

Public relations

[Media](#)



Public Relations al Affiliation) Generally, the case studies deal with how a product's perception can influence its sale and growth. Regardless of the quality, product perception (Alan Louis Hospital and the Pedophile book) can determine whether the product is deemed valuable or invaluable by the general public. Therefore, there is need to brand a product successfully in order to attract new customers and ensure the loyalty of existing customers. According to Sandhya et al., in both case studies, the products' brand image is responsible for its position. For instance, the Pedophile book was removed from the list of available books due to public perception, influenced by society's morals and it adversely impacted the sale of the book. In addition, the theme of expression and intolerance is also highlighted. The book containing the case study for Alan Louis also highlights a couple of issues, ranging from new media and forms of advertisement, public perception and product branding (Sandhya, 2011).

According to Barnett, the Alan Louis Hospital case study provides an ideal opportunity for comprehensive analysis. The hospital, though not well known, has a variety of strengths, which include its high ranking position in patient care when compared to the other more established hospitals in the region, its better customer care service due to its lesser size, allowing for better patient care and treatment, highly qualified personnel, up to date medical facilities and equipment, good patient relations and good brand image. However, the hospital is plagued by a few weaknesses, such as its poor market penetration and brand recognition. Despite its quality services and positive patient reviews, the hospital is not well known, which has led to lower patient entry levels. In terms of threats, the hospital's major competition is the other mainstream hospitals in the region, which have

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better brand recognition. However, it is quite easy to remedy these situations if the hospital can be able to utilize its opportunities, which include social media, advertisements, regional health care expos, billboards and broadcast media (Barnett, 1998).

According to Greaves, with regards to the pedophile book, a number of issues are responsible for its removal from Amazon's list of available books. Its obvious strength is the fact it is readable. However, the issue of intolerance regarding pedophilia among the general public is a big obstacle. The only way to try and market the book is through media campaigns of desensitization, although I am not sure they will work. I am of the opinion that Amazon was wise to remove it in order to curtail further backlash from sponsors and customers (Greaves, 2010).

As identified above, the main issue between the two cases is public perception and brand recognition. If their respective brand images can be improved, both parties involved can be very successful. In the Alan Louis case, it is assumed that the hospital offers quality services and that it has the capital necessary for adopting the required public relations and marketing campaigns. There are a number of strategies that can be adopted, such as the use of billboards. The obvious advantages pertains to its effective market reach ability to improve brand image and recognition. However, its cons include its cost and limited market reach due to its lack of broadcast capacity. Other options include social media marketing campaigns and the use of slogans, newspaper ads and broadcast media. Broadcast media offers a better market penetration ability and instant access to clients. However, it is expensive.

For the Amazon case, I would recommend the use of social media because it

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attracts a lot of potential clients and has a very wide market base, In addition, it is mostly used by the youth, who are easily swayed due to their rebellious nature and propensity for supporting freedom of speech. I think this is the most viable option. In addition, it is a cheap form of advertising and public relations tool. However, the social media campaign might be derailed by jokers and reduce the campaign's effectiveness. In addition, since Amazon is a web based company, it is easier for it to promote a social media campaign.

Reference List

Barnett, S. (1998). *Hegel after Derrida*. London. Routledge.

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Sandhya, R., & Girija, P. P, (2011). Tata Teas Jaago Re! Campaign: The Social-Cause Marketing Initiatives and Long-Term Branding Initiatives. *IUP Journal of Brand Management*, 8(2), 31-60.