

crisis management | putting it in context

The Challenge

A crisis! It started in the blog world then cascaded into mainstream media. The client's brand value of trust waned. The issue was far reaching, amplified by OEM agreements. Senior Management were applying pressure and wanting answers.

The Approach

Precise Value had already been undertaking PR analysis for the client. That meant a customised framework existed, together with a detailed history of results. Senior Management sought prompt yet detailed insight into the effect of the crisis. Precise Value assisted in turn by swiftly delivering deep insights into the effect on their overall brand.

The Outcomes

The key outcomes of this work were to:

- Quantify the whole issue alongside the organisation's other initiatives;
- Identify which brand elements received the most attention;
- Identify which messages worked and in what channels;
- Deliver Boardroom-ready results with known certainty.

The Benefits

This advanced analysis delivered several benefits to the client's business:

- Proved the role of PR in concrete business outcomes;
- Identified specific events and messages that influenced brand values - particularly trust;
- Suggested compelling evidence of where to focus resources for the best return;
- Facilitated powerful strategic planning of communications.

The Result

Precise Value was able to deliver deep insights into what happened.

The Communications Team was able to present well researched, concrete results to Senior Management. They were able to confidently explain the situation in a rational context.

Strategic, insightful analysis has a significant effect in providing clarity in times of crisis: Analysis that brings an extra dimension to strategic planning.

Going Further

Recently, when another issue arose our client was very aware of their reputation as a trustworthy brand. They made every effort to give early advice to consumers of potential concerns. This delivery was made via key media channels where risks were minimised.

The crisis had the possibility to be as volatile as the previous one – however it wasn't. The duration was much shorter due to the proactive awareness of the issue. Additional insights from content analysis guided supporting messaging to further ameliorate pressure.

Understanding how communications works and drives brand health unlocks new potential; potential that can deliver more value from the same effort or budget.

About Precise Value

Established in 1999, Precise Value specialises in premium quality communications analysis services for Blue Chip clients. We apply best-practice techniques to profile opportunities and quantify results in concrete business outcomes.

