

Crisis Communications

Meat Processor

Challenge: To create an effective communications plan to combat false allegations of sabotaged sausage products.

Target: The news media, product consumers and distributors, members of the community, and government officials.

Solution: Instead of engaging in a costly product recall, members of our team worked to stage a press conference which featured the mayor of the city eating a bratwurst on camera and stating his support for the company, effectively discrediting the accuser.

Outcome: The unusual approach was effective for the company and resulted in significant support from the community.