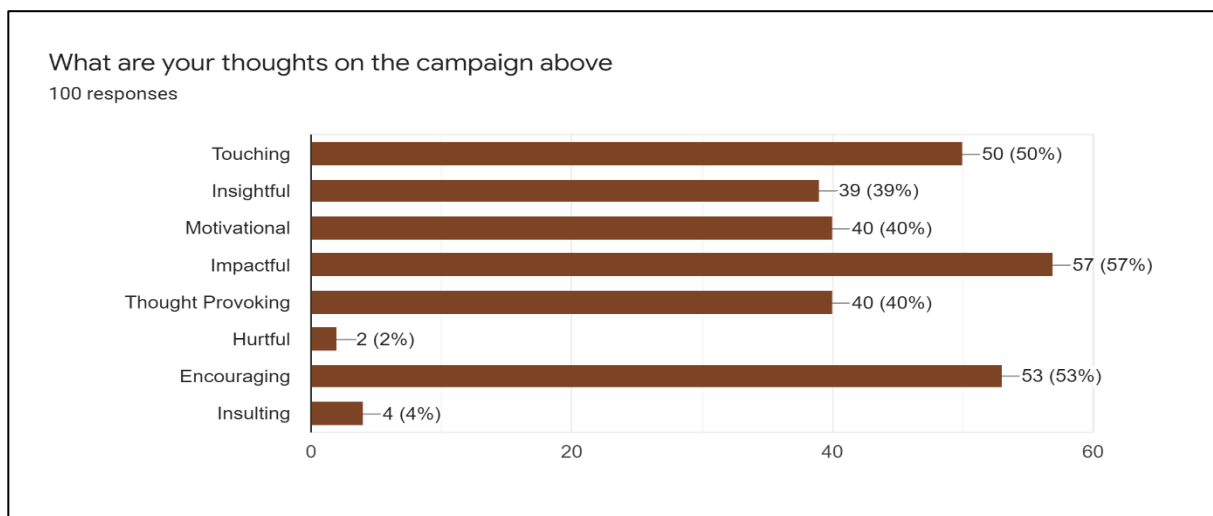100 responses

In the graph above the respondents were asked to how much social media had played an impact in the UberEATS campaign and they responded to 8 on the linear scale as the most appropriate

Do you think that the poster used below conveys the message of the campaign in the right way?
100 responses
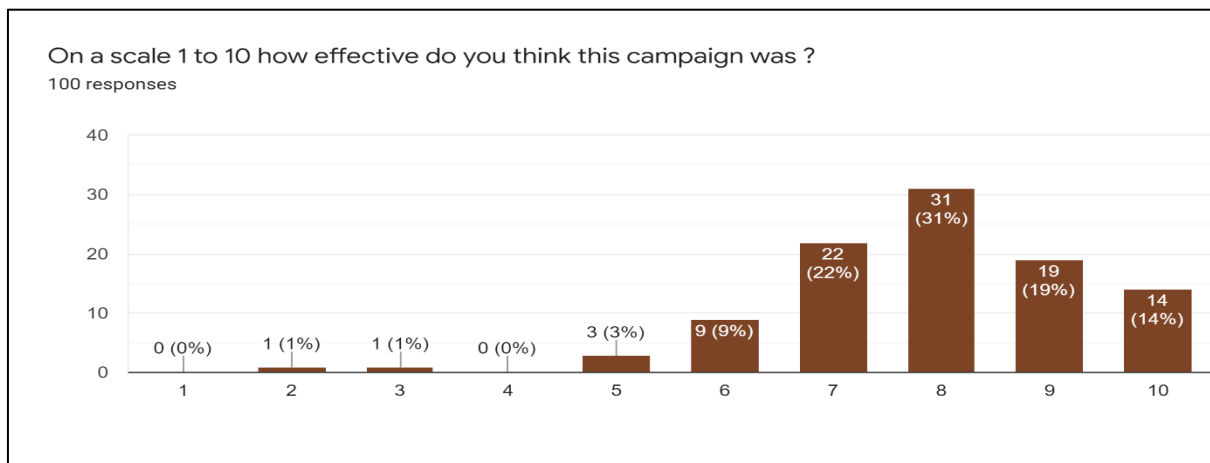
- Yes
- No
- Maybe

47%

32%

21%

The audience was shown a poster on the UberEATS campaign that was published in newspapers across different starts according and were asked if the poster was appropriate for the same. Majority that is 47% of the sample size wasn't sure and opted for maybe.

6.3. Dove – Real Beauty

A popular campaign that has been successful for over a decade now. This campaign promotes true beauty and diversity of women.

What are your thoughts on the campaign above
100 responses

Category	Value
Touching	50 (50%)
Insightful	39 (39%)
Motivational	40 (40%)
Impactful	57 (57%)
Thought Provoking	40 (40%)
Hurtful	2 (2%)
Encouraging	53 (53%)
Insulting	4 (4%)

The respondents once asked to choose the adjectives that supported this campaign chose, Impactful, Encouraging and touching as the most appropriate.

