



CONTAMINATED FAST FOOD

McDonald's acute crisis response plan



WHAT HAPPENS NOW?



BE QUICK!



**THIS PLAN SHOULD HAVE
ALREADY EXISTED!**



**FOLLOW THE
"ROPES"**



ROPES-PROCEDURE



FOLLOW THE ROPES!

RESEARCH

- Potential impact of crisis
- Information about McDonalds

OBJECTIVES

- SMART

PROGRAMMING

- Target groups
- Key messages
- Strategy
- Tactics
- Timeline
- Budget

EVALUATION

- Outcome
- Impact on company
- Damage to reputation

STEWARDSHIP

- Ongoing steps



RESEARCH



RESEARCH

STRUCTURE OF MCDONALDS-BERGLAND

- Part of global franchise

PRO

- Effective management
- Efficient operations

CON

- Generalization

*PANMORE.COM



RESEARCH II





RESEARCH II

PUBLIC OPINION MCDONALDS

- Most popular fast food chain*

PUBLIC OPINION MCDONALDS BERGLAND

- Mostly good feedback

Fotos ansehen

Von außen ansehen

McDonald's Bergland
3,9 ★★★★★ 2 190 Google-Rezensionen ⓘ ⋮
€ 10–20 · Fast-Food-Restaurant

GOOGLE.COM

***INVESTING.COM**



RESEARCH III





RESEARCH III

TARGET GROUPS & STAKEHOLDER

- customers
- employees
- local health departments
- McDonalds and the Franchisee

THE AFFECTED SCOPE

DIRECT

- effective management
- efficient operations

INDIRECT

- generalization



OBJECTIVES



S

- **TRANSPARENTLY**
- **EMPHASIZING SAFETY AND QUALITY**
- **RESTORE CUSTOMER TRUST**

M

- **MAINTAIN POSITIVE GOOGLE REVIEWS**

A

- **TARGETED COMMUNICATION STRATEGY**
- **CLEAR, CONSISTENT MESSAGING ACROSS VARIOUS PLATFORMS**
- **STEPS BEING TAKEN TO ENSURE SAFETY AND QUALITY.**

R

- **DIRECTLY ADDRESSES THE CRISIS AT HAND**

T

- **ACHIEVE THE INITIAL MEASURABLE OUTCOMES WITHIN ONE MONTH**

OBJECTIVE



“

In response to the E. coli outbreak at our McDonald's Bergland branch in February 2024, our objective is to transparently address the issue and restore customer trust by implementing a targeted communication strategy that aims to maintain positive Google reviews, emphasizing our commitment to safety and quality, with the initial outcomes to be measured within a month.

”



