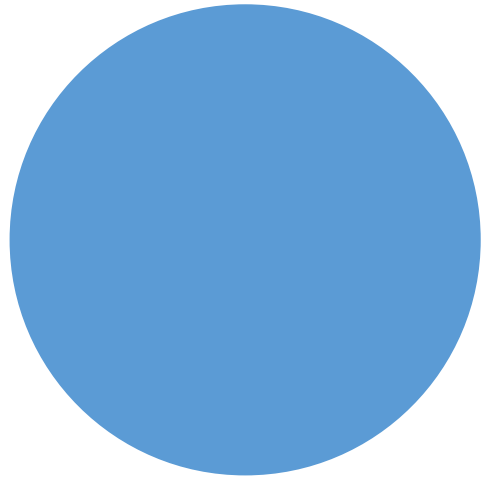


Reactive PR and Crisis Communication Management

Lecture 4
Marketing In Practice

What We Will Cover today



What is a PR crisis and what is crisis communication management?



What can be done before a crisis occurs



What to do during a crisis



What to do after a crisis

What is a crisis?

Sometimes things go wrong and a company can face an unexpected challenge to its reputation.

Data breaches, product issues, negative news coverage, social media uproar. There are a whole host of things that can and do go wrong.

Can you think of any real world examples of brands who have faced a PR crisis?



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Whirlpool tumble dryer recall uncovers 65,000 dangerous machines

By Kevin Peachey
Personal finance reporter

13 September 2019

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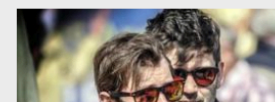
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29 COMMENTS

By E
15:30



gill @angelicakrill · Sep 19

@ASA_UK how do I complain about an advert on tv? The latest advert by **gocompare** making fun of a car crash is tasteless and insensitive



Gareth J Bond @GarethJBond · Sep 15

Am I getting old & Grumpy or do you agree that the **#GoCompare** TV advert of the car accident reconstruction is in very bad taste & insensitive.



Jack Taylor @JTay94 · Sep 11

Replying to @kennyp1886 @TalkTalkTV and @BTGroup
Yeah it's a terrible service. If you search on **gocompare** tv and broadband packages it brings up some excellent deals.



Way-Out Is The Way Out @sumlin · Sep 7

Never using **@Gocompare** again after they wrecked that sweet bronze 5 series BMW in the current TV ad.



Will Tindall @wtindalltweets · Sep 3

Replying to **@Gocompare**
I don't think this advert should be on tv. Think about the people who's family members have died from these exact situations!



Laura @Lauuurraaax · Sep 1

@Gocompare Oh My goodness! Sort out your advert. Seriously so offensive. Should be removed of TV ASAP! my mum had a car accident so it isn't something to trivialise! Disgusting. You should be ashamed of yourselves. **@Ofcom**



Half a million BA customers given go-ahead to sue airline over data breach

Tim Green Saturday 5 Oct 2019 10:15 am

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87 SHARES



Half a million BA customers have been given go-ahead to sue the airline after a data breach (Picture: Getty)

Half a million British Airways (BA) customers have been given the green light to take the airline to court after their personal details were compromised in a cyber attack.

What is PR crisis management?

- Understanding what changes need to be made to the business and communicating them to customers and stakeholders
- Limiting the damage to a brand and its reputation
- Responding to negative media coverage and social media
- Reestablish credibility and trust



Exercise

You are divided up into 5 different groups. Midway through this lecture I am going to ask you to do some crisis communication management! For now, let's explore what real crisis' you will be dealing with...

<https://youtu.be/OhBmWxQpedI> - Dominos

https://www.youtube.com/watch?v=0cG0Vw_k-eg – KFC

<https://www.youtube.com/watch?v=-YPZ2FhVFGA> – Starbucks

<https://youtu.be/Z5xbZngdEx0> - Tide Pods

A photograph of a white wind turbine against a clear blue sky with a few wispy clouds. A large, semi-transparent white circle is overlaid on the right side of the image, partially covering the turbine. The text "Before a Crisis" is centered within this circle.

Before a Crisis



Failing to plan
is planning to
fail!

- When crisis strikes time is of the essence.
- The longer it takes to respond, the greater the potential harm to your business
- A crisis communication plan is a set of guidelines which can be used when an unexpected event takes place
- Creating a crisis communication plan will help businesses get a head start

Exercise

What information might you have in your company's crisis communication plan?

- Think about what may be useful to know
- Think about what the first steps are if something goes wrong

What's in a communication crisis plan?



Who is the core response team? What are their numbers



Who is media trained and can be a spokesperson



How will we monitor and report coverage?



What are our top threats?



Useful facts and figures about the business.

What's in a communication crisis plan?



