





*This topic will be about PR and Publicity.*



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*Once the topic is completed and approved, learners will be able to understand*

*What is PR and Publicity*

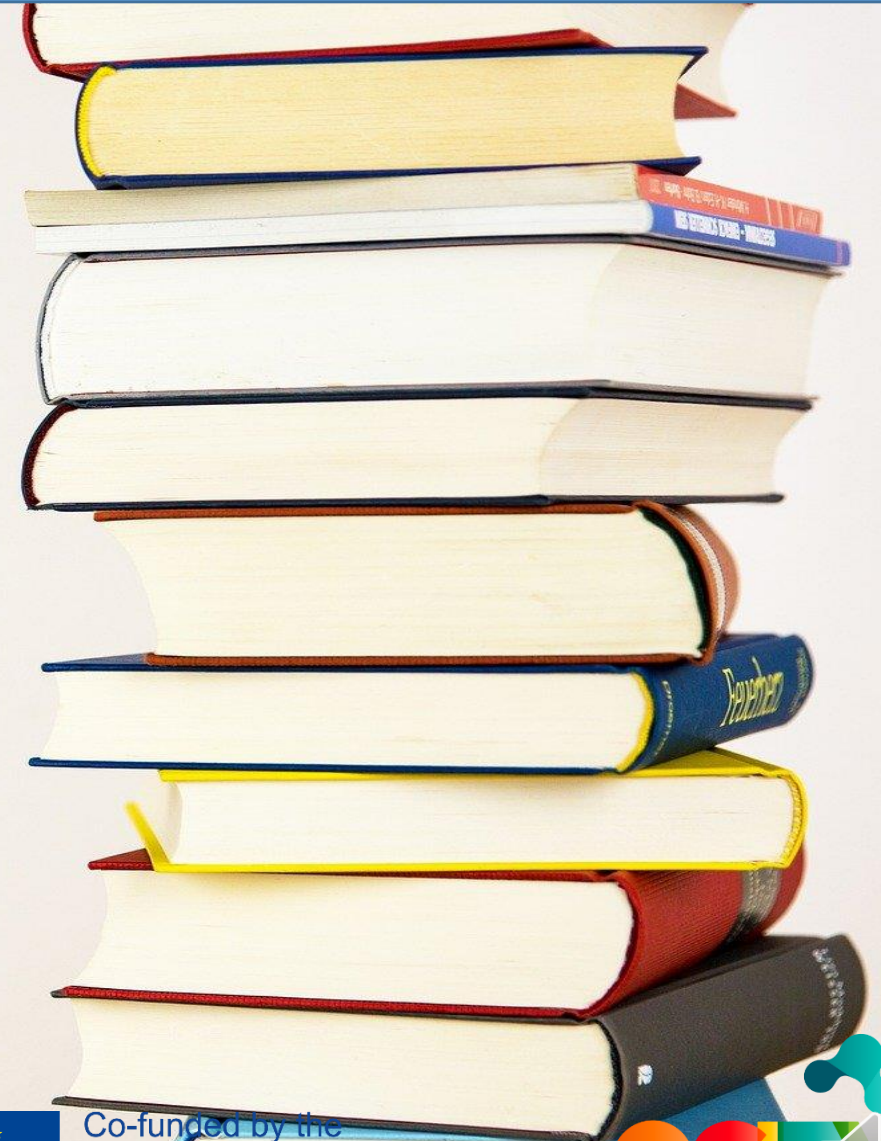


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*In this lesson, we will learn*

- About PR and Publicity
- About WoM



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# Brand Amplifiers

## Public Relations and Publicity

Public relations and publicity are designed to **promote or protect** a company's image or its individual products.



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# Brand Amplifiers

## Word of Mouth

As users share **likes**, **dislikes**, **experiences** with a particular brand, word-of-mouth is critical to building a brand.

The power of word-of-mouth is the **credibility** and **relevance** it brings.



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## CREDITS

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