Peer Conversation 7

October 16-22

Salome and Lilli

Overview

Professor Davis assigned teams to students in PR Strategies and Tactics to work on a project together. For this project, the students facilitate a class discussion based on different strategies and tactics learned in class especially how storytelling can be used to invoke emotion and stimulate action. Our target audience is the class. Team Seven, Lilli and Salome, chose to focus on how companies take the opportunity to use current events for publicity and/or to market their brands.

Strategy, Goal and Objective

The main goal of the project is to increase awareness of how companies can create emotional connections through the media following natural calamities and how people can pull their resources together to help others in need. Additionally, engaging conversations by students to show how a disaster can turn out to be a community effort to break barriers in the society. Also to show how companies use these events as publicity. Our objective is to increase class participation through research, and PR conversations amongst students.

# Strategy and Conversation design

On D2L this week, we are going to explore companies who take the opportunity to get publicity and or do marketing during a current event or a crisis. Recently, following the hurricanes, the community has come together to send relief to impacted people, as well companies have stepped up to help out.

# Timeline

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| --- | --- | --- |
| Activity | Date | Owner |
| Design Approval | Thursday, October 12th | Salome, Lilli and Professor |
| Share One Pager with Professor | Sunday, October 15th | Salome and Lilli |
| Launch Email | Monday, October 16th | Salome and Lilli |
| Facilitate Conversation | Monday, October 16th-Sunday, October 22nd | Salome and Lilli |
| Reminder Email | Thursday, October 19th | Salome and Lilli |
| Gather Results and write Debrief | Monday, October 16th-Tuesday, October 24th | Salome and Lilli |
| Share Final Assignment and Thank you email | Tuesday, October 24th | Salome and Lilli |

# Anticipated Results

Because this is a graded assignment we anticipate 100% completion by our peers. Additionally we expect our peers to find substantial information for their responses and to create engaging posts.

# Launch Email

Dear 3380,

 Our conversation this week is inspired by current events like hurricane Irma and Harvey and how companies use these events for their own publicity and marketing. Linked are two examples from [Wal-Mart](https://www.youtube.com/watch?v=xhUIlfXmm90) and [Verizon Wireless](https://www.youtube.com/watch?v=7bqRiLKf114). You’ll see how they connected their brand with a current event. We would like each of you to find at least one company that has used its brand for marketing and publicity during a natural disaster or crisis and consider the impact from a PR and consumer perspective.

Requirements include: find an example of brand gaining publicity or marketing based on a current event; answer the questions provided to you on the discussion post in no less than 300 words; and respond to two classmates.

Also note that we want each student to have a different example so please review the board before posting. The Professor said any repeats in content/examples and the board will have to be redone by the last student who posted.

We look forward to our discussion.

 Thank you,

Lilli and Salome

# Reminder Email (to go out Thursday morning)

Dear 3380,
This is a reminder that conversation seven is up and running. We appreciate your responses that are thought provoking.
Please don’t forget to post your initial conversation by 7 pm tonight.
Please also remember to respond to two peers by 7 pm Sunday (October 22, 2017).

# D2L Content

On D2L this week, we are exploring companies who take the opportunity to get publicity and do marketing during a current event or a crisis. We would like each of you to find at least one company that has used its brand for marketing and publicity during a natural disaster or crisis and consider the impact from a PR and consumer perspective. Below we have two examples:

https://www.youtube.com/watch?v=7bqRiLKf114
Verizon | First Responders

https://www.youtube.com/watch?v=xhUIlfXmm90
Wal-Mart Harvey Relief: That's Texas

We have provided examples and now we want to hear from you. Find an example where a company latched on to a current event. Post an image or video. Do not post something that has already been used by a peer. The Professor expects each student to have a different example.

Answer these questions thoroughly in NO less than 300 words:

What do you think of this approach as a PR professional – smart marketing, self-serving or taking advantage of a situation?
As a consumer, how does it make you feel about a company or brand to see this type of PR/Marketing tactic connected to a current event?

Following your original post due Thursday, October 19 by 7 p.m. please respond to two of your peers by Sunday, October 22 at 7 p.m. Responses should be thorough and thought-out as well.

Thank you,
Salome and Lilli

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Debrief

# Results:

Our objective as a team was to encourage class participation as well as research into public relations and share findings with the class. By the end of the conversation, we had 100 percent participation from the students. Additionally, we had support from professor Ashli who included questions for the class to reflect upon.

# Team Reflection

We worked very well as a team. Since we live an hour away from each other we used digital tools to aid in communication. We used Google Docs so we could both be working on this communication plan at the same time and chat about it in the chat section. We also used text messages to keep up with who was sending what and when. We made sure to be fair with the work amount and helped each other out when needed. We both work and go to school but we think we did a good job at finding time to work together whether it be before class or digitally.

# Lessons Learned:

The whole class was willing to participate and most students understood the requirements for the peer conversation. Professor Ashli was instrumental in pointing out gaps and what can be improved while facilitating the conversation. In general the class posts were relevant and portrayed marketing and public relations through the video.

# What Worked?

One thing that we think worked very well was Professor Ashli’s questions to each individual student. It opened the discussion up to a whole second layer and a deeper conversation.

# What Could We Have Done Differently?

We could have come up with questions in our responses like Professor Davis did for a deeper conversation.

# Thank you Email

PR 3380,

We wanted to take this time to thank everyone who participated in our discussion. Thank you to PRofessor Davis for helping us facilitate and coming up with deeper discussions for each student.

Thank you,

Lilli and Salome

# Quotes From Students

"This type of marketing tactic sends a positive message to many. Not only does The St. Mary's Center benefit from such an act of kindness, customers and even those who are not a fan of Amazon are also encouraged to give from the heart while building trust." Terri Robinson

 "They could be selling a $3,000 mattress for $1 and I wouldn't buy from them." *Cayleigh Palen*

"Having this type of reputation with their previous ads helped them to not look like they were turning this horrific event into a self-serving ad, and more of a smart marketing tool that only helped to reinforce their role in their communities." *Ashley Gasaway*

"It is impossible for the attention a company brings towards a crisis or issue to be selfless if there is any benefit to the company.?" *Hannah Mallory*

# Photos



