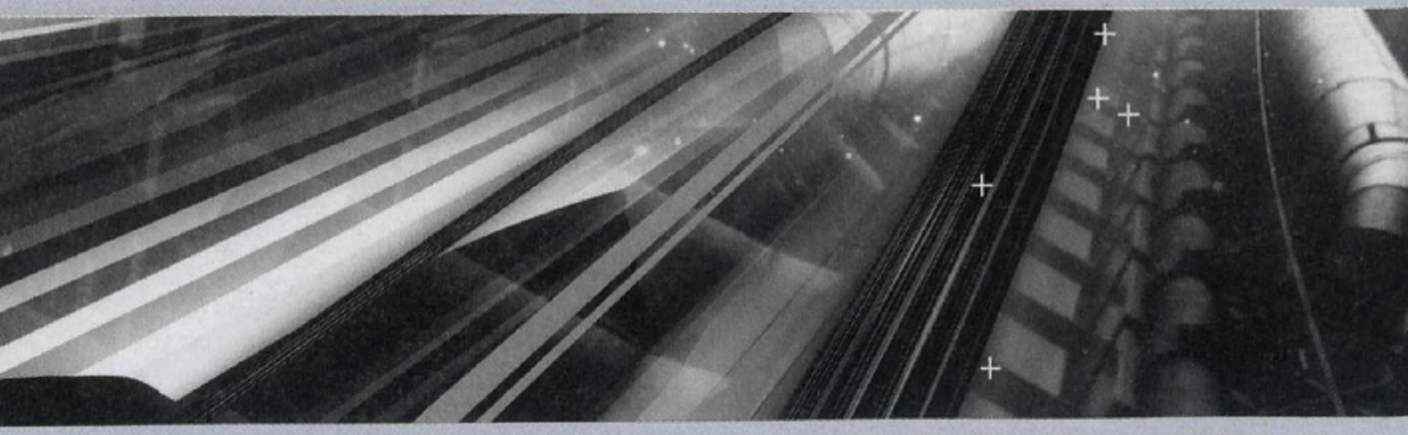
CONTENT



Chapter 1
Strategic Position of Public Relations 13

Links of Marketing Communication and PR 19

Two Views of the Primariness of Marketing Communication and Communication with the General Public 24

Practical Approach to Categorising PR to Company Hierarchy 26

Good Reputation of Company and Informal Opinion – Influence on Economic Results of Enterprise 28

Propagating the Good Reputation of an Enterprise as a Priority Part of Company Strategy 30

Corporate Identity 33

Corporate Image 33

Symbols of Corporate Identity 36

Influence of Socially Accepted Personalities on Spreading News 36

PR – Controlled Communication of a Company with the General Public 38

Sequence and Continuity of Communication Effect on General Public 41

Relevant General Public and Target Groups of PR Communication 42

Communication Relationships among Groups 44

Relationships with Investors and Owners (Investor Relations) 44

Relationships between Employees and Company Top Management 48

Communication with Customers 49

Solving Non-Standard Situations 49

Approach to Themes 52

Preparing a Crisis Plan and Relationships with the Public in a Crisis Time Period 52

Communication in Crisis Situation 54

Strategy of Crisis Solving 54

Strategic Planning and Crisis Management 56

Global and Local Media Relations 57

Media Relations with Press and Information Agencies 58

Media Relations of Radio and TV Institutions 59

Communication Databases 59

Event Marketing as a Supporting Communication Tool ... 63

Sponsorship as a Special Form of Communication 66

Opinions of Scientific Authorities concerning Sponsoring, Attempt for a Definition 67

Distinguishing Sponsor Types 71

Sponsorship Objectives and Target Groups 72

Growth of Importance and the Increasing Interest of Companies in Sponsorship 72

Measuring the Efficiency of Sponsorship 74

Lobbying Activities as a Communication Discipline of Public Relations 77

International Relationships with General Public 79

Chapter 2
Product in Context of Communication Strategy 81

Levels of Products – Value for Customer 82

Product Classification 84

Classification of Consumer Products 84

Classification of Industrial Products 85
Classification of Services as Specific Type of Product .. 86
Stating Criteria in the Sphere of Services 87

Differentiation of Products 89

Differentiation of Material Products 90
Differentiation of Services 92
Dual Brands and Brands of Individual Components 92
Selection of a Co-Branding Partner 94
Relationships between Products and Brands, Packaging, Labelling, Guarantees 94
Hierarchy of Products 96
Accompanying Signs of Products 96
Ecological and Social Dimensions of Products 97
Product Lines, Product Combinations 98

