

## **LEAKS OR PRODUCT PROMOTION**

### **ABSTRACT**

The paper analyses the controlled leakage of information in the function of product promotion. The process of launching Apple's new product iPhone 13 was analysed. The media has given significant publicity to this global brand. The form of promotion is in the first phase packed in product leaks. This phenomenon of leakage itself causes distrust on the one hand and, on the other hand, the desirable side, interest in something that carries potential industrial espionage. Having in mind the great public interest in such promotional tools, we analysed the most important leak techniques and product promotions, and answered the essential question: Is it a real uncontrolled leak or just framing (frame) for successfully connecting products with the target public?

**Keywords:** leak; promotion; publicity; integrated communication; public relations (PR).