Press release templates



Key contacts - Warm press, industry experts



Key messages



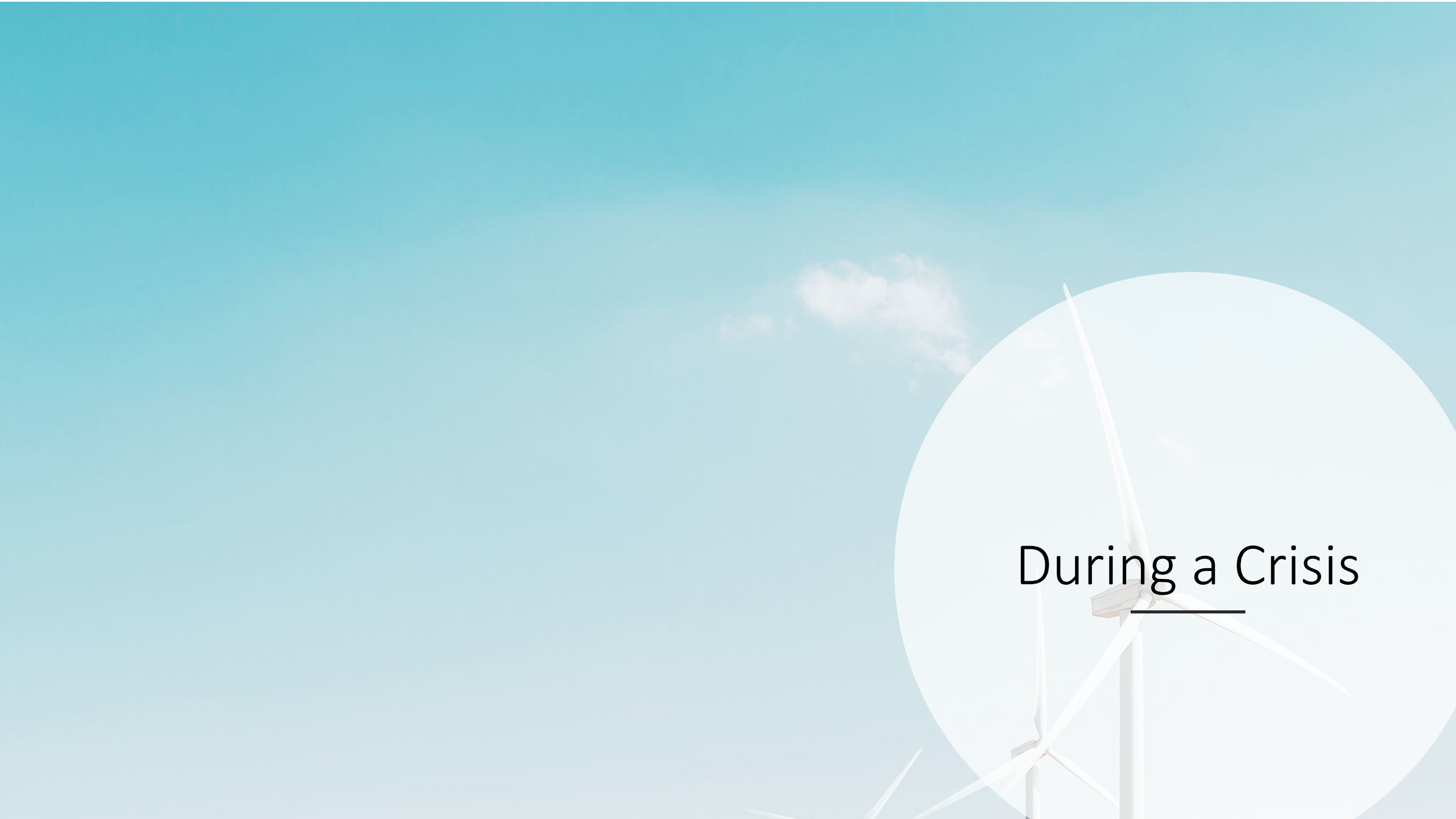
Plan some potential scenarios

Data security, customer injury,
employee misconduct, negative
reviews, terrorism



Consider the different groups of people
who may be effected by a crisis
(Employees, investors, customers)

**How can each
group be reached?**

A photograph of a white wind turbine against a clear blue sky with a few wispy clouds. A large, semi-transparent white circle is overlaid on the right side of the image, partially covering the turbine. The text "During a Crisis" is centered within this circle.

During a Crisis



Resolution

Gather all the information. You need to be 100% accurate in all your communication. Are you at fault? What are the most pressing issues to resolve first?

Bring all key people together. Communication is key.

Think about what actions may help the situation? What measures need to be taken? How can you ensure it doesn't happen again?

Monitor press and social media and keep logs

Communication

Prepare key messages

Be honest and open

Keep employees up to date

Communicate with customers and suppliers

Update as often as possible

Is there anyone external you need to speak to?

Tone of voice is important

Digital

Monitor and respond to all social media posts.

Make sure your social media accounts are secure

Feedback customer response and sentiment.

Beware of scheduled posts

Exercise



Crisis has struck! What are you going to do now?



Prepare a bullet point list of what your next steps are

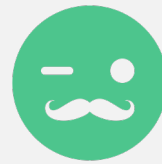
A photograph of a white wind turbine against a clear blue sky with a few wispy clouds. A large, semi-transparent white circle is overlaid on the right side of the image, partially covering the turbine. The text "After a Crisis" is centered within this circle.

After a Crisis

After a crisis



What happened and why did it happen? How can we stop it happening again?



What lessons have we learnt? How did we handle it? What could do better next time



How can we adapt our crisis communication plan?

How well did the brands handle their crisis?

https://www.youtube.com/watch?v=0cG0Vw_k-eg&t=40s - kfc

<https://youtu.be/-YPZ2FhVFGA> – Starbucks

<https://www.forbes.com/sites/shephyken/2018/05/10/starbucks-gets-an-a-in-crisis-management/#7ac61fda7998>

<https://youtu.be/3nrvhtfttow> - Tide pod

<https://youtu.be/dem6eA7-A2I> - Dominos