



CRISISCOMMSMASTERY »

Play the Long Game: Building
Brand Through Crisis
Communications

» PRESENTED BY: Lauren Reed

CRISIS» COMMS MASTERY

VIRTUAL
SUMMIT

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YOUR MESSAGE MATTERS.

How your brand acts or appears to the world during a crisis can impact your reputation for years to come—good or bad.

A crisis can provide an opportunity to make a lasting impression by creatively communicating with grace and professionalism.



STAKEHOLDER IDENTIFICATION

Who is impacted by your business?

- Employees
- Vendors
- Board of Directors
- Customers
- Partner organizations

IMAGINE YOUR CRISIS IS OVER.

How do you want each of your stakeholders to say you handled the crisis?





What is the **brand filters** method of crisis communications?



PLAY THE LONG GAME.

- **Define** how you want your stakeholders to think of your brand post-crisis. This will guide your immediate communications.
- Set **3 – 5 filters** that serve as a litmus test to achieve this goal. Run ALL communications through these filters.
- Keep **core values** top of mind throughout the crisis.



CASE STUDY #1: REED PR

- Lost 40% of clients in a two-week span
- Ultimate goal was to keep all 10 employees on payroll with no furloughs
- Pivoted industries
- Launched COVID-19 Hotline, serving small businesses across the country with free consulting services
- Bounced back with best year to date

**BRAND FILTER
EXAMPLES**



We reassured our clients.
We provided guidance in a
time of instability.

BRAND FILTER EXAMPLES



Our commitment to excellence was constant and turnkey. We continued our services with minimal disruption.

**BRAND FILTER
EXAMPLES**



We took care of our employees to the best of our ability. We were fair, humane and kind, and we acted with compassion.

BRAND FILTER EXAMPLES



We were thought leaders and acted as a resource, sharing creative solutions based on our industry experience.

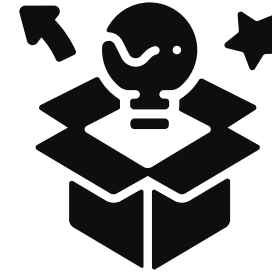
CORE VALUES



Measurable Results



Passion for Excellence



Fresh Approach



Straightforward Billing



Action-Oriented



Give Back





How do I put my
brand filters into use?

CASE STUDY #2: SKILLED NURSING FACILITY

- Small-town nursing home with major outbreak of COVID-19 in the very beginning of the pandemic (April)
- Weeks of poorly managed crisis communications—lack of transparency, avoiding local and national media calls, families in the dark
- Established a daily communications schedule employing full transparency and reworked brand tone
- Continued steady communications long after outbreak



PREPARE FOR CHANGE.

- Take the long view
 - Get digital
 - Be a resource
- Lean into your core values
- Ensure what you're promoting serves a purpose without overcapitalizing on a pain point

REPUTATION MANAGEMENT



- Have a crisis communications plan.
- Be proactive. Anticipate issues.
- Tell the truth. Tell it all. Tell it fast.
- Managing a crisis is an exercise in fact-sharing.
- Always start with employees.

"It takes many good deeds to build a good reputation, and only one bad one to lose it." - Benjamin Franklin



Thank you!