PROGRAMMING



PROGRAMMING

TARGET GROUPS

Affected customers
Employees
Customers

PREVENTIVE MEASURES

Increased monitoring, inspections, stricter hygiene regulations



KEY MESSAGES





KEY MESSAGES

COMMITMENT TO SAFETY



PREVENTION & IMPROVEMENT



TRANSPERANCY



MESSAGING STRATEGIES





MESSAGING STRATEGIES

AFFECTED INDIVIDUALS

Personal communication -> **focusing on empathy**

EMPLOYEES

Regular meetings, training sessions -> **focusing on reassurance**

CUSTOMERS

Press release, compensation offers -> **focusing on transparency**



**CRISIS COMMUNICATION
TEAM**



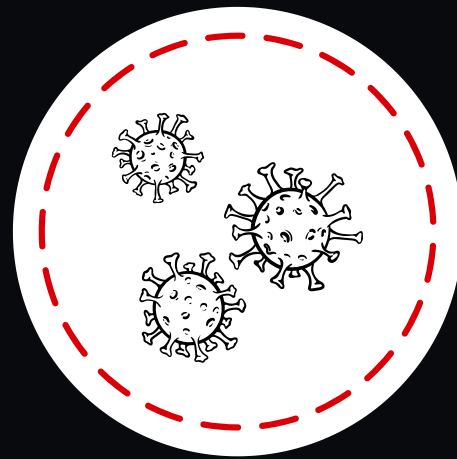
CRISIS COMMUNICATION TEAM



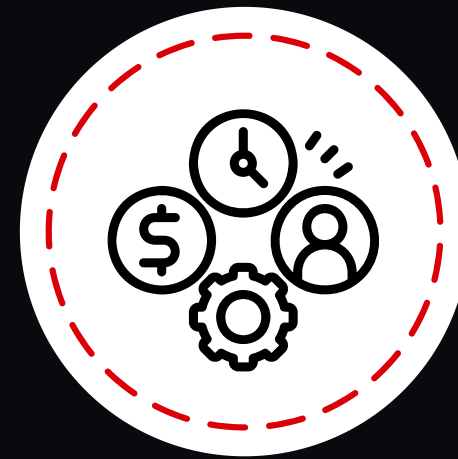
TEAM LEADER



PR-MANAGER



HEALTH-ADVISOR

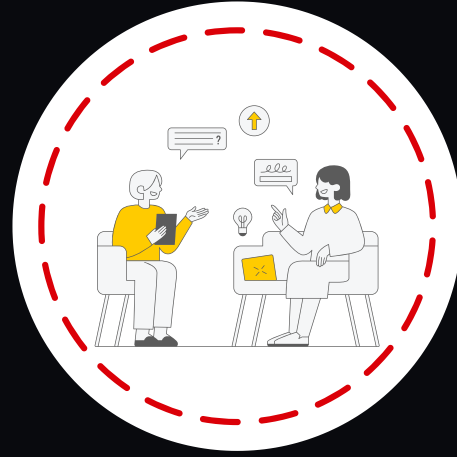


HR-MANAGER

Each team member's expertise contributes to ensuring a coordinated response and successful implementation of both internal and external communication strategies.

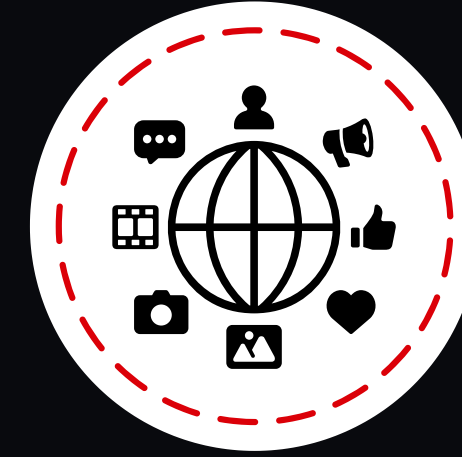


COMMUNICATION



INTERNAL COMMUNICATION

- Regular Updates with the employees regarding the crisis
- Training and guidance regarding hygiene protocols and crisis management
- Employee Assistance



EXTERNAL COMMUNICATION

- Transparency regarding the incident and the organization's actions.
- Apology along with assurances of corrective actions and ongoing commitment to safety.
- Reaching out to stakeholders through various channels





ABOUT

MEDIA STRATEGIE

- **Rapid response** (press release) to address the crisis and its causes
- Spokesperson training to **handle media inquiries effectively**
- Prepare press briefings to provide **detailed updates** and answer questions
- (Social) media monitoring to address misinformation and **manage the organization's reputation**