On a scale 1 to 10 how effective do you think this campaign was ?
100 responses

Scale	Value
1	0 (0%)
2	1 (1%)
3	1 (1%)
4	0 (0%)
5	3 (3%)
6	9 (9%)
7	22 (22%)
8	31 (31%)
9	19 (19%)
10	14 (14%)

In the graph above when asked about the effectiveness of the campaign 8 was the most chosen on a linear scale of one to ten.
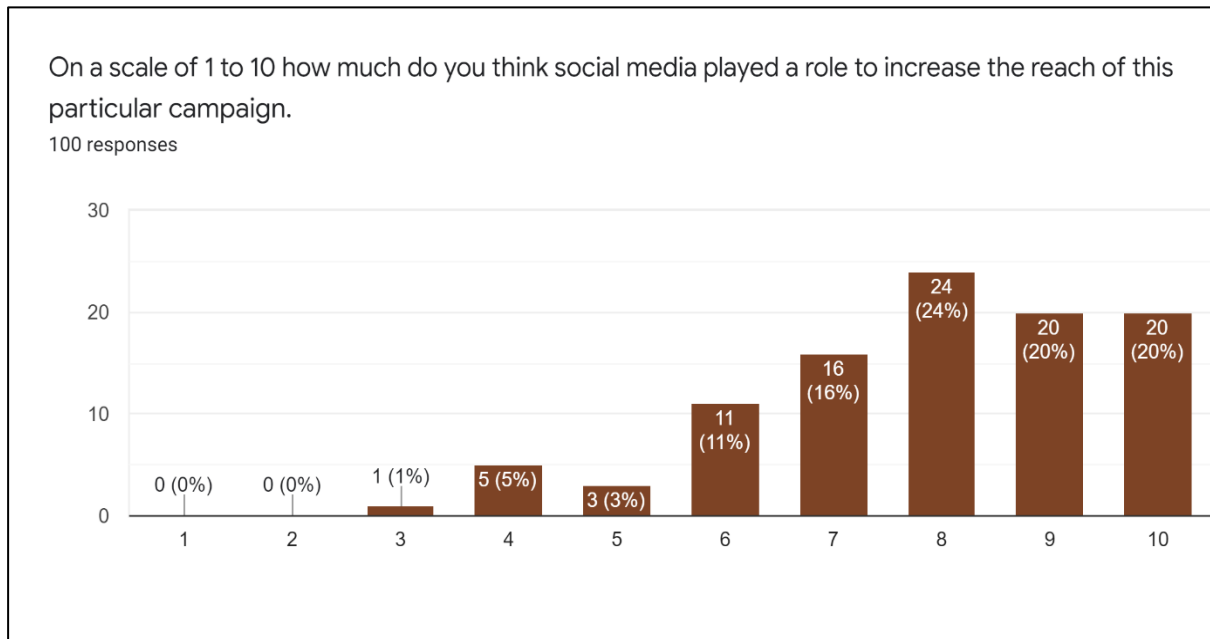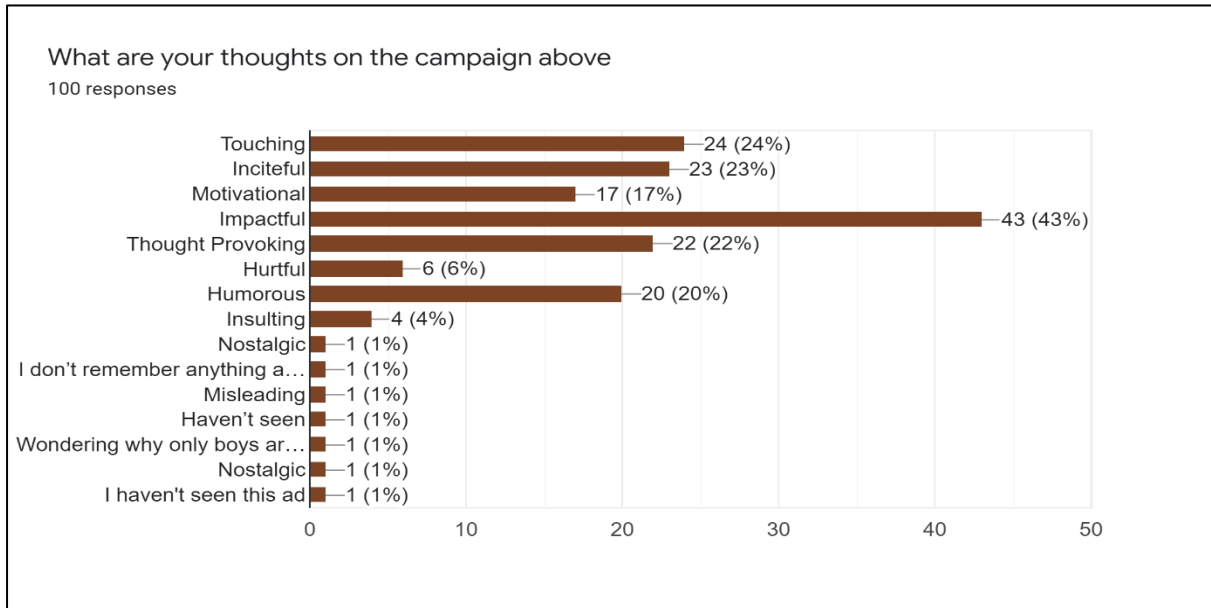

