**﻿Who Needs PR Services ?**

PR services are sought after by many organizations, companies and prominent individuals. A PR specialist communicates with the public and media in their behalf in order to present them in the best light. This helps their clients create and maintain a good reputation. But it also helps them stand out from the crowd and attract attention of both the public and media as well as create a two-way communication.

## The Usual PR Clients

PR services are utilized by many organizations and individuals who want to create a better image of them selves in public. The most frequent clients of PR firms include:

1. **A business corporation.**

They utilize PR services to present their products/services and the way their firms work and of course, create a strong relationship with the customers and reach more potential buyers, examples:

* Chenone
* Avari Hotels
* Bahria Town,
* Dalda
* Dawood Group
* Descon Engineering

1. **A trade organization**

A trade association, also known as an industry trade group, business association, sector association or industry body, is an organization founded and funded by [businesses](https://en.wikipedia.org/wiki/Business) that operate in a specific [industry](https://en.wikipedia.org/wiki/Industry). An industry trade association participates in public relations activities such as [advertising](https://en.wikipedia.org/wiki/Advertising), [education](https://en.wikipedia.org/wiki/Education), [political donations](https://en.wikipedia.org/wiki/Political_donations), [lobbying](https://en.wikipedia.org/wiki/Lobbying) and [publishing](https://en.wikipedia.org/wiki/Publishing), but its focus is collaboration between companies. Associations may offer other services, such as producing conferences, networking or charitable events or offering classes or educational materials

Examples

* [All Pakistan Textile Mills Association](http://www.aptma.org.pk/)
* [TMA-Towel Manufacturers Association Of Pakistan](http://www.towelassociation.com/)
* [Pakistan Auto Mobile Spare Parts Importers & Dealers Association](http://www.paspida.com/)
* [All Pakistan Textile Export Association](http://www.ptea.org/)
* [All Pakistan Contractors Association](http://www.apca.org.pk/)
* [Rice Exporters Association Of Pakistan](http://www.reap.com.pk/)
* [Karachi Cotton Association](http://www.kcapk.com/)

1. **A non profit organization.**

Associations, charities, cooperatives, and other voluntary organizations formed to further cultural, educational, religious, professional, or public service objectives. Their startup funding is provided by their members, trustees, or others who do not expect repayment, and who do not share in the organization's profits or losses which are retained or absorbed. Approved, incorporated, or registered NPOs are usually granted tax exemptions, and contributions to them are often tax deductible. Most non governmental organizations (NGOs) are NPOs. Also called not for profit organization.  
Examples

* [Balochistan Rural Support Programme](https://en.wikipedia.org/wiki/Balochistan_Rural_Support_Programme)
* [Agahi](https://en.wikipedia.org/wiki/Agahi)
* [Aman Foundation](https://en.wikipedia.org/wiki/Aman_Foundation)
* Dar u Sakun

1. **A public utility company.**

A public utility is a business that furnishes on everyday necessity to the public at large. Public utilities provide water, electricity, natural gas, telephone service, and other essentials. Utilities may be publicly or privately owned, but most are operated as private businesses. The multifaceted Public Relations department should, in fact, support all operating functions of the company explaining their operations, eliciting support for them, translating and building backing for the company's goals and objectives. Most important, it must listen to the concerns and problems of the publics it serves and those who create the environment in which it conducts its business, call these concerns to the attention of management, and urge and assist in their resolution.

* [Attock Group of Companies](https://en.wikipedia.org/wiki/Attock_Group_of_Companies)
* [Attock Petroleum](https://en.wikipedia.org/wiki/Attock_Petroleum)
* [Attock Refinery](https://en.wikipedia.org/wiki/Attock_Refinery)
* [Byco Petroleum](https://en.wikipedia.org/wiki/Byco_Petroleum)
* [Fauji Foundation](https://en.wikipedia.org/wiki/Fauji_Foundation)
* [Fuel extraction in Pakistan](https://en.wikipedia.org/wiki/Fuel_extraction_in_Pakistan)
* [Water and Power Development Authority](https://en.wikipedia.org/wiki/Category:Water_and_Power_Development_Authority)‎
* [Multan Electric Power Company](https://en.wikipedia.org/wiki/Multan_Electric_Power_Company)
* [Cable television companies of Pakistan](https://en.wikipedia.org/wiki/Category:Cable_television_companies_of_Pakistan)‎
* [Internet companies of Pakistan](https://en.wikipedia.org/wiki/Category:Internet_companies_of_Pakistan)‎
* [PTCL](https://en.wikipedia.org/wiki/Category:PTCL)‎
* [Ufone](https://en.wikipedia.org/wiki/Category:Ufone)‎
* [Water and Power Development Authority](https://en.wikipedia.org/wiki/Category:Water_and_Power_Development_Authority)

5**. A communication medium**

a) Newspapers.

b) Radio stations.

c) TV channels.

1. **An educational institution.**

Education is a wide sector in that includes schools, colleges, universities etc. [Public relations](http://prprofessionals.in/)plays an important role in enhancing these educational institutions and increase their awareness amongst the target audience.

In the present scenario, all educational organizations require public relations for their successful functioning, brand recognition and promotion. Higher and specialized education has become a trend nowadays, and to inform aspiring students about these courses is a challenging job where PR comes to action. With the help of [PR agencies](http://prprofessionals.in/content/who-we-are) educational institutes increase their visibility.

