

Brief

Approach

Results

A consumer-facing client had advance notice of a very reputationally damaging issue that was being led by a regulatory body and asked for our help to manage the process and limit the reputational damage

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By liaising with all the different stakeholder groups we guided the process, the timing and the content of the communication to ensure our client was represented in the best way possible and that we were prepared for any eventuality when the story broke.

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The story received widespread broadcast, online and print coverage, including nationals but the brand we were engaged to protect was not mentioned in any of the coverage. Meticulous preparation and stakeholder influencing meant we did not even receive a phone call from a journalist on the day the story broke. And we had one very happy client!

