

PR Example

Company/Organization: Keurig Dr Pepper

Media Source: Article/ American Beverage Blog

Link: <https://www.americanbeverage.org/education-resources/blog/keurig-dr-pepper-supports-community-through-blood-drive-with-the-american-red-cross/>

This is a public relations article because it's not trying to sell a product but discusses the employees of the company's effort to host a blood drive for their community, and it shows the company's leadership showing support for the ideas their employees have on the needs of the community.

For this article, they were targeting the African American community, by highlighting that it was the African American Employee Resource Group that wanted to give back to the community, by hosting the blood drive for Black History Month to "promote awareness of sickle cell disease." The central appeal is the caring that comes from the leadership, by encouraging their employees to do things that bring awareness, specifically to sickle cell disease which affects more than 90% of the African American community (according to the cdc.gov)

Ad Example

Company/Organization: Coca-Cola/Body Armor

Media Source: Commercial on YouTube

Link: <https://www.youtube.com/watch?v=lkmbCnJXSXk>

This Body Armor ad, is promoting the product while implying that another competing product isn't as good. The ad shows a competing sports drink and mindless colorless rooms where everyone is using that product then switches to colorful outdoor scenes with multiple sports and workouts, where people are rehydrating with Body Armor.

The central appeal is that Body Armor is different, healthier and more natural than the typical sports drink. It targets adult athletes, fitness lovers, health conscious, and active people in general. Showing that it is the healthy sports drink option.