1. **A financial institution.**

A financial institution is an establishment that conducts financial transactions such as investments, loans and deposits. Almost everyone deals with financial institutions on a regular basis. Everything from depositing money to taking out loans and exchanging currencies must be done through financial institutions.  
  
**Commercial Banks :**

* Soneri Bank
* UBL
* Askari Bank
* HBL

**Investment Banks :**

* Standard Chartered ,
* KASB .
* Dubai Islamic

**Insurance companies:**

* East West Life Assurance Company.
* IGI Insurance Limited.
* EFU Life Assurance LTD.
* New Jubilee Life Insurance Company Limited.
* State Life Insurance Corporation of Pakistan.

**Investment Companies**

* [Edge & Chase Global Marketing](http://www.businesslist.pk/company/242166/edgechase-global-marketing)
* [ACM Gold](http://www.businesslist.pk/company/244820/acm-gold)
* [Shajarcapital](http://www.businesslist.pk/company/235378/shajarcapital)

1. **A religious group.**

Mr Khursheed works for the Jamaatud Dawa (JuD), a charity organization that earned notoriety when it was accused of being involved in the Mumbai attacks of 2008. Now, though, the JuD’s media presence has been revamped to suit the changing times. They have embraced social media platforms such as Facebook and Twitter and now have the ability to get their message out in Urdu and in English, for international consumption. JuD, ASWJ, JUI-F targeting English press, social media as new platforms for getting their message out. ther religious parties – all of whom complain about not being treated fairly by the media – are not too far behind. Shia, Barelvi and Deobandi groups have all realigned their public relations machinery to adjust to the changing needs of the times.

1. **A political party.**

A more important development in the role of [PR in politics](http://everything-pr.com/american-government-largest-pr-firm-world/75160/), however, is not just the use of PR. It involves the fact that politicians and political parties now hire experts in the field to run their campaigns and manage their reputations. Recent media reports suggest that the former Pakistani President Pervez Musharraf’s party called the All Pakistan Muslim League (APML) may have hired a Karachi based Pakistani public relations firm or a PR expert to help APML in greater media coverage, interview placements and favorable editorial content. This is a much needed shift required in the Pakistani PR industry for influential relations building. The political players too can benefit from the corporate exposure of the experienced PR agencies. This trend of PR agencies servicing political campaigning needs of leaders and parties is an established practice in the developed world. Such practices are seen in professional capacity and usually do no become a source of contention between PR agencies and competing political parties of their clients.

Nawaz Sharif PR Officer : Rai Riaz

1. **PR in Tourism and Travel**

The goal of the Tourism industry is to stimulate the publics desire to travel and then turn this desire into the purchase of ticekts. Public relations plays an essential role in this process, not only in attracting visitors to destinations but alsi in keeping them happy once they arrive

* Pakistan Tour and Travel
* HRG Pakistan Gerry's Trave

**10. A government agency.**

All governmental agencies whether Federal or Provisional highly needed PR Department , some Federal Ministries are given below

* [Ministry of Commerce and Textile Industry](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Commerce_and_Textile_Industry)
* [Ministry of Communications](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Communications)
* [Ministry of Defence](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Defence)
* [Ministry of Defence Production](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Defence_Production)
* [Ministry of Federal Education and Professional Training](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Federal_Education_and_Professional_Training)
* [Ministry of Finance, Revenue, Economic Affairs, Statistics and Privatization](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Finance.2C_Revenue.2C_Economic_Affairs.2C_Statistics_and_Privatization)
* [Ministry of Foreign Affairs](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Foreign_Affairs)
* [Ministry of Housing and Works](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Housing_and_Works)
* [Ministry of Human Rights](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Human_Rights)
* [Ministry of Industries and Production](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Industries_and_Production)
* [Ministry of Information Technology and Telecommunication](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Information_Technology_and_Telecommunication)
* [Ministry of Information, Broadcasting and National Heritage](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Information.2C_Broadcasting_and_National_Heritage)
* [Ministry of Inter-Provincial Coordination](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Inter-Provincial_Coordination)
* [Ministry of Interior and Narcotics Control](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Interior_and_Narcotics_Control)
* [Ministry of Kashmir Affairs and Gilgit Baltistan](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Kashmir_Affairs_and_Gilgit_Baltistan)
* [Ministry of Law and Justice](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Law_and_Justice)
* [Ministry of National Food Security and Research](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_National_Food_Security_and_Research)
* [Ministry of National Health Services Regulation and Coordination](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_National_Health_Services_Regulation_and_Coordination)
* [Ministry of Overseas Pakistanis and Human Resource Development](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Overseas_Pakistanis_and_Human_Resource_Development)
* [Ministry of Parliamentary Affairs](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Parliamentary_Affairs)
* [Ministry of Petroleum and Natural Resources](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Petroleum_and_Natural_Resources)
* [Ministry of Planning and Development](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Planning_and_Development)
* [Ministry of Ports and Shipping](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Ports_and_Shipping)
* [Ministry of Railways](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Railways)
* [Ministry of Religious Affairs and Inter-faith Harmony](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Religious_Affairs_and_Inter-faith_Harmony)
* [Ministry of Science and Technology](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Science_and_Technology)
* [Ministry of States and Frontier Regions](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_States_and_Frontier_Regions)
* [Ministry of Water and Power](https://en.wikipedia.org/wiki/List_of_federal_agencies_of_Pakistan#Ministry_of_Water_and_Power)

**11. notable individual**

examples include celebrities who use PR services to communicate in their behalf with the media and their fans but PR specialists are also highly sought after by politicians who can succeed only if they have a good public reputation