

PR colours: purposes, methods, efficiency

Maznik L., Maznik K.

It is important for any kind of organization to know what employees, potential customers and buyers think about its work. Furthermore each organization would like to influence these people's train of thought, creating an image of a solid and trustworthy company in their minds. Apparently, these two factors became the basis of creation of such kind of management as PR-technologies.

Let's consider the classification of Public Relations by colour, so-called "colour PR". It is a well-known fact that certain colours may bring negative or positive associations. That's why, it's so important not to make a mistake. There are a lot of kinds of "colour" PR, but everyone chooses which colour to prefer. Nowadays PR types are determined depending on the aims (colour PR). The management of a certain company should choose which type (white, black, gray, pink, blood red, khaki, yellow, green or gold PR) is more appropriate for the organization in certain conditions depending on company's policy and strategy. All these types of PR have their purposes and yield different results.

To receive evident results, it is necessary to carry out goal-oriented PR-actions because the results are always in direct proportion to the objectives. This classification confirms that PR is a very complex, controversial, but also an interesting and colourful science. And despite of the PR colour, it will always be PR. Do not be afraid of the phrase "Public Relations" because its main goal is to "reach out" to people.

For centuries, the main function of PR was to create the trust: the trust of consumers to a company, the population's trust to a state, the voters' trust to candidates. No matter in what kind of human activity PR was used and how it was named in a certain historical period, it is chiefly the same, only a set of techniques and technologies is changed.