



PR SUCCESS

Fall 2018 Edition

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LETTER FROM YOUR EDITOR-IN-CHIEF:



Hey friend!

The newest edition of PR Success is here. Fall 2018 was one for the Scripps PRSSA history books. We hosted amazing speakers, traveled to Austin, Texas for National Conference, received the Outstanding Chapter award, launched three Chapter committees, released the Scripps PRSSA archive, welcomed many new members to the PRSSA family and much more.

This year, we found a new home for our weekly meetings in Schoonover Center room 450. While the location is new, the inspiration we take away from each meeting remains the same. This organization is meant to be a launching pad for Bobcats and students at over 350 other Chapters across the world.

Thank you to our faculty advisor Victoria LaPoe, the E.W. Scripps School of Journalism, alumni, Chapter members, everyone who came before us and to Ohio University for bringing us together. Please enjoy this edition of PR Success and happy holidays to everyone.

Cade Fleming

Editor-in-Chief/VP of Public Relations // @cade_fleming

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Why Influencer Marketing?

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You're scrolling through Instagram and see your favorite celebrity post about a specific product they've been claiming to use. You read more about how they say the product "changed their life" and they tell you to click the tag to take a look at the brand's website. Sound familiar? Well, I'm here to tell you that it's likely that you've been a target of influencer marketing. Not to worry, you aren't alone! It's safe to say that with social media on the rise, influencer marketing is the perfect way to advertise a brand. I can speak for most of us and say I follow quite a few of my favorite celebs to view the content they post. Yet the more interactions their posts get throughout the year, the more I see them share content promoting a product. This became a very popular strategy in the past few years and I want to talk about why it's successful.

Marketers carefully choose social media influencers they want to sponsor their product and have to ask some questions before making a decision on who to select. Does this person abide by the ethical values of our brand? Are they a past consumer to our product?

Who makes up the majority of the influencer's audience? It is important to research your target audience. This makes it easier to choose a sponsor for your product because you can match the interests the audience shares with the sponsor. For example, you most likely wouldn't see LeBron James sponsoring a new women's exercise bra from a particular clothing brand. The demographics don't line up when looking at who engages with



his posts. Logistically, his audience ranges from young male teens to young male adults so advertising a women's sports bra to young males won't increase sales. Instead, they might use a more practical celebrity, such as Selena Gomez. This strategy will target mostly teenage females or young female adults and be more probable to increase sales for that specific product.

Another tactic marketers came up with is attracting customers with special discounts or promotion codes. This can be seen done using a social media influencer. Have you seen a

“With social media on the rise, influencer marketing is the perfect way to advertise a brand.”

celeb post a picture with a product then proceed to give you a promotional code in the caption to use when you're checking out the item to get a discount? This strategy skyrocketed in the past year and a half. It not only gets

consumers to the brand's website, but also gets them to the checkout cart to see the discount on the product they're interested in. Not only is it getting the brand more attention, but it is also giving the sponsor more engagements. Therefore, it's a win-win situation. On the sponsor's end, the benefits of promoting a product in their posts almost always exceeds the disadvantages.

The Gains for The Influencer

Although the benefit for the influencer is mainly making money from the post, an influencer can gain more than just a check from advertising a product. Usually, the product they're sponsoring relates to their lifestyle in some way which means they won't promote a product they don't like or support. For example, if a make-up artist is promoting a face moisturizer, it's likely that they actually enjoy the product and support the brand. The influencer must have contextual

credibility, or they aren't an appropriate candidate.

There is a difference between using a celebrity or an "opinion leader."

An opinion leader is someone who isn't exactly considered a celebrity, but a credible

source with experience on the type of product a marketer might want them to advertise. Both have different successful strategies. If a brand is wanting to reach a large amount of people with

"If a brand is wanting to reach a large amount of people with a pretty big budget, then the celebrity route is the way to go."

right track. The followers of the influencer are going to trust a recommendation from someone they're familiar with versus someone they don't know at all.

That being said, the sponsor is well aware of who their audience is and will generally only choose brands they know their followers would be interested in. Earlier I mentioned the use of discounts and promotion codes given to consumers by the sponsor. This tactic also greatly benefits the influencer because it attracts more followers. Personally, I love a good



discount on products I enjoy, so if that means getting them by following a social media influencer who gives them out, I'm all in. A tactic I've also seen is that by sharing the discount with your friends, you get an even bigger discount. So now the company is expanding its brand reach, the sponsor is gaining more post engagements and I have a bigger discount than before. In this case, everybody wins.

The Influencer Marketing Race Continues

The use of social media influencers has only begun. Social media is taking over and that means it's time to use it to its fullest potential. I find myself falling for these hooking advertisements every so often and wanted to share why I believe it has been so successful.