In the graph above the respondents though that 8 was an appropriate number on the linear scale when asked about the impact social media played in this campaign.
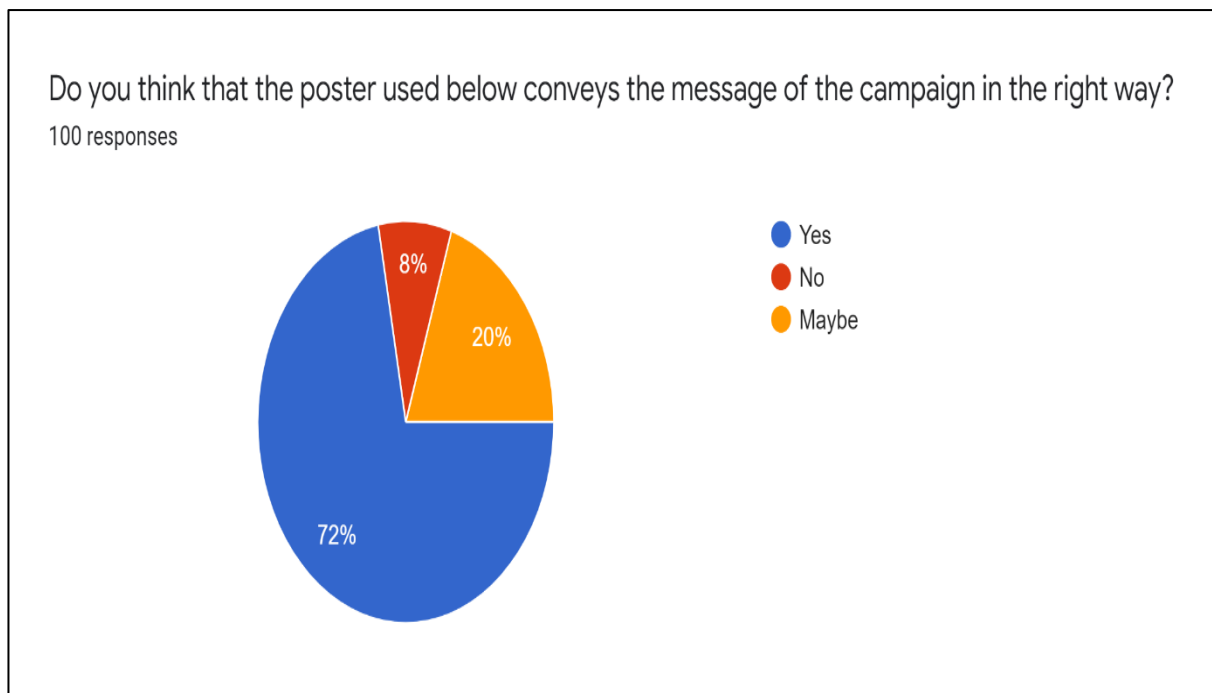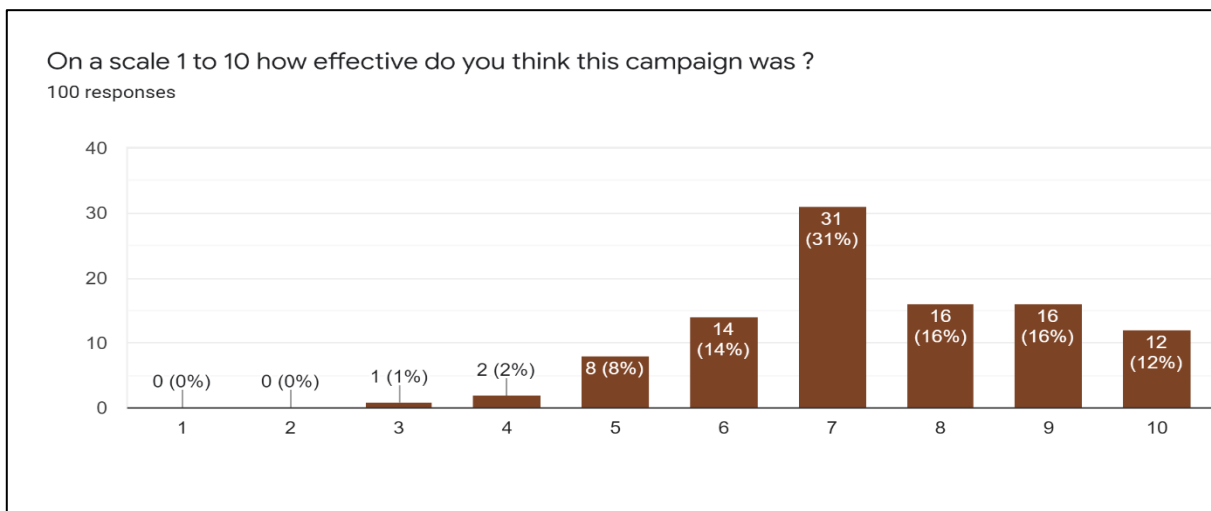

The respondents agreed with 72% that the poster showed to them conveyed the message of the entire campaign in the right manner.
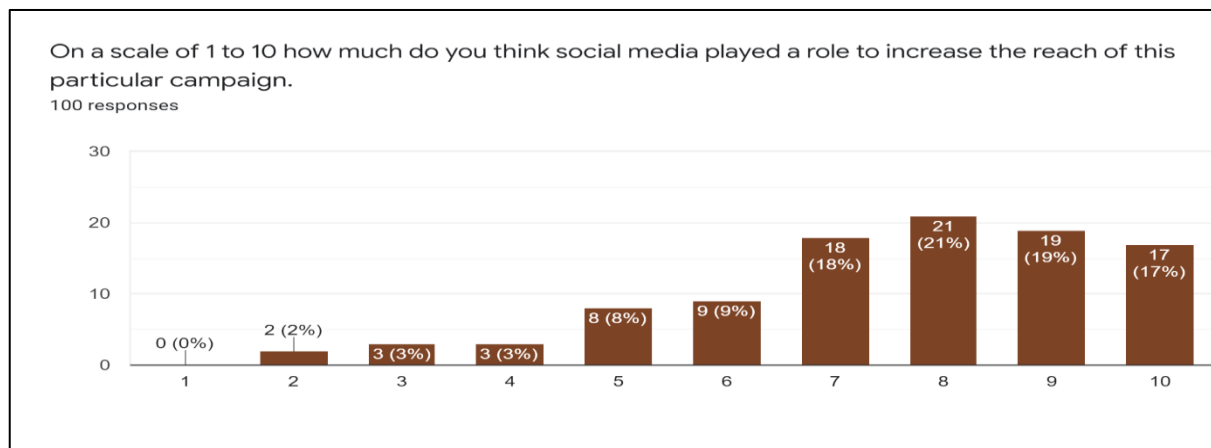
6.4. Nestle – Welcome back Maggi

A series of videos and initiatives were introduced by Maggi after the false claims against them.

