

Lesson 17- P.R. Hotel and Tourism campaign

In the lead of the P.R. work with in hospitality(Hotel and Tourism) industry is the responsibility of establishing and managing the campaign for those companies working in the field .According to the P.R. experts there is many steps and aspects should be considered when the organization set-up it's campaign which are :

- 1- The brand campaign, logo, slogan and symbols, which designed to create a stronger awareness of the organization vision and mission.
- 2- The campaign differentiates our organization from other service organizations and our targeted public.
- 3- Creative Direction: the creative strategy for the campaign exploring the —pay it forward strategy which means —the idea that one person can touch just one other individual, who will touch another.
- 4- Campaign Objectives :P.R. managers should put its campaign objectives such as :
 - a- Define and create a greater awareness of the company name.
 - b- Promote the changing face of company.
 - c- Strengthen the organization's voice as an advocate of consumer and communities worldwide.
 - d- Create a brand that increases the ability to raise funds.
 - e- Increase organization's membership by strengthening recognition of its brand and mission.