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AdvertisingAge

Weather the recession with PR

RE: "How Media Would Weather Recession" (AA, Feb. 19). Agency media executives are doing their clients a disservice if they are not recommending public-relations programs as a cost effective media channel for tough times.

Studies have shown how mass-marketing advertising yields sales of roughly \$1.20 on the dollar, while PR generates an average of about \$6.00 on every dollar invested. In addition, consumers now use such filtering tools as DVRs, pop-up blockers, spam filters and do not call registries which allow them to block advertising no matter what medium it appears on.

Conversely, usage of tools that enable the delivery of content, such as RSS feeds, "buddy" lists, customizable news home pages and video on demand are soaring. Most consumers do not want ads, but they do want credible news and information, which therefore makes PR/media relations more crucial than ever in a digitally-driven recessionary environment.

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