What are your thoughts on the campaign above
100 responses

| Adjective	Count (%)
Touching	24 (24%)
Inciteful	23 (23%)
Motivational	17 (17%)
Impactful	43 (43%)
Thought Provoking	22 (22%)
Hurtful	6 (6%)
Humorous	20 (20%)
Insulting	4 (4%)
Nostalgic	1 (1%)
I don't remember anything a…	1 (1%)
Misleading	1 (1%)
Haven't seen	1 (1%)
Wondering why only boys ar…	1 (1%)
Nostalgic	1 (1%)
I haven't seen this ad	1 (1%)

In the graph above the most chosen adjective for this campaign was Impactful followed by touching and inciteful. A few points that the respondents added that the campaign was misleading and nostalgic.

On a scale 1 to 10 how effective do you think this campaign was ?
100 responses

Scale	Count (%)
1	0 (0%)
2	0 (0%)
3	1 (1%)
4	2 (2%)
5	8 (8%)
6	14 (14%)
7	31 (31%)
8	16 (16%)
9	16 (16%)
10	12 (12%)

In the graph above the audience thinks that the campaign was moderately effective by giving it a 7 on the linear scale

## On a scale of 1 to 10 how much do you think social media played a role to increase the reach of this particular campaign.
100 responses

Scale	Count (%)
1	0 (0%)
2	2 (2%)
3	3 (3%)
4	3 (3%)
5	8 (8%)
6	9 (9%)
7	18 (18%)
8	21 (21%)
9	19 (19%)
10	17 (17%)

In the graph above the impact was social media was high with 8 being the most rated on the linear scale

