

MINI CASE STUDY: CRISIS MANAGEMENT – WHEN ‘THE SUN’ GOES UNDERCOVER AND A ONE HOUR DEADLINE

Brief

Approach

Results

A long-term client had a subsidiary company with an operational centre in a sector that was receiving negative press attention. The Sun newspaper put an undercover reporter in the operation and prepared an expose which they asked for comment on at 5pm on a Friday evening giving us one-hour to respond.

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The owner of the company wanted to use a lawyer to stop publication of the story. We counselled against getting lawyers involved and provided a one sentence response to the story saying the organisation in question adhered to industry best practice and guidelines.

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The story ran without mentioning the parent company and we advised the senior leadership team on changes required in the HR function to mitigate against future risk of undercover reporters.

