


Chapter 3

Brands and Their Crisis Management

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ABSTRACT

Social media has irrevocably transformed the landscape of corporate communication, particularly during times of crisis. This chapter explores the crucial relationship between social media and crisis management, examining its impact on brand reputation. By employing different methods as approach including a comprehensive review and in-depth analysis of case study this study investigates how organizations can effectively leverage social media to mitigate the problems or crises and enhance their brand image the key findings suggest that a timely and transparent communication, active and authentic engagement are very important factors in successful crisis management on Digital platforms. Additionally, the chapter emphasizes the importance of developing a robust social media crisis communication plan and training employees to respond effectively. This chapter contributes to the growing body of knowledge on crisis management, providing valuable insights for researchers and scholars.

1. INTRODUCTION

A brand can be any product or service, or both, that helps in identifying itself differently in the market. Having just a brand will not be enough, but building a good reputation for that brand becomes crucial in today's competitive world. Staying ahead of your competitors and making the customers choose you first among all the other brands is very important, but very difficult at the same time. In this chapter,

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we will examine the process of rebuilding a brand after a public relations crisis and explore the strategies involved.

The advent of social media has fundamentally reshaped the communication landscape, powering all individuals and organizations. While it shows different opportunities for engagement and brand building, it also shows significant challenges, particularly during times of crisis. As social media platforms have become an integral part of modern life, their influence on corporate reputation has grown significantly. A mistake or a delayed response or a poorly handled crisis can escalate the problem by damaging a company's brand image and erode the consumer trust.

In recent years, several high-profile corporate crises have unfolded on social media, which highlighted the potential consequences of ineffective crisis management. From recalling products to public relations scandals, these companies have faced intense scrutiny and public backlash. The speed at which information spreads on social media amplifies the impact of a crisis, and making timely and effective responses is crucial.

A brand can be understood in many ways, where each statement makes us understand the meaning of the brand from different aspects. Firstly, brands can be any product or service or both that help in identifying themselves differently in the industry or a market. This creates a distinct identity in the minds of the customers when there are many identical or similar categories of products or services or both in the industry. This can be done through various ways, i.e., brand name, logo, design, packaging, marketing strategies, advertisements, collaborations, celebrity endorsements, etc.

A crisis is a situation where there are decisive changes because of expected or unexpected twists and turns in various sectors or factors like national and international affairs, economic affairs, social affairs, a company's internal affairs, etc. During such a crisis, an important decision must be made by the concerned authorities or the concerned company to resolve the conflict and pass the critical situation.

1.1 Public relations crisis:

A public relations crisis is called a PR crisis in short. A PR crisis is an event that is considered to be negative and will cause public outrage and negatively impact the goodwill, name, and fame of the firm. These PR crises can arise because of various reasons from the company's, brand's, country's, or individual's incorrect statements. For example, a controversial statement, controversial events, scams and scandals, unsatisfactory customer complaints, legal and compliance issues, etc., can all lead to a severe PR crisis.

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