Do you think that the poster used below conveys the message of the campaign in the right way?
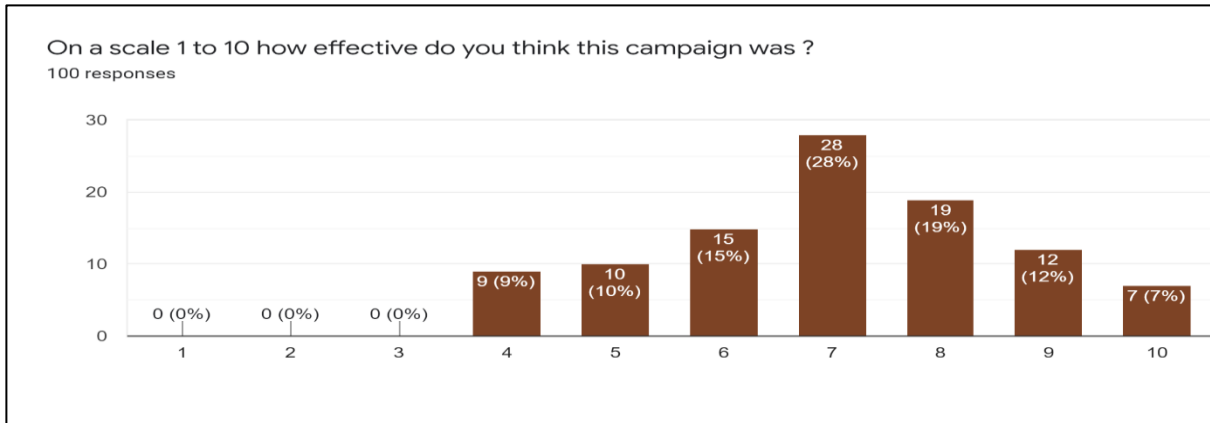100 responses
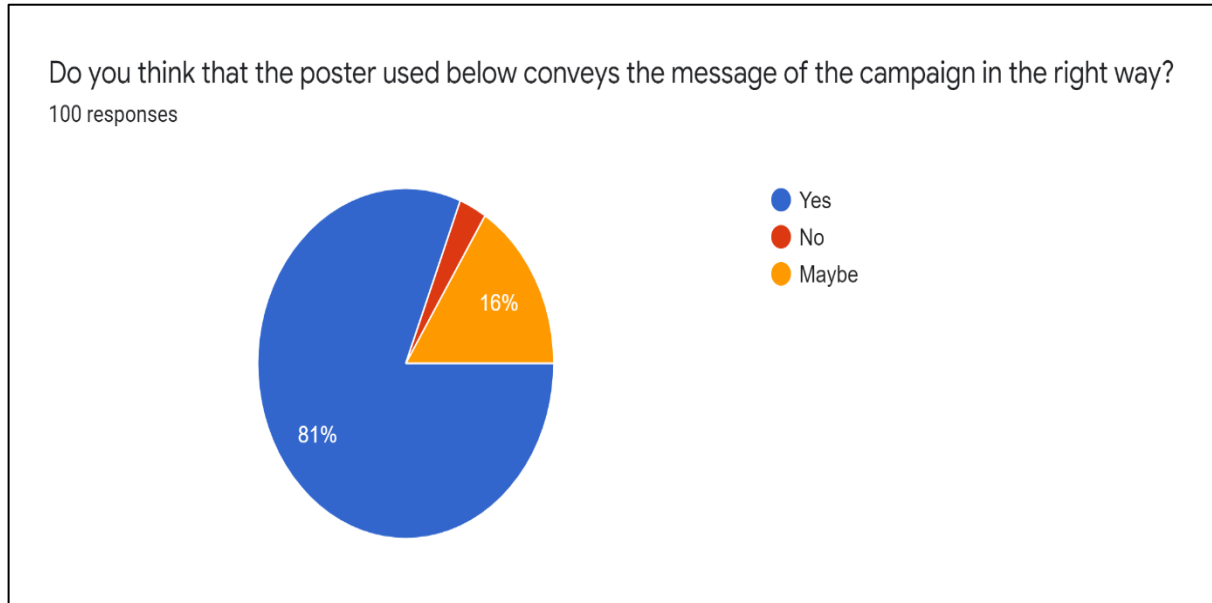
The poster shown to the respondents in the survey conveyed the message in the correct way with a yes of 81%
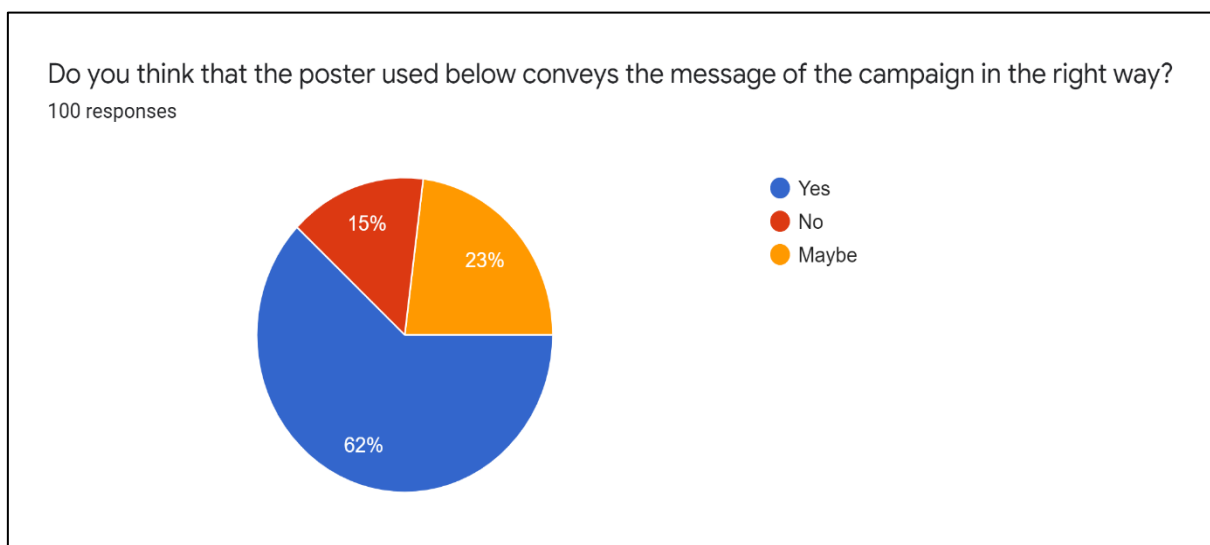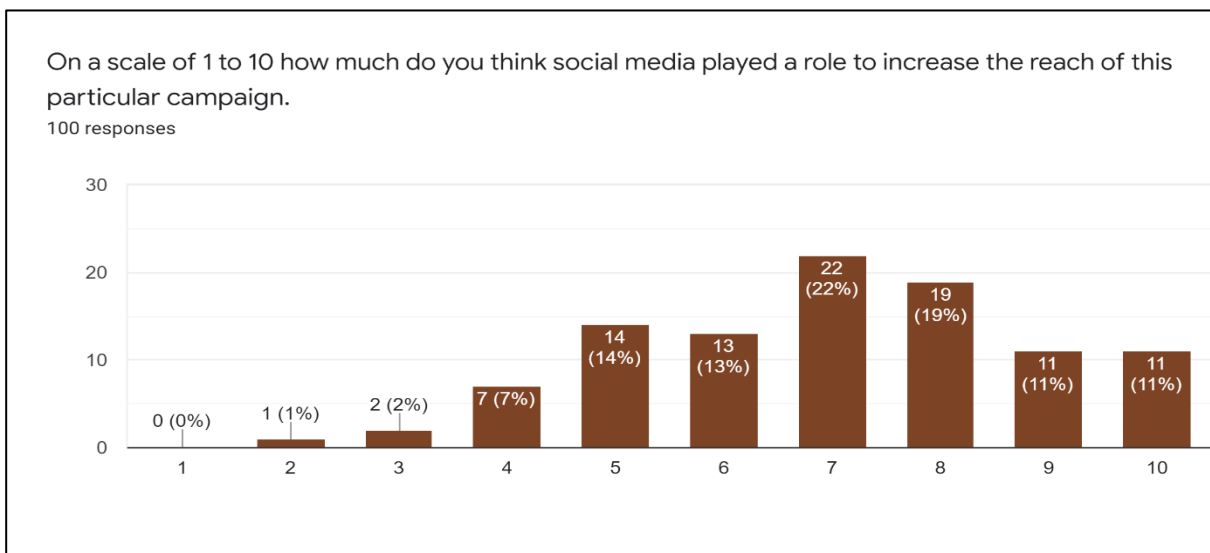
6.5. Pepsi co x Airtel

2GB Free data with every Doritos pack. PepsiCo teamed up with Airtel on a unique project to enhance its customers' in-house experience. The necessity of maintaining contact with friends and family was underlined in this campaign. PepsiCo India wanted to find and contact the right Airtel prepaid customers for their 2GB free internet offer, as well as raise brand awareness in the most effective way possible.

