

Publicity: A PR stunt, or publicity stunt, is a planned event frequently created by marketers or public relations specialists to attract public attention and media coverage for a brand or a personality. In a nutshell, a public relations stunt is anything you do to enhance your brand's reputation, get attention, or influence how people think. More specifically, PR stunts:

- Need to be interesting, strange or original. In other words, not 'business as usual'
- Are short or one-off events, not long-term campaigns
- Rely on viral marketing, where people share footage of the stunt to their friends, resulting in exponential reach. For more on making viral content, read: [How to Make Your Content 'Go Viral'](#)

PR, on the other hand, specifically attempts to form and maintain positive opinions, and create a strong brand reputation and credibility; when this is done wrong, it can have disastrous effects.

Propaganda: Propaganda and PR can be viewed as quite similar in many ways: they both aim to shape perceptions and influence public opinion, use mass media, and are directed at specific audiences. The end result for both is to get people to take some sort of action.

The biggest difference, and most important, is the truth of the messages. Propaganda uses bias, half-truths, misinformation, and fear to influence the public's attitude toward an ideal, cause, or political agenda. Propaganda aims to create a sense of us against them – you vs. the other.

PR uses facts, which can be checked. PR relies on logic and sometimes emotion to spread information between an organisation or individual and its public. The use of verifiable facts are important when pitching to a journalist or sending out a press release, as incorrect information can impact your credibility with journalists.