**CASE STUDIES OF PUBLIC RELATIONS**



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**KFC and the shortage of chicken**

In February 2018, KFC had to close more than half of its 900 stores in the United Kingdom because of a shortage of…chicken.

The social and mainstream media enjoyed the irony of a chicken shop without any chicken and went to town on the story.

The cause was a delivery problem after the chain switched its contract to DHL which said that due to ‘administrative problems’ a number of deliveries were cancelled or delayed.

Loyal customers vented on Twitter and took their families to McDonalds. Some even complained to their local politicians.

Then KFC, even while struggling to get the restaurants re-opened, managed to switch the narrative entirely.

It ran an apology advertisement that was extremely funny (especially to the brand’s core younger consumers) while taking ownership of the problem.

The company was widely applauded by customers and the media for its deft handling of the situation and became the poster child for how well to handle a crisis.

Among the key elements in a best-in-class [crisis response plan](https://www.rockdovesolutions.com/blog/how-to-dramatically-reduce-your-companys-crisis-response-time) are:

* An understanding of the brand’s key stakeholder, particularly the core consumers. Who are they? Where are they? What are there key considerations? What’s likely to be on their minds when the brand is facing challenges.
* An understanding of the brand’s promise and ‘voice’. How is it positioned? What’s likely to support or break the trust in the brand in how it responds to a crisis.

KFC’s clever, authentic and borderline obscene response showed it deeply understood both these factors.

It knew its audience (young, hip and irreverent) and it followed through in exactly the kind of tone and language that was consistent with how the brand was positioned in other, more positive marketing.

The result was a swift abatement of the criticism for the closed stores – and the sound of widespread applause for a model crisis response.

<https://www.rockdovesolutions.com/blog/three-recent-crisis-management-case-studies-that-we-can-learn-from>

**Johnson & Johnson's cyanide-laced Tylenol capsules (1982)**

**The crisis:** Seven people died after taking extra-strength Tylenol capsules that had been laced with potassium cyanide, a deadly poison. The killer was never found.

**How J&J responded:** The company put customer safety first. It quickly pulled 31 million bottles of Tylenol -- $100 million worth -- off the shelves and stopped all production and advertising of the product. It also got involved with the Chicago Police, FBI, and FDA in the search for the killer, and offered up a $100,000 reward.

Post-crisis, the company reintroduced Tylenol with new tamper-resistant packaging and $2.50-off coupons.

he company went all in with a customer-centric approach. They recalled $100m worth of Tylenol, worked closely with the FBI and offered up a $100,000 reward for information on the killer. They reintroduced their products after the crisis with tamper-proof packaging.

The way J&J dealt with this situation, putting the customer first, is widely regarded as one of the best examples of crisis management in history.

<https://www.businessinsider.com/pr-disasters-crisis-management-2011-5#johnson-and-johnsons-cyanide-laced-tylenol-capsules-1982-1>

**Toyota**

**The crisis:**Toyota recalled a total of 8.8 million vehicles for safety defects, including a problem where the car's accelerator would jam, which caused multiple deaths.

**How Toyota responded:**Toyota initially couldn't figure out the exact problem, but it sent out PR teams to try and stop the media backlash anyway. The upper management was invisible in the early stages of the crisis, skewing public perception further against the company.

Toyota's response was slow, with devastating results. But it served as a wake-up call for the company, which somehow turned it around in the months following the debacle.

The company failed miserably in its initial crisis management, but that's what makes Toyota's case so intriguing. Despite its monumental mistakes early on, Toyota still bounced back. Why?

It didn't take long for the public to remember Toyota's previously stellar reputation.  The company offered extended warranties and pumped up marketing, leveraging its long-term track record and reassuring consumers about safety.

Its ads in the following months were more thoughtful and sincere, showing the company's dedication to fixing the problem. Toyota's executives -- especially in the US -- became more visible, speaking to the media and becoming active in the investigations.

**The result:**The Toyota brand showcased its resiliency, with its positive reputation built up over decades of good performance. The company leveraged this, focusing its marketing once again on safety and its proven track record. It had to show that this disaster -- including its own horrible mishandling of the situation -- was an aberration.