What are your thoughts on the campaign above
100 responses
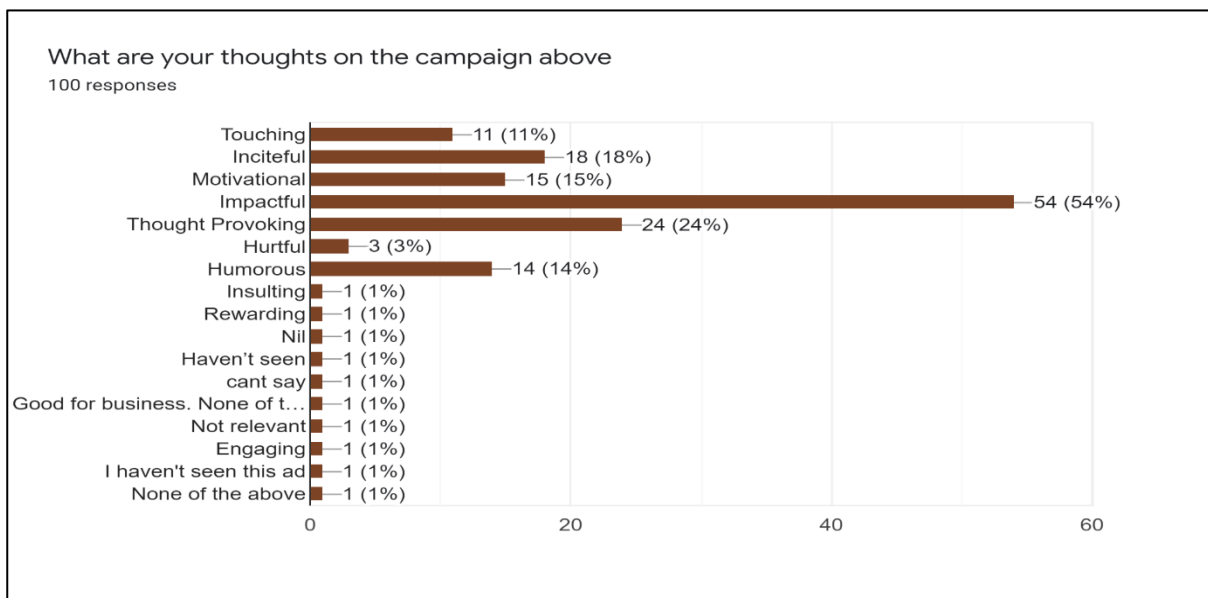
In the previous graph the most common adjective chosen was impactful and though provoking.

On a scale 1 to 10 how effective do you think this campaign was ?
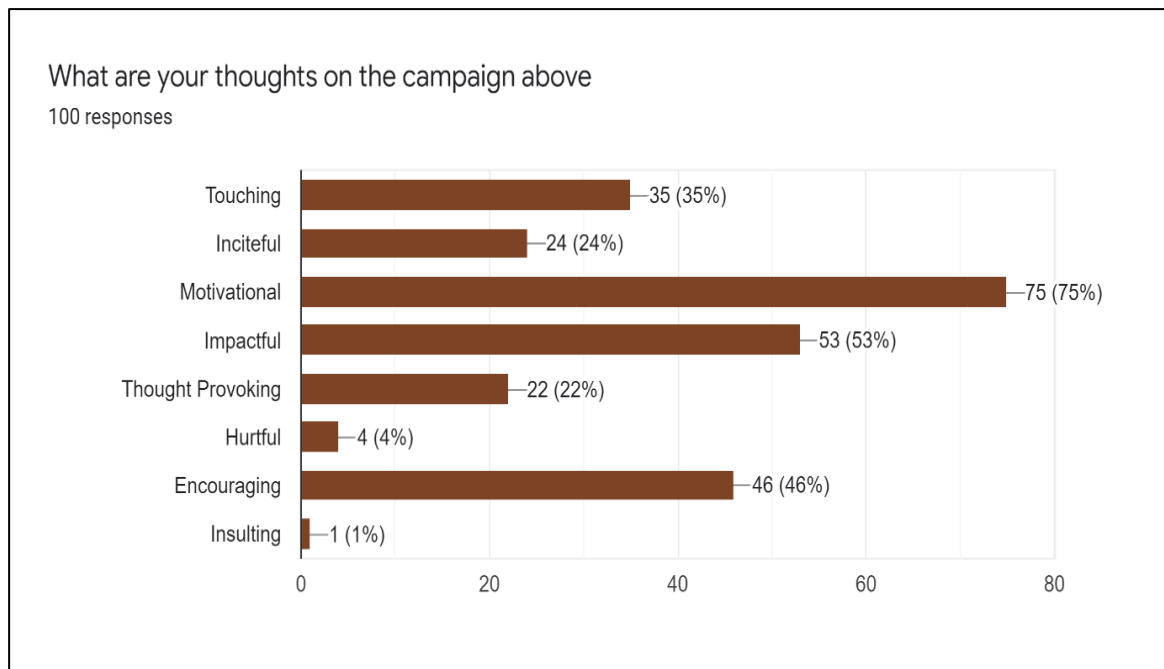100 responses