COMMUNICATION WITH
AFFECTED PEOPLE

COMMUNICATION WITH AFFECTED PEOPLE

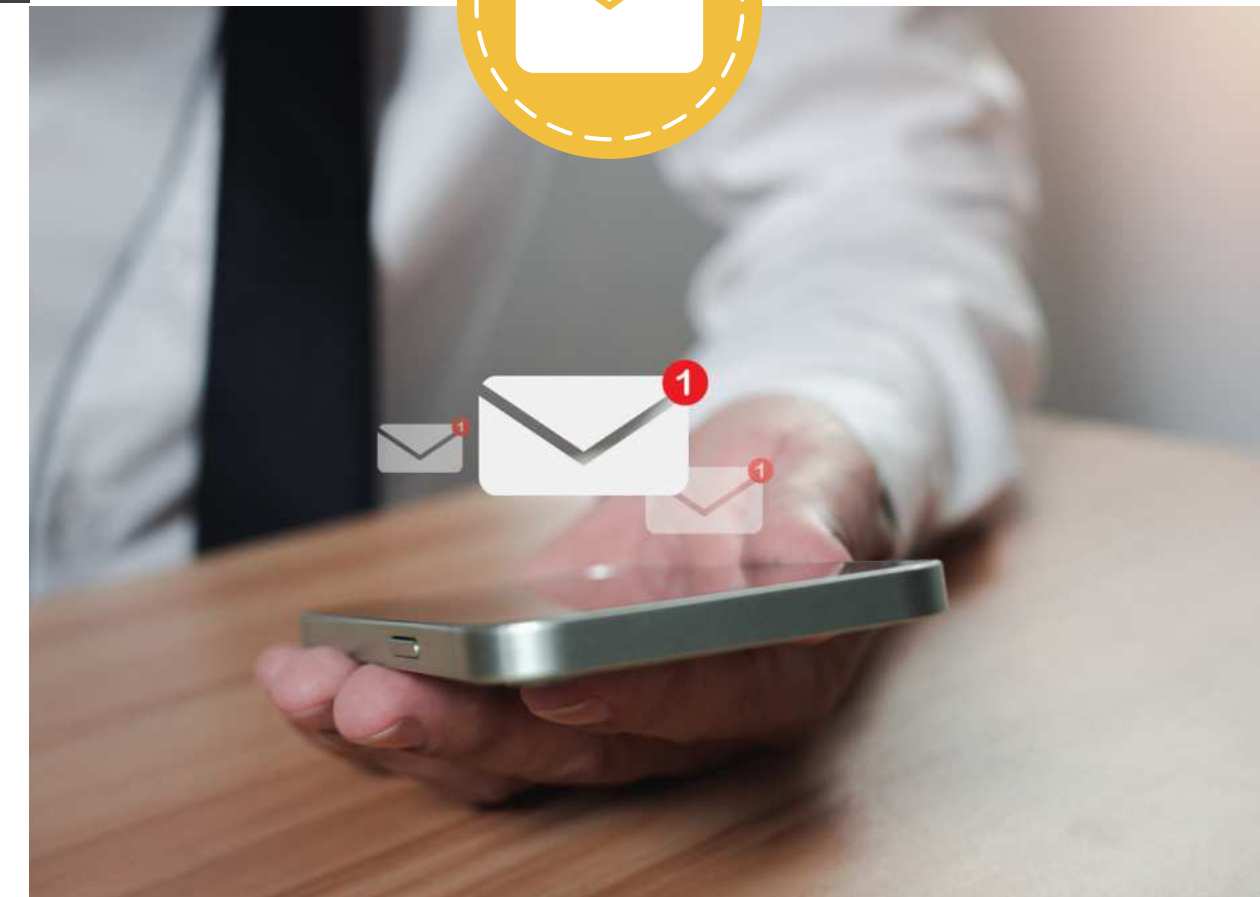
The affected people should not feel neglected. Personal contact will avoid that feeling.

- Support
- Information
- Assistance



Expressing empathy, concern, and a willingness to assist in any way possible to reduce the negative impact on their life.

Encouraging the affected to communicate their needs, concerns, to ensure their well-being.



TACTICS

TACTICS

INTERNAL TARGET GROUP

- Regular staff **meetings to provide updates** on the crisis and reinforce hygiene protocols
- Using internal **communication channels** such as emails, to disseminate information and resources
- Training sessions and **workshops on crisis management** and safety procedures,
- Establishing a dedicated **hotline for employees** to get support, ask questions, and report concerns confidentially

EXTERNAL TARGET GROUP

- Press release
- Engage with customers through **social media platforms**
- **Collaborations** with local authorities and **health organizations**
- Offer **public meetings** for stakeholders and customers to ask questions, express concerns, and receive feedback



PRESS RELEASE

PRESS RELEASE

The McDonald's Bergland establishment, reports an E. coli outbreak

Bergland, February 29, 2024 – The McDonald's Bergland establishment reports an exceptional case of E. coli, followed by health issues for our customers. This took place in February 2024 and since that we have been concerned about our customers health and welfare. We are genuine concerned, about affected people and repent choices made in the past.

The cause of the disease was due to neglection of the hygiene protocol, by staff members. Immediatly after discovering what happend, appropriate actions were implemented. For example, sanitation and hygiene measures were refreshed togehter with the employees. Furthermore, health authorities were investigating about this case, in ordert to get rid of the contamination.

