

CRISIS COMMUNICATIONS

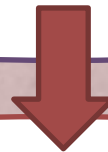
By Ksenya Zharova

Moscow, 2016

WALMART

- ❖ American multinational retail corporation that operates a chain of:
 - hypermarkets
 - discount department stores
 - and grocery stores
- ❖ By revenue - largest company
- ❖ **Business model** - wide variety of general merchandise at low prices
- ❖ controlled by the **Walton family**

WIDE POPULARITY

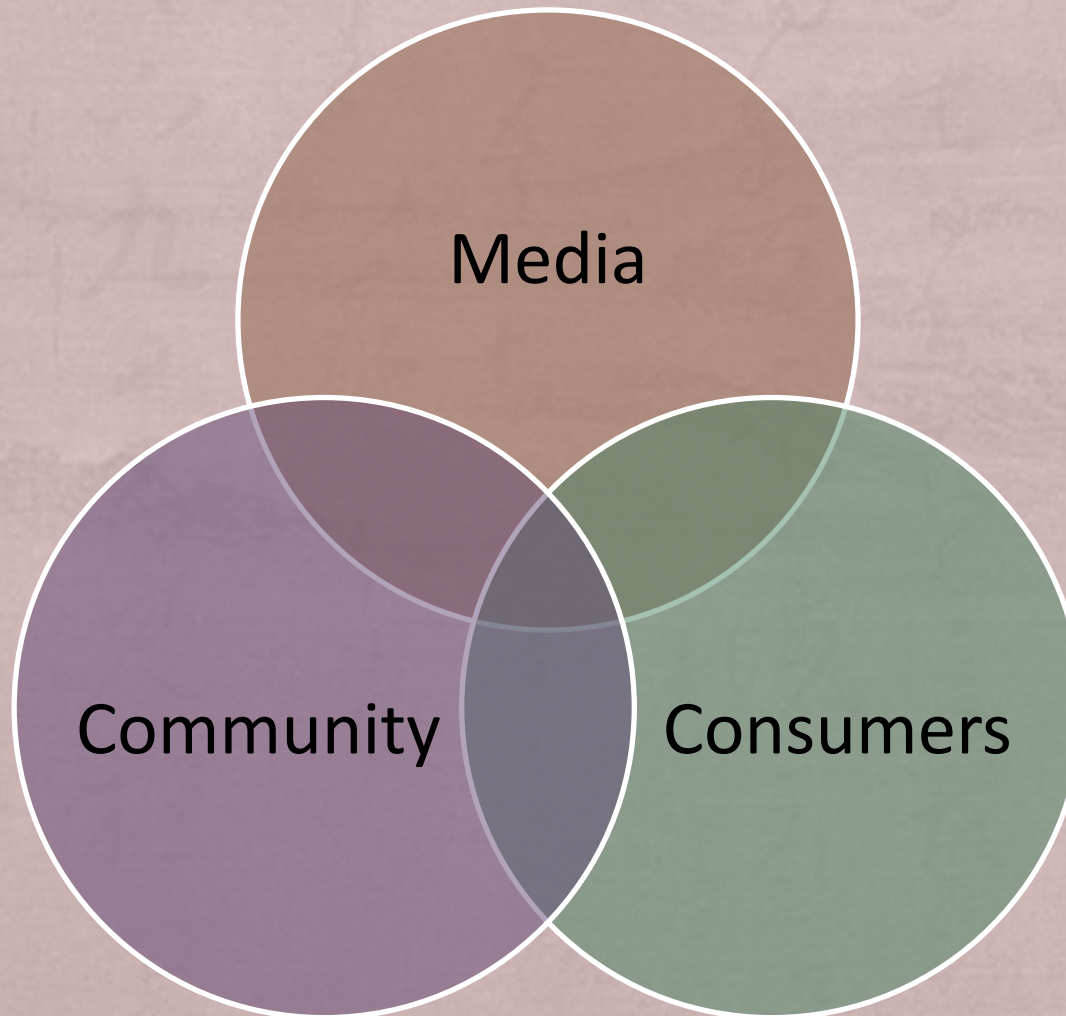


PR CAMPAIGN AGAINST
WALMART

PR CAMPAIGN AGAINST WALMART

- ❖ Accusations:
 - cheap low-quality goods
 - making purchases in China
- ❖ Perceived as cheap (by the US customers)
- ❖ Poor working conditions

KEY PUBLICS



MEDIA

Goal: provide a wide range of proofs that show the economic effectiveness of the financial scheme

Message: “We share top secrets of our company”

Channels

- ❖ Presentation by top management – in main office
- ❖ Try-outs w/ consumers in several shops across the country:
 - test purchases
 - surprise inspections

CONSUMERS

Goal: to prove that products of good quality can be low-priced as well

Message: “Saving money and getting quality at the same time”

Channels

- ❖ Series of test purchases / surprise inspections – by ordinary customers
- ❖ Participation of top management:
 - on the radio
 - in TV programs (news, specialized economic / business programs)

COMMUNITY

Goal: to demonstrate that all other companies do the same thing

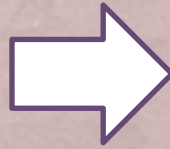
Message: “We are just like the others”

Channels

- ❖ Participation of top management – in TV show
- ❖ Article of independent economic expert
- ❖ Double information – on the radio

RIVALS

To hold a **tour**



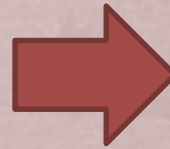
To create **trust**

Message: “We are open to discussion and cooperation”

RESEARCH

? PR campaign – Results

Questionnaire



Consumers
Community

- ❖ How often do you visit our supermarket?
- ❖ Are you satisfied by the quality of goods?
- ❖ Do you think that you save money when you shop at our supermarket?
- ❖ Would you like to work at Walmart?

**THANK YOU FOR YOUR
ATTENTION!**

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