

**Brief**

**Approach**

**Results**

When a consumer called a radio station phone-in segment to complain about a client we heard about it very shortly afterwards, along with the promise by the journalist to follow up the story once he received a response from the company that was the subject of the complaint.

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**Results**

By liaising with the client and understanding the issue, the background and some rather complicated details about the issue we were able to come up with a plan of action that involved us using our skills and experience to influence the journalist - on and off the record - to ensure the complaint and our client was not mentioned again.

**Brief**

**Approach**

**Results**

After a couple of difficult and hostile interactions with the journalist we were able to turn the situation around by building a relationship with him, putting our point of view across and ensuring there was no further coverage of the complaint .

