

Date: November 1, 2005
To: Sandy Weems
From: Christopher Laden
Subject: Strategies to Persuade Roger K. Deromedi, CEO, Kraft Foods Inc.

According to UF Professor Margarete Hall, public relations is "a management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends." With this definition as the foundation of my argument, I plan to use the following strategies to convince the CEO of Kraft to adopt my ideas.

Segment and Target the Publics

Because the background information already provides a research basis, the best way to address the Kraft situation is to segment and target the audiences most critically involved in the enhancement of Kraft's image. I demonstrate through the memo that each of the three publics (public schools, current health critics, and media) has different concerns that Kraft must address in a distinct but consistent manner.

Formulate Tactics to Address Each Public

After developing each public's individual concerns, I suggest tactics that Kraft can use to manage its responses. For example, sponsoring an essay contest for the public schools and developing goodwill through meeting with their critics are tactics that are tailored to address the interests of two separate publics.

Explain the Benefits for Kraft

The CEO will not act to appease these publics if there is no incentive for Kraft. With each suggested tactic I include the benefits, whether tangible or intangible, for the company. I place the incentives towards the end of each paragraph to make use of what Professor Douglas calls the "stress" area of the document.

I do not foresee any objections on behalf of the CEO because the programs I suggest will not absorb an extraordinary amount of time or funding outside of the normal operations of Kraft Foods. Thus, I did not include any counter-arguments to possible opposition.