

Brand in a Crisis

Marketing

What to do when something goes seriously wrong.

Handling a brand crisis.

1

Establish the facts fast

Internally, before saying anything externally.

2

Acknowledge quickly

Silence is read as guilt or indifference.

3

Take responsibility where it belongs

Do not blame customers or subcontractors reflexively.

4

Say what you are doing

Concrete actions with dates, not sentiment.

5

Fix the underlying cause

And publish what changed.

6

Report back

Return to it once resolved, unprompted.

Educational reference. Coordinate with legal counsel; admissions can carry liability consequences in some jurisdictions.