And it worked, with a little bit a of luck. NASA exonerated Toyota of the blame for most of the accidents in 2011 and the company's brand equity leapt 11% this year, according to WPP.

<https://www.businessinsider.com/pr-disasters-crisis-management-2011-5#jetblues-week-long-operational-breakdown-2007-6>

**Pepsi’s syringe fiasco**

Pepsi is a worldwide pop provider and is loved by millions, but in 1993, a syringe caused them a lot of trouble.

**The issue**:

A syringe was allegedly found in a can of diet pepsi in Washington, which caused mass outrage and a further 50 reports of syringes being found in cans – all of which turned out to be fabrications.

**The fix**:

Pespi was so sure that these accusations were lies that they ran a 4-part video campaign showing their inscrutable canning processes. The main video that won them the fight and ensured everyone remained Pepsi-fans, was of a woman putting a syringe in her can whilst the store shopkeeper wasn’t looking.

Pepsi sales fell 2% during the month of syringe-gate, however it bounced straight back the next month due to Pepsi’s aggressive defensive campaign.

**Kot Khawaja Saeed Hospital**

Govt Kot khawaja saeed hospital located in Lahore near singh pura.

**Case**

A woman gave birth to a baby in the washroom of Kot khawaja saeed hospital and later threw her into the water tank there.

However , a female sweeper spotted the woman while throwing the baby into the water tank and raised the alarm. Upon which, the baby was timely pulled out of the water tank and admitted to the hospital nursery in a stable condition. Gujjarpura police registered a case against the woman. During the investigation women told to police that Hospital’s employees also the part of this game. After this MS of the hospital Fire the Involved employees.

**Conclusion**

MS did good to maintain hospital good will image

<https://www.thenews.com.pk/print/598555-woman-caught-throwing-baby-into-water-tank>

**Kashana**

The department established the Kashana in 1973 in Lahore. It provide food and living facility to orphanage (Girls) . Gave them good environment and also take the responsibility of education till married life start.

**Case**

A superintendent at the Government’s Home for Destitute Girls (Kashana) accused a government official of pressuring her to marry “underage girls” to fulfill the demands of some higher government officials and a provincial minister. In a video posted on social media, she claimed she was being pressurized by the Social Welfare Department director general of “misusing” the orphan girls living in the shelter homes under the guise of giving them shelter and food.

Mr Basharat who visited the place with Social Welfare Department director, Secretary Zahid Saleem and Kaneez Fatima, chairperson of Punjab Women Protection Authority, said that even if the woman was facing issues she should have gone through the proper reporting line, rather than taken to social media. Kashana in charge Samiya Ejaz was also present. Mr Basharat called security measures of the home satisfactory. He said that the former in charge was being transferred under rules but she was not ready to leave the office.

He said she had made baseless accusations against former minister and others. He said the police was present at the centre only to make her leave the office as superintended of Kashana as she was not ready to so do. In fact she is still living in the house that is meant for superintendent which she should leave immediately as it’s a violation of rules and it should be cleared out for the new superintendent. “The hue and cry about her facing arrest is also a lie,” he said. “How can she face arrest when there is no FIR against her?” he questioned. He mentioned that her husband Noshad Hameed was an important political person close to former chief minister Shahbaz Sharif, and that this was very obvious political propaganda. “Still I have asked the staff to relay to me any issues this woman may have had,” he said. “At present though she has been suspended.” Kaneez Fatima also told Dawn that the former in charge must clear the charges of embezzlement that she is faced with, adding that this kind of public bashing without any proof was nothing but ‘hooliganism’.

<https://www.dawn.com/news/1520061>

**AIDS**

Acquired immunodeficiency syndrome (**AIDS**) is a chronic, potentially life-threatening condition caused by the human immunodeficiency virus (HIV). By damaging your immune system, HIV interferes with your body's ability to fight the organisms that cause disease. HIV is a sexually transmitted infection (STI)

**Case**

An outbreak of HIV, the virus that causes AIDS, in a small village in Kot Momin Area of Sargodha has alarmed residents as well as the authorities.

According to reports, an alarmingly high number of HIV/AIDS cases have come to surface in village Kot Imrana, just a few kilometres from Kot Momin Interchange of Islamabad-Lahore Motorway in Sargodha district.

