



Effective
use of PR
works
wonders
in a sluggish
economy

With a slowing American economy and daily news reports of a looming recession, many companies and organizations are being forced to cut back on spending. And according to [The Economist](#), marketing budgets often are the first to the chopping block during an economic downturn ("Perfecting Pitches," August 16, 2008).

In other words, for many companies, positive, communication-based services, such as Public Relations, could be taking an indefinite backseat to other initiatives. But in these doubtful times, shouldn't a company's image - and by extension, consumer confidence - become top priority?

[PR Weekly](#) ("Down economy is PR's time to shine," October 11, 2008) suggests that, "In a sluggish economy, maintaining a strong, positive image can differentiate your company (or client) from competitors and send a strong message that you are not only weathering the storm, but also performing in spite of obstacles. A company that can do that is one that people want to be associated with through thick and thin."

Public Relations is about getting the right information out to the right people in order for the public to make more informed decisions. So instead of cutting back on the aspects of your business that really matter, be proactive and allow [BBR's Public Relations team](#) to develop inexpensive but valuable ways to promote your products, initiatives and your team.

To discuss public relations opportunities for your business, please contact [Andree Gonsoulin](#), BBR's Director of Public Relations at agonsoulin@bbrcreative.com or by calling 337-233-1515.

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