The campaign was moderately effective as it targeted a small group of people for this promotion. The most rated was 7 out of the linear scale. And also thought the same for the impact social media has on the campaign.
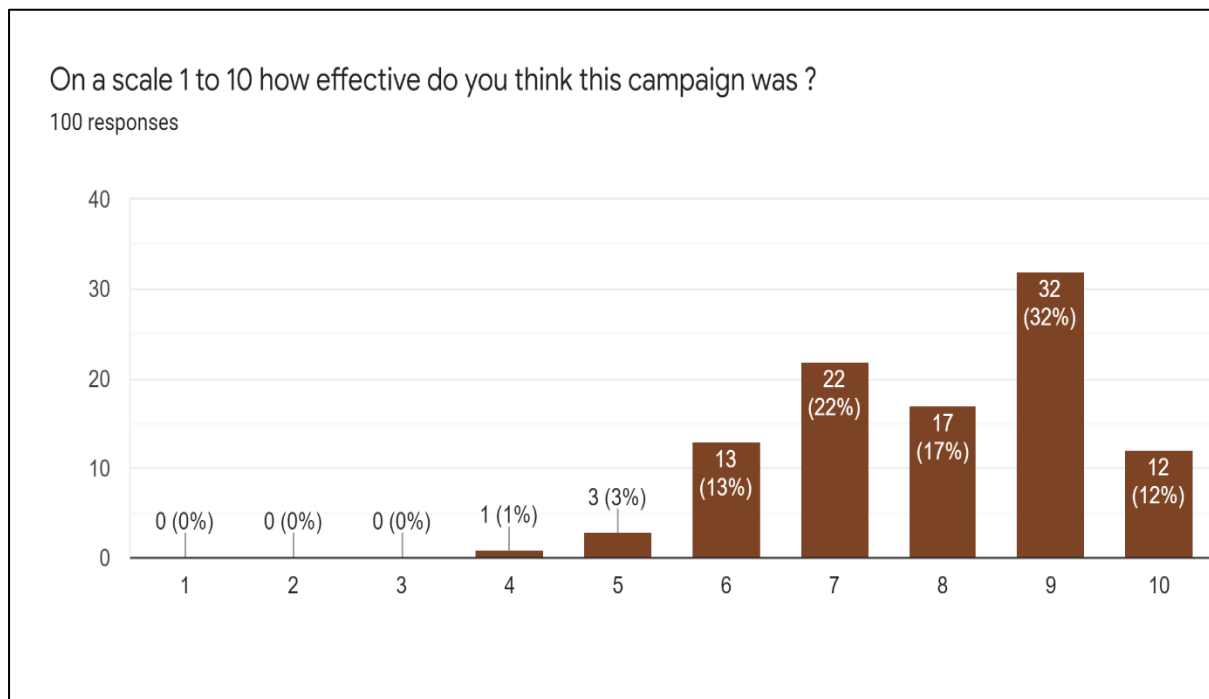

On a scale of 1 to 10 how much do you think social media played a role to increase the reach of this particular campaign.
100 responses

Do you think that the poster used below conveys the message of the campaign in the right way?
100 responses

The respondents that the poster shown to them convey the campaigns message in the right way.

6.6. Adidas nothing is impossible

What are your thoughts on the campaign above
100 responses

| Label	Value
Touching	35 (35%)
Inciteful	24 (24%)
Motivational	75 (75%)
Impactful	53 (53%)
Thought Provoking	22 (22%)
Hurtful	4 (4%)
Encouraging	46 (46%)
Insulting	1 (1%)

People thought that this campaign was motivational and impactful. Motivational as this campaign took people in that usually wouldn't be considered.

On a scale 1 to 10 how effective do you think this campaign was ?
100 responses

Scale	Value
1	0 (0%)
2	0 (0%)
3	0 (0%)
4	1 (1%)
5	3 (3%)
6	13 (13%)
7	22 (22%)
8	17 (17%)
9	32 (32%)
10	12 (12%)