As a consequence of the outbreak, sadly there have been 6 people who were in need of medical treatment. Those four adults and two children could luckily make a full recovery, alongside 20 other victims of this illness. We are alleviated about this outcome from a situation this preventable.

Food safety should always be a foundation for any kind of restaurant and McDonald's Bergland is no exception. We want to get things in order again with the goal of the highest hygiene standards in our restaurants. From now on we are taking every aspect from the already existing protection system further than we have ever before.

This exceptional situation caused an immense backlash on social media. We are aware of this serious matter and want to call up to everyone, who wants to ask us questions about this circumstances. Taking responsibility for the already made mistakes is the utter minimum for us.

We sincerely apologize for any caused damage to other people's health.

Sincerely,
McDonald's Bergland



TIMELINE

TIMELINE

**INTERNAL
COMMUNICATION**

**MANAGE
SOCIAL MEDIA**

**ANALYSE AND
IMPLIMENT FEEDBACK**



CRISIS

PRESS RELEASE

PUBLIC MEETING

**IMPROVED
HEALTH STANDARDS**



BUDGET



BUDGET

ChatGPT 4 ▾



You



PR_Group Assignment 1.pdf
PDF

This is our presentation for my PR-Class.

This was our task:

You are a team of PR professionals working for a company that was hit by a crisis. Yeach group will be working on ONE case. I will assign the cases to the groups.

This was your crisis:

In February 2024, an E. coli outbreak was discovered in the restaurant by the quality control of McDonald's Bergland. Food was contaminated because one of the employees did not follow the hygiene protocol. As a direct result of the outbreak, six people (four adults and two children under the age of five) required hospital treatment. Another 20 people became ill but did not require hospital treatment. All patients recovered, but the 'news' was all over social media.

As you can tell, the Budget Slide is empty. Please give me an estimate Budget



BUDGET

INTERNAL COMMUNICATION TOOLS AND TRAINING:

- Estimated Cost: \$5,000 – \$10,000

SOCIAL MEDIA MANAGEMENT:

- Estimated Cost: \$3,000 – \$7,000 per month

ANALYSIS AND FEEDBACK IMPLEMENTATION:

- Estimated Cost: \$2,000 – \$5,000

PRESS RELEASE DISTRIBUTION:

- Estimated Cost: \$2,000 – \$4,000

PUBLIC MEETING ORGANIZATION:

- Estimated Cost: \$1,000 – \$5,000

CONTINGENCY FUND:

- Estimated Cost: \$5,000 – \$10,000

HEALTH STANDARDS IMPROVEMENT:

- Estimated Cost: \$10,000 – \$20,000

TOTAL ESTIMATED BUDGET: \$28,000 – \$61,000

EVALUATION

- Evaluating the success
- Long-term impact
- Assessment of the collateral damage
- Reputation of the organization



EVALUATION

EVALUATION

OUTCOME OF THE CRISIS

- **Legal Consequences:** The company faced legal consequences such as lawsuits, fines, or regulatory sanctions for failing to uphold hygiene protocols and ensure food safety.
- **Financial Impact:** The crisis resulted in short-term financial losses due to decreased sales.

LONG-TERM IMPACT

- **Loss of Customers:** The crisis led to a loss of customers who have lost faith in the organization's ability to provide safe products or services.
- **Less market share:** Competitors capitalize on the company's weakened position by attracting disappointed customers.



EVALUATION

EVALUATION

COLLATERAL DAMAGE

- **Financial losses incurred as a result of the crisis:** Revenue decline, legal fees, compensation payouts, and costs associated with crisis management efforts.
- Damage to physical assets, such as **product recalls**.

REPUTATION

- **Recovery Challenges:** Rebuilding the damaged reputation is a challenging process, requiring sustained efforts in communication, transparency, and demonstrating commitment to addressing the issues that led to the crisis.
- **Media criticism:** Negative media coverage and backlash on social media have amplified the impact of the crisis and damaged McDonald's reputation.



EVALUATION

STEWARDSHIP

Lessons learned!



STEWARDSHIP

STEWARDSHIP

Going forward...



EVALUATION



I'M LOVIN' IT
THANK YOU!