I also hope this sheds a bit more light on the subject of influencer marketing and you can walk away feeling confident about recognizing it and why it's used. As a social media enthusiast, I encourage all future marketers out there to use this tactic in their advertising strategies someday and share the results!

Public Relations in Fashion Has a New Look

Vivian Moussa // @vmooose

When you think of the fashion industry, vibrant colors, patterns, shades and textures probably come to mind. It seems no designer's collection looks similar to the next. Now, try comparing fashion advertisements and you'll most likely find they all look the same. It's no secret the fashion industry lacked diversity in its advertisements, campaigns and projects for years. Luckily, in the midst of an ever-changing society, inclusivity is on the rise. Models in fashion are no longer standardized by unachievable characteristics. Instead, public relations professionals are taking a different approach to fashion campaigns and are showcasing genuine people of real size and color. Fashion advertisements are broadening the diversity spectrum and focusing on people of all races, sizes, genders and ages.

One way fashion marketers expand diversity in the industry is through the inclusion of multiracial models. Traditionally, most models were white, but in the spring 2018 collection, one-third of advertisements featured non-white models. The inclusion of racial diversity is a trend we've seen over the past few years and it successfully keeps rising. Fashion advertisers strive to appeal to all audiences in a vast variety of countries. Including multiracial models is an effort to represent the entire world, rather than just one type of person. The faces of fashion are growing in colors and sizes.

PRIDE COMES IN ALL SIZES



Fashion marketing began to open opportunities in the industry for plus size women. Companies like Aerie and Nike took initiative in creating campaigns and brands for people of all different sizes. Aerie emphasizes female empowerment and body positivity with its #AerieREAL campaign, using real women as models and promising none of the pictures are retouched. Similarly, in 2017, Nike launched its first ever plus size collection for women to satisfy their fitness needs. Nike's collection provides equal representation for women by eliminating size barriers.

"Using real women as models and promising none of the pictures are retouched."



Many fashion brands showed pride in the LGBTQ community through marketing campaigns in recent seasons. UGG's spring 2018 collection featured androgynous black model Ari Fitz. Fitz chooses to dress herself in a way that is neither feminine nor masculine. UGG, along with many other companies, ditched the tradition of heteronormativity and embraced love for all people. Brands like J.Crew, Gap, Calvin Klein and Target are just a few that show support of LGBTQ people by offering exclusive pride products, usually including a Pride Flag emblem. UGG's campaign with Fitz is one example of how fashion marketers are challenging gender norms and expanding their demographics to strengthen inclusivity for all people.

Not your Typical Boot Camp

Cami Whelan // @Camiwhelen

Fashion campaigns traditionally featured young models with “fresh” and “pristine” looks, but major brands recently tried to bridge the age gap by casting more people over 50 years old. In early 2017, Adidas released a promotional video titled “Break Free,” following an elderly man in a nursing home who aspires to run and be free. A brand that typically targets young athletes, Adidas switched directions by relating to older generations. The campaign insists that fitness doesn’t stop with age. Incorporating older audiences into brand campaigns is a technique to weaken generational gaps in the fashion industry.



Whether looking at a fashion advertisement in a catalog or on social media, audiences will remember the features most relatable to them. Seeing the faces of everyday looking models wear a favorite brand helps to personally connect people and that company. Collaborating people of different races, sizes, genders and ages appeals to people from around the globe and makes them want to buy a product and support a brand. Public relations professionals are closing the diversity gap in the fashion industry one advertisement at a time.

This semester Ohio University’s PRSSA Chapter was given the opportunity to see just how much they really know about public relations through PR Boot Camp offered by the Chapter’s executive board. This boot camp had two, two hour long sessions that were free for dues-paying members and only five dollars for those that are not dues-paying members. By attending both sessions, the attendees were able to earn a PRSSA Boot Camp certificate of attendance. The first session consisted of topics such as personal branding, how to write a cover letter and how to properly network and use LinkedIn. The second session focused on social media platforms and tools that can be used for these platforms, as well as how to write a proper press release and lastly how to further educate yourself in your free time. All of these topics combined help to cover and teach many different aspects of PR.

Samantha Morsink, VP of Visual Communication, kicked off the boot camp by covering all the bases important to personal branding. Sami did a great job discussing how personal branding exists whether or not you create it. This part of the program made the attendees take a step back and look at who they are and how they would describe themselves to potential employers. One takeaway that is going to be very useful for members looking for internships, jobs, etc., was the aspect that discussed how to write your own 30 second pitch and how to grow your personal brand through social media. In this day and age, social media is a major part of the world and it can be used as an advantage to show potential employers who you really are aside from the one page resume.

The next topic that was covered was how to write a cover letter that shows your passion for the job that you are aiming to get. Jessica Rutkowski gave a very informative lesson on bringing a cover letter to life. A few tips that Jessica gave were to read the job description

and tailor your cover letter to that specific job, to make sure that you are giving the proper contact information, to answer the question, “Does he/she qualify, and how?” and lastly to make yourself shine in the body paragraphs. To follow up the tips, Jessica provided multiple examples of actual cover letters, it was very helpful to see a full visual of what needs to be written.