This campaign was rated the most effective and had a huge impact on the audience.
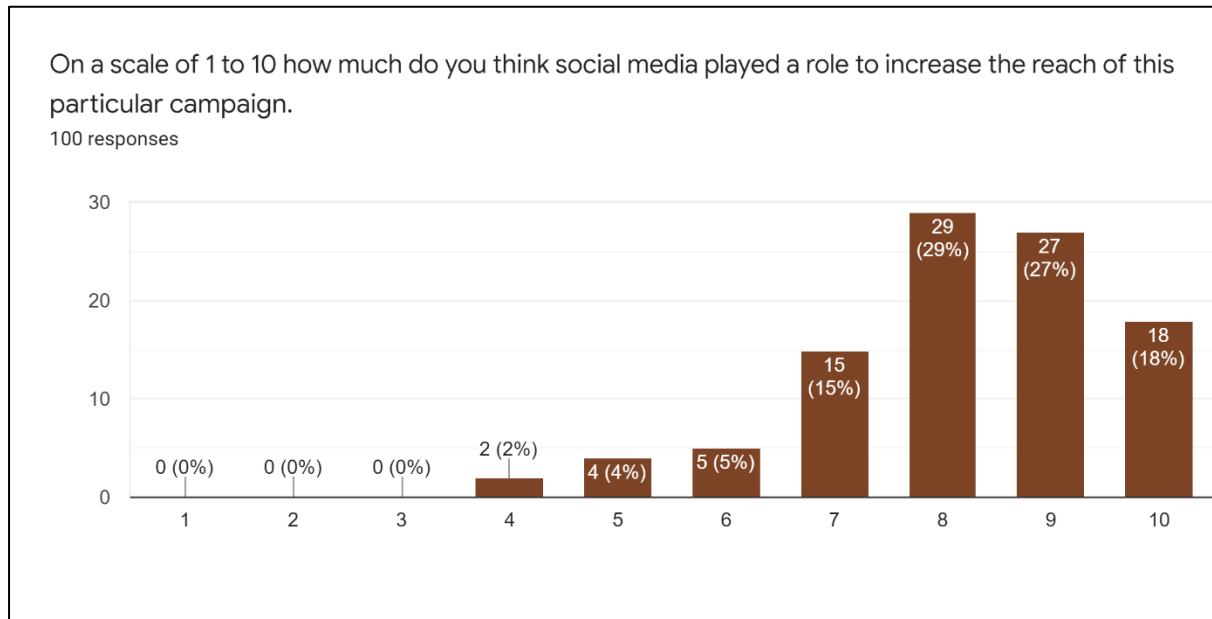
This campaign according to the respondents was the campaign that used social media very well and had a very high role in making the campaign successful.
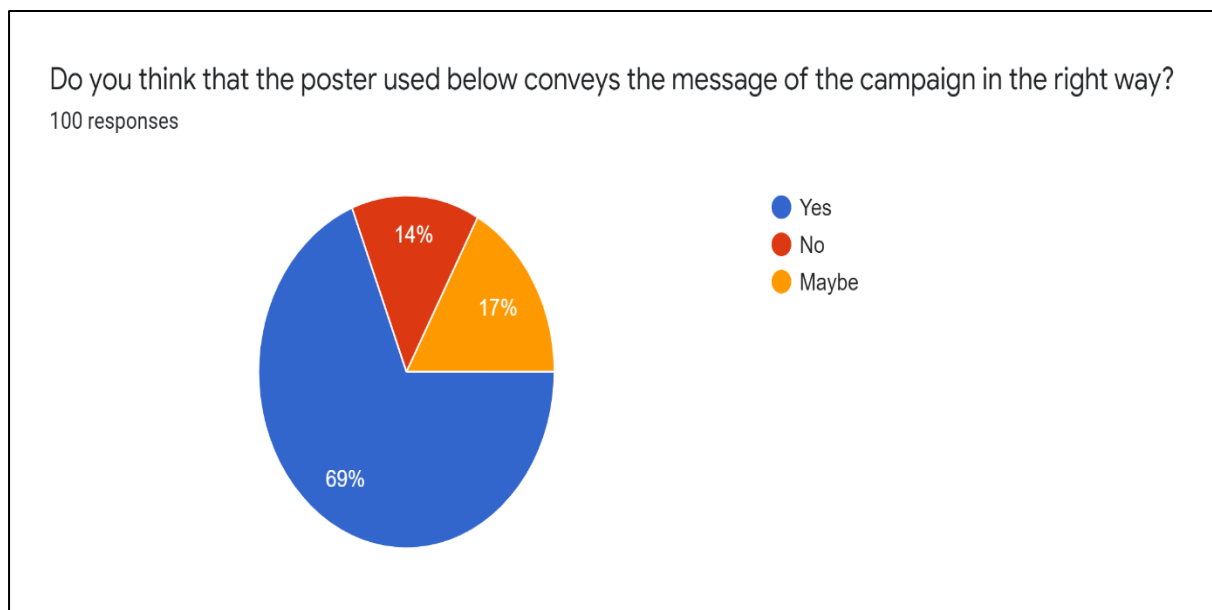
The poster shown to the people is appropriate and sends across the right message.

6.7. Findings

Through the survey most people come across campaigns on social media platforms.

People believe that social media helps a tremendous amount to enhance the success of campaigns.

The most popular campaigns that most of the people know are the ones that have their favourite celebrities.

The motive behind public relation campaigns remained mostly common between all the selected campaigns. (Impactful and successful)

7. Conclusion

In conclusion, through the survey conducted it is clear in all the six section that social media has played an important role in making the campaigns successful with an overall average selection of eight on the linear scale. The survey also proves that the campaigns are successful in conveying their message appropriately as the respondents while answering the questionnaire chose the main motive. Through the survey most people come across campaigns on social media platforms. People believe that social media helps a tremendous amount to enhance the success of the campaign. The most popular campaigns that most of the people know are the campaigns that have their favourite celebrities. The motive behind public relation campaigns remains mostly common between all campaigns. (Impactful and successful). The major finding that have been gathered from this study are that through the survey most people come across campaigns on social media platforms. People believe that social media helps a tremendous amount to enhance the success of campaigns. The most popular campaigns that most of the people know are the ones that have their favourite celebrities.

Public relations is one such industry that requires to be up to date with the technological advances that happen with the change in time and using social media to its maximum potential. Some of the most profitable campaigns have had the most reach on social media other than the rest of the platforms. After conducting this research, we are sure that social media is an integral for public relations as it's a platform that real time and the content on the internet stays for longer than other mediums. Social media remain to be that service that has everything that any public relations organisation does all in one consolidated platform.

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9.0. Appendix

1. What are your thoughts on the campaign above?
- Equality
- Insightful
- Motivational
- Thought Provoking
- Hurtful
- Wholesome
- Insulting
- And other

2. On a scale 1 to 10 how effective do you think this campaign was?

3. On a scale of 1 to 10 how much do you think social media played a role to increase the reach of this particular campaign?

4. Do you think that the poster used below conveys the message of the campaign in the right way?