

Chocolate Bar recall: what are we going to do moving forward?

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Key Issues

- Ingredients in the product were not labelled on the packaging
- Bad PR leads to a decrease in reputation
- Incidents of unwell customers due to unclear labelling
- External factors as a result of bad PR such as media press and government policies
- Loss of loyal customers and repeat purchase



Internal stakeholders involved

- Customers: loss of reputation leads to loss of trust between the business and loyal customers - might go to a competitor
- Distribution expenses- product recall means more money spent to get the product off the shelves and 're shipment from other countries
- Manufacturing costs - labelling needs editing: means money spent on 're designing and printing costs aswell.
- Shareholders: bad PR could lead to existing shareholders pull out of investments for a competitor with better reputation

External Stakeholders involved

- Bad Press: journalists can write negative articles about the situation, damaging our reputation even more.
- Government/legal: false labelling is against the law and serious consequences could occur if issue isn't addressed



Key Messages for recall

- Any complaint emails/ phonecalls will be responded to in a polite, formal and professional manor.
- New packaging will clearly label every ingredient in clear font, aswell as the amount of each ingredient clearly labelled.
- Stakeholders will be assured that bad PR such as this will not be repeated.
- Formal apologies will be sent out on all social media platforms aswell as news pages and radio

Communication channels to be used

- The more communication channels used the better
- Respond to as many customer complaints as possible on social media such as Facebook, Instagram and Twitter
- Release a statement to the press with a respectable and professional apology
- Spend money to get apology posts trending to maximise the amount of coverage to ensure everyone is up to date with addressed issues and changes
- The more people that know about the apology and cause of action the better.

Tools for monitoring

To ensure such a PR disaster doesn't reoccur, monitoring the market and keeping track of trends is key

- There are some good PR tools out there, such as prowly, prezly and mention.
- Mention is a good value pr tool where you can monitor any information related to your business, getting notifications everytime someone mentions the brand.
- You can also manage multiple social media accounts on one dashboard.

Repositioning Message

- A repositioning message is our chance to prove everyone that as a company we are capable of redemption, to win back the public support
- Honesty in the message is key
- Highlight the fact that it will not be repeated
- Make sure that the apology part is clear to show empathy
- Produce a clear plan of action to display organisability and direction
- Do something small but hearty for a local community to improve public relation (such as a charity event sponsor or public interaction that builds the community together)

References

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Thankyou for listening!
Are there any questions?