To top off the first session of the fall semester PR Boot Camp Emily O’Flynn talked about how to make your LinkedIn profile the best it can be, as well as how to personally get the most out of LinkedIn and use it for

networking. LinkedIn allows you to connect with speakers from PRSSA and it allows you to put yourself out there for professionals to see who you are as a person. Parts of this great professional platform that really highlight who you are is the captivating biography on your profile that can leave people with a great first impression, the part of the website where you can upload your resume and portfolio and lastly you can personalize your URL by deleting the numbers that originally come with it to make it your own so employers can easily access your profile.

The second session went into great depth about a variety of topics. Livi Wise started it off by discussing social media platforms and the multiple tools you can use to help analyze your success through these platforms. One that was discussed was TweetDeck, which allows you to schedule tweets, see hashtags and much more. Livi also showed the attendees how to see the analytics of tweets and posts. She stated how it is very important to look at the impressions, reaches and engagement on the tweets to track your progress and see what days and times work best to reach the biggest audience you possibly can.

“All of these topics combined helped to cover and teach many different aspects of PR.”

Cade Fleming followed up Livi Wise’s presentation by giving a press release 101 lesson. This part of the boot camp taught section by section how to write a proper press release. This was especially helpful for those who may not have had the opportunity to learn about this aspect of PR.

The last piece of boot camp, covered by Maura Anderson, talked about self-education and how to use your free time to boost your knowledge. This aspect of the program was extremely helpful because the topics ranged from how to utilize the Career and Leadership Development Center to recommended reading and it also included free programs that offer certificates and classes that people can take to broaden their horizons and learn more valuable information that will be helpful in a career.

The boot camp was chock-full of lessons that will help to put the PRSSA members and non-members that attended on the right path to success.



Scripps PRSSA Wins Outstanding Chapter

Kate Ryan // @ryanmkate

The Hugh M. Culbertson Chapter of the Public Relations Student Society of America (PRSSA), also known as Scripps PRSSA, was the recipient of the 2018 Dr. F.H. Teahan Outstanding Chapter Award on October 8, at the PRSSA National Conference in Austin, Texas.

Every year at the National Conference, the Teahan Awards honor the accomplishments of PRSSA Chapters in 12 categories, and the Outstanding Chapter Award is the most coveted award. This award requires that the winning Chapter must be well established and demonstrate new ideas. You must also have successful fundraisers, alumni contact, PRSA Associate Membership promotions and an active student-run firm among other requirements.

“Seeing the faces of all the other members of our Chapter when they announced our school for the Outstanding Chapter Award is a memory I’ll keep forever,” said junior strategic communication major Sydney Davis, “I’m so proud of each and every one of the talented members in Scripps PRSSA, especially the upperclassmen; they deserve all the recognition in the world.”

In the last 10 years, Scripps PRSSA has made their name well known among the 350 plus Chapters across the country and in three other countries, Argentina, Columbia and Peru. Before winning this year’s Outstanding Chapter Award, the most recent Teahan award victory for Ohio University was in 2015 when ImPReSSions was recognized with the Chapter Firm Award. In 2011, Scripps PRSSA won the Chapter Newsletter Award and one year later, won an award for having the best PRSA/PRSSA relationship.

Scripps PRSSA, which is getting ready to celebrate its half a century anniversary next year, was also named a Star Chapter for the fifth year in a row this year. In order to be named a Star Chapter by PRSSA National, a Chapter must

fulfill eight of 10 requirements. The requirements include completing at least one community service project, discussing ethics in at least one Chapter meeting and strengthening the Chapter’s relationship with its PRSA sponsor Chapter.

The Chapter has a lot on its plate for this coming year. While still working to attract diverse majors to the weekly meetings, Scripps PRSSA plans to strengthen alumni network relations and compete in the National Bateman Case Study Competition. In 2018, the Chapter’s Bateman team earned Honorable Mention. The Chapter’s executive board are organizing two networking trips to Chicago and Pittsburgh, and several members are planning to attend the 2019 PRSSA National Conference in San Diego, California.



As a dedicated member, I think I speak for all members of Scripps PRSSA when I say that I am proud to be a part of this Chapter and even more proud of our accomplishments, especially winning the Outstanding Chapter Award. Since I attended this year’s National Conference and saw the Chapter win the award in-person, my motivation to make an impact on not only Scripps PRSSA, but the public relations industry as a whole, reached new limits. Without this Chapter and its hard-working, passionate members, I would not be the person or professional I am today, and I am looking forward to all the “outstanding” success Scripps PRSSA will continue to accomplish in the coming years.

Stay In Touch!

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