

# CORPORATE COMMUNICATION

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## 1. OBJECTIVES

After studying this unit, you should be able to:  
Describe the meaning of corporate communication  
Understand different types of media vehicles  
Business communication vs corporate communication

## 2. INTRODUCTION

Corporate Communication is the strategic management of all internal and external communication produced by an organization. Its primary goal is to create a favourable point of view among stakeholders (employees, investors, customers, and the public) and to maintain a consistent, positive corporate identity. It is the “voice” of the company.

Tools of corporate communication are newsletters, intranets, town hall meetings, memos, Press releases, social media, annual reports, and advertising.

Core Objectives:-  
Building Brand Identity  
Reputation Management  
Transparency  
Employee Engagement

## 3. MEDIA VEHICLES

A Media Vehicle is the specific carrier or program within a general media category that delivers an advertising message to the target audience.

While a Media Class (or Category) is the general broad channel (like Television or Newspapers), the Media Vehicle is the specific destination where your ad actually appears.

### Key Characteristics of Media Vehicles

**Selectivity:** Each vehicle reaches a different demographic. For example, a business executive reads *The Economist*.

**Reach and Frequency:** Some vehicles reach millions once, while others (like a local radio morning show) reach a smaller group repeatedly.

**Cost:** Prices vary wildly depending on the popularity of the vehicle. An ad during a prime-time TV show costs significantly more than a late-night slot.

**Environment:** The “mood” of the vehicle affects the ad. A luxury watch ad feels more natural in a high-end fashion magazine than in a comic book.

## 4. DIFFERENT TYPES OF MEDIA VEHICLES

### 4.1 BROADCAST

A broadcast media vehicle is a specific program, station, or channel within the broader broadcast medium (like TV or Radio) used to deliver a message to an audience.



TELEVISION



RADIO

Broadcast media is generally categorized into three categories: Television, Radio and Digital broadcast like YouTube live.

#### Key Features:

- Mass Reach and Speed

- Multisensory Appeal

- High Frequency and Repetition

- Low Effort for the Consumer

- Geographic and Demographic Targeting

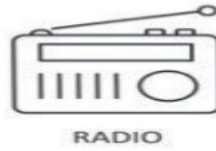
### 4.2 ELECTRONIC

Electronic media refers to any type of content like entertainment, news, or communication that is delivered via an electronic device. Unlike traditional print media (newspapers, magazines), electronic media relies on digital encoding to reach its audience.

This is primarily divided into broadcast media and digital/new media.

(a) Broadcast media like TV, radio and ads in cinema halls.

(b) Digital media like social media sites, podcasts, websites and search engines.



Key Features:

- Audience Selectivity
- Reach and Frequency
- Impact and Sensory Appeal
- Flexibility
- Cost Efficiency
- Measurability

### 4.3 PRINT

Print media refers to any form of mass communication that is physically printed on paper or other tangible materials. It is one of the oldest and most traditional ways of sharing news, information, and entertainment with a large audience.

Common types of print media are newspapers, magazines, brochures, flyers, books, Journals, billboards and posters.



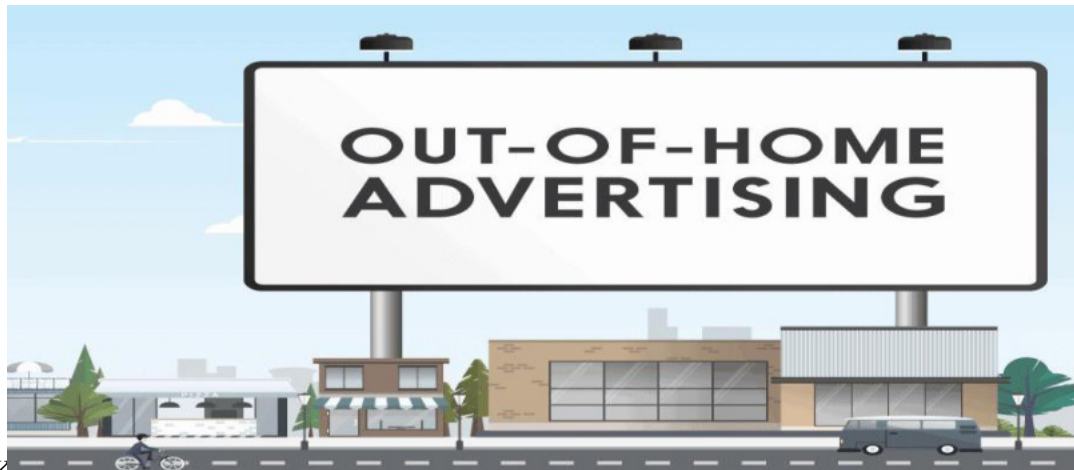
Key Features:  
Tangibility  
Permanence  
Credibility  
Technology independent

#### 4.4 OUTDOOR

Outdoor media, also known as Out-of-Home (OOH) advertising, refers to any form of promotional messaging that reaches consumers while they are outside of their homes.

It is designed to capture attention in public spaces, along transit routes, and at locations where people wait or shop.

It includes billboards, posters, digital hoardings, transit ads and screen in malls, gyms, stadiums.



Key Features:  
High Visibility  
Geographic Targeting  
Visual & Creative Versatility  
High Reach at Low Relative Cost

#### 4.5 NON-CONVENTIONAL

Non-conventional media (often called Ambient Media or Guerrilla Marketing) refers to advertising that appears in unexpected places. While a billboard is "conventional," non-conventional media turns the environment itself into the message.

Key Types includes Ambient Media, Guerilla Marketing, Experiential/Pop-up, Aerial/Holographic and Projection Mapping.



Key Features:

- The "Surprise" Factor
- Interaction & Participation
- High Viral Potential
- Low Cost, High Imagination

## 5. BUSINESS COMMUNICATION VS CORPORATE COMMUNICATION

**Business communication** is the functional "language of work" used to facilitate daily operations and achieve specific task-oriented goals. It is primarily concerned with the flow of information inside the company such as emails, project updates, and staff meetings or immediate external transactions like sales calls and vendor negotiations. The focus is on clarity, speed, and efficiency to ensure that everyone knows what to do and how to do it.

**Corporate communication**, on the other hand, is the strategic "voice of the institution" used to shape and protect the organization's overall reputation. It is a broader, more polished discipline that manages how the company is perceived by the outside world and its own employees as a whole.

While business communication handles the "what" and "how" of a job, corporate communication handles the "who" and "why" through activities like public relations, investor briefings, crisis management, and brand messaging.

## 6. SUMMARY

In conclusion, corporate communication is the strategic backbone of an organization, but its success depends entirely on the selection of the right media vehicles. While the "message" defines the brand's identity, the "vehicle" (the specific channel) determines whether that message is heard, trusted, or ignored. Ultimately, the choice of media vehicle is a strategic decision. A premium brand might choose a high-end business

magazine to signal luxury, while a tech start-up might use interactive "non-conventional" digital projections to signal innovation. By matching the tone of the message to the reach and personality of the vehicle, an organization can build a cohesive, resilient, and influential reputation.