Advertising vs. Publicity

Feature	Advertising	Publicity
Cost	Paid. You pay for space/time.	Earned. No direct payment for media coverage.
Control	High Control. You dictate message, design.	Low Control. Media outlet shapes the story.
Credibility	Lower. Seen as biased, self-serving.	Higher. Seen as objective, third-party view.
Source	Identified Sponsor. Clearly from the company.	Media Outlet/Third Party. Not directly from company.
Message	Crafted by Advertiser. Focus on persuasion.	Framed by Media. Focus on newsworthiness.
Repetition	Easy to Repeat. Can run ads multiple times.	Difficult to Repeat. Usually a one-time event.
Longevity	As long as you pay. Campaign duration set by budget.	Often short-lived. News is fleeting.
Purpose	Promote sales, build brand awareness.	Build reputation, generate buzz, inform.
Targeting	Specific. Can choose media to reach target.	Broader/Less Precise. Depends on media outlet's audience.
Outcome	Guaranteed Exposure (for paid placement).	Not Guaranteed. Media may not cover it.
Tone	Promotional, Persuasive.	Informational, Factual (ideally).