



## Putting Out The Fire

A crisis hits — now what? Most public relations firms have a go-to procedure in place to immediately and effectively begin crisis management. Every crisis — whether related to product or personnel — requires immediate action and a transparent response. While these are obvious approaches, there are definitely some less obvious, yet equally important, crisis management elements that are often overlooked. Emerging Insider has in-depth experience in handling crises scenarios that goes above and beyond typical damage control and turns negatives into positives.

**SCENARIO:** A client that recently faced such a crisis is a public company well-known in the digital video space. Its team, technology and product earned it a high level of respect and exposure. Unfortunately, the CEO was accused of a heinous legal breach. The client was suddenly threatened with a firestorm of negative media, the compromise of its brand and a [finish this thought]

### CRITICAL RESPONSE PERIOD

#### REPUTATION AND MEDIA PROTECTION

1. Emerging Insider convened meetings among the executive team and stakeholders to enact an emergency plan and response methodology. This methodology not only handled the crisis, but also established a long-term strategy for the brand to move forward after the critical response period.
2. Emerging Insider quickly created and issued press statements, media Q&A scenarios, as well as statements for clients, partners, vendors, and investors.
3. Counseling was provided for the election of interim leadership and investor- and brand-related press releases were drawn up.
4. Emerging Insider helped to field over 100 requests for statements and questions from the media. A crisis team was formed to steer the outcome of these stories and battle negative press at across various regions, industries and sources.
5. Emerging Insider created a position for the company to focus more on the brand and its strengths and less on the negative impact of one individual.

### PROACTIVE PHASE

#### HIGHLIGHT THE POSITIVE & DISPELLING THE NEGATIVE

1. Emerging Insider embarked on a content campaign to push positive information and content to the top of news sources, Google and social media outlets, as well as highlight the efforts of other executive team members.
2. Emerging Insider generated multiple positive press stories to highlight the client's positive aspects and dispel any negative mindshare.
3. Emerging Insider launched an aggressive social campaign on a holistic level involving earned, owned and paid content to help bury negative sentiment that appeared on social media. By crafting exceptional creative campaigns, we helped to drive the attention of loyalists and [?]
4. Emerging Insider helped target an SEO link campaign and AdWords campaign to help dispel any negative mentions.
5. Emerging Insider refocused global audiences on new product updates, strategies and industry insight to consistently shine light on positive developments.

**RESULTS:** Out of over 100 media queries on the local, national and international levels, a limited number of local publications were the only press outlets that published negative content. Emerging Insider helped protect the brand from the actions of one individual across all industry-facing media. The proactive campaign helped to rebuild trust in the executive team, and the company's metrics for success for the quarter exceeded the quarter prior to the crisis.