According to details, 35 HIV/AIDS cases have been confirmed out of 2717 tests carried out by the Punjab AIDS Control Programme after the elders of the area brought the matter to the knowledge of Punjab government.

Sargodha Local health department officials fear that the number of HIV/AIDS patients could increase in the coming days. Health department Eshitablished a medical camp there, and hire a proper team with all equipment and mediacl facilities.

During the investigation , A Quack appear which was the basic reason of this case. He admitted that he used a injection srinch a lot of time and he also was the patient of AIDS . He used same Srinch for himself.

After Some time a new report appear from chiniot’s village bhatti wala. Where a lot of AIDS patient exist. Same as a new report made by Punjab AIDS program that is really shocking , 3000 patients were died in Punjab during 2 years. Punjab AIDS program department investigate the problem and found some corruption issues in department related to budget.

<https://www.pakistantoday.com.pk/2018/03/01/hivaids-outbreak-in-kot-momin-village-alarms-residents-health-officials/>

**Uber**

Uber Technologies, commonly known as Uber, is an American [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [ride-hailing company](https://en.wikipedia.org/wiki/Ridesharing_company) offering services that include [peer-to-peer ridesharing](https://en.wikipedia.org/wiki/Peer-to-peer_ridesharing), ride service hailing, [food delivery](https://en.wikipedia.org/wiki/Food_delivery), and a [micromobility](https://en.wikipedia.org/wiki/Micromobility" \o "Micromobility) system with electric bikes and scooters. The company is based in [San Francisco](https://en.wikipedia.org/wiki/San_Francisco) and has operations in over 785 [metropolitan areas](https://en.wikipedia.org/wiki/Metropolitan_area) worldwide. Its platforms can be accessed via its websites and [mobile apps](https://en.wikipedia.org/wiki/Mobile_app).

**Case**

Sonam Kapoor, who is in London right now to shoot for an ad, took to her Twitter account today to share her scary experience of taking an Uber in the city.

Sonam tweeted in the early hours of Thursday that while travelling with Uber in London she had the scariest experience with her driver, which left her completely shaken. She tweeted, "Hey guys I’ve had the scariest experience with @Uber london. Please please be careful. The best and safest is just to use the local public transportation or cabs. I’m super shaken." In her tweet, Sonam even asked her followers to be more careful while taking a cab in the city and urged them to take a local public transportation or cabs instead.

After which, a Twitter user asked Sonam to share the details of what exactly happened with her. To which she replied, "The driver was unstable and was yelling and shouting. I was shaking by the end of it."

After Sonam shared her troubling experience with Uber many of her followers poured in support for her. This is when a spokesperson from Uber replied to the tweet and apologized for Sonam's experience.

They wrote, "Sorry to hear about this, Sonam. Can you please send us a DM with your email address and mobile so we can look into. To which Sonam replied, "I tried complaining on your app, and just got multiple disconnected replies by bots. You guys need to update your system. The damage is done. There is nothing more you can do."

When Sonam complained about the failed support system of the app-based cab service provider, she again received the same reply from Uber, after which she tweeted a bot emoji, calling the company out.

After Sonam’s tweet, her followers bashed Uber for not taking immediate action. A user wrote, "We need immediate action, let me know what action have U taken. Else stop Ur services in India, if you don't know how to take care of customers.

<https://www.indiatoday.in/trending-news/story/sonam-kapoor-shares-scary-experience-with-uber-cab-driver-in-london-i-was-shaking-by-the-end-1637329-2020-01-16>

**Dominoes YouTube Scandal (2009)**

More staff controversy, but this time in its worse form – a video that goes viral, very quickly.

In April 2009, two Dominoes employees uploaded a video to YouTube of themselves doing disgusting acts in the pizza preparation process. It doesn’t make for nice reading but you can find the video if you look hard enough.

The world of PR wasn’t completely up to speed with how Internet culture can take any negative and exacerbate it significantly. Over one million people had view the video, Twitter was ablaze with discussion and criticism.

Dominoes’ did fire the two employees involved, but their decision to wait over two days to respond damaged their reputation and the video continued to go viral with new leases of life such as edits and pictures.

<http://blog.rdpr.co.uk/the-best-and-worst-crisis-communications-case-studies>