Analysis of Products and Product Lines, Their Life Cycle ... 100

Strategic Analysis of Product Life-Cycle 100
PLC Plan Models 103
PLC Change Rate 104
PLC Technique 105
Criticism of PLC Conception 105
Analysis of Product and Brand Portfolio 106
Discarding the Products from Portfolio 110
Strategy of Product, Product Lines and Product Combinations 111
Strategy of Product Line 111
Strategy of Product Combinations 113
Strategy of Individual or Specialised Products 113

Controlling the Process of Developing New Products and Brands 114

Planning New Products 115
Confrontation of Creativity and Planning 116
Identifying Opportunities for Satisfying Customer Needs 116
Quality Function Deployment 117
Success Criteria of New Product 117
Specificity of Organising Research and Development 119
Gathering Ideas and Concepts 121
Classifying and Evaluating Ideas 123
Analysis of Entrepreneurship – Assessing the Economic Situation of a Company 125
Development and Conception of a New Product (Prototype) 126
Creating Communication Programme, Testing the Launching of a New Product onto the Market 127
Implementation of Product (Commercialisation), Sequence and Complexity of Decisions 131

Product and Brand (Branded Product) 133

Appendix 1
Product Cannibalism 135

Appendix 2
Linkages of PLC Development, Product Innovation and Communication Strategies 138

Influence of Costs on the Product and Its PLC 138
Manufacturing, Distribution and Sales Process 138
Adaptation of Product Portfolio 139

Chapter 8
Brand as Specific Communication Means and Unique Identity 143

Position and Characteristic of Brand in Company Management 144

Brand versus Product 145
Origin of Brand's Rise 145
Extraordinariness of the Brand's Mission 146
Brand as Wide Spectral Communication Tool 146
Importance of Brand Value for Consumer 147
Importance of Brand Value for the Company 149
Associations Connected with Company 149
Complex Attitude to Brand 152
Brand Definition, Strategic Development and Assumptions of Its Successfulness 153
Brand as Symbol Which Communicates 154
Logotype, Creating Symbols, Branded Name 154
Intent and Utilisation of Brand, the Essence of Its Existence 155
Dimensions of Brand Knowledge 156
Product (Brand) Attributes 156
Brand Identity 158
Extended Brand Identity 159
Danger of Violating the Brand Identity 160
Extending Brand Conception 162
Approaches to Developing Brand Identity 163
Pressures on Change of Brand Identity 164
Identity Update 164

Linkage with Traditional Identity 165
Development and Completing Brand Identity 165
Identity and Position of Brand 165
Implicit Brand Model 166
Brand Personality 167
Sources of Brand Value 168
Familiarity – Awareness of Brand 168
Reminding of the Brand 168
Brand Image 169
System of Brands 172
Roles of Brand in Contexts of Communication Process 174
Brand Differentiation 178
Independent Product Brand 179
Umbrella Brand 179
Private Labels 180
Special-Purpose Brands 181
Co-branding 182
Brand Value 183
Process of Brand Appreciation 184
Brand Management, Brand's Differentiation and Specification 186
Decision about Brand, Heading towards Brand Strategy Selection 187
Secondary Influences on Brand Perception 189
Perceiving the Country of Origin 189
Distribution Channels 189
Licence Providers 190
Spokespersons (Guarantors) 190
Events (Sponsoring) 190
Further Resources of Third Parties 190
Linkages of Brand with Increasing Performance Efficiency of Enterprise 190

Case Study 1
Kelly's Bicycles 192
Domestic Market 192
Foreign Representations 192
Launching Kelly's Brand as an Independent Collection 193
Brand Attractiveness 194
Price Categories, Price Development 194
Selection of Selling Methods 194
Purchasing Contracting 194
Maintaining Retail Price 194
Internet Warehousing 195
Development of Logotype Graphical Form – Kelly's Bicycles 1997 – 2009 195
Entrepreneurial Success 195
Innovation of Products, Enlarging the Product Line, Additional Products, Accessories 196
Prospects of Further Development 197

Case Study 2
Communication Support of Brand in Conditions of I.D.C. Holding, JSC 198
Communication Support of Selected Brands under Sedita Umbrella 199
Traditional Brands 200
Private Label 200
Linkage of Communication Support of Excellent Brands and Development of Turnover 200
Development of Selling Volume of Horalky Brand 200
Perception of Sedita Brand on Market Investigated 203
Mila 203
Horalka 204
Ginger-bread 204
Sales Development on the Hard Candies Market – Selected Products 205
Verbena 205
Russian Market Research 206
Hungarian Market Research 206
Czech Market Research 206
Conclusions for Creating Advertising Artefacts 207

Footnotes Chapter 1 208
Footnotes Chapter 2 216
Footnotes Chapter 3 220

INDEX OF AUTHORS 226