

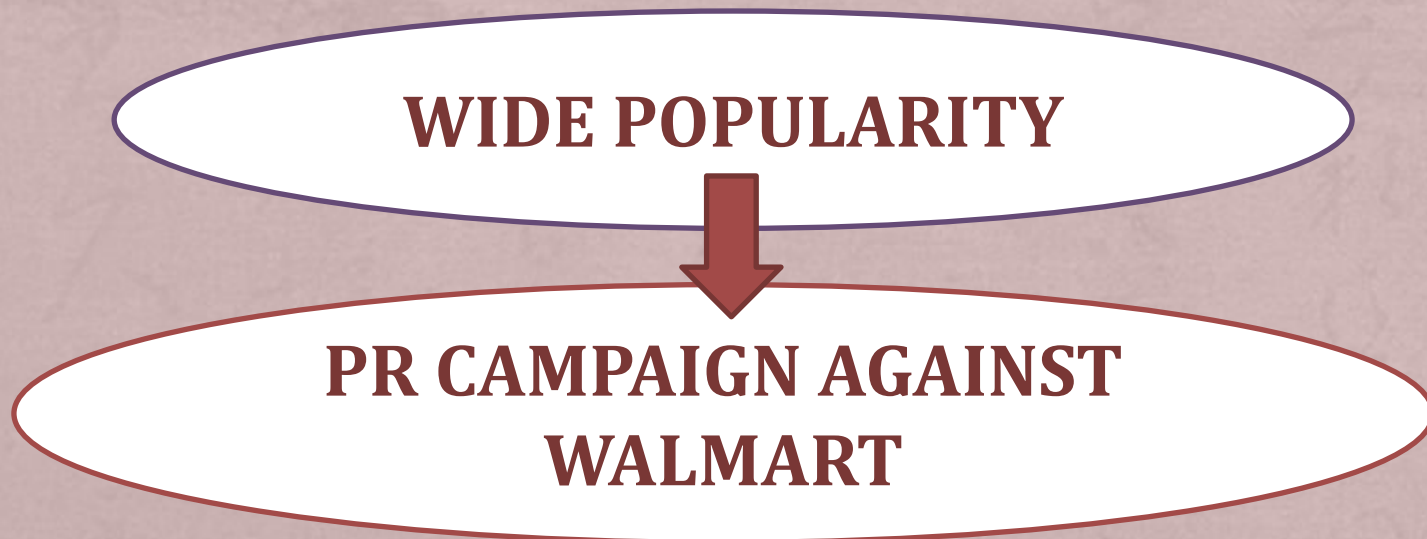
# **CRISIS COMMUNICATIONS**

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Moscow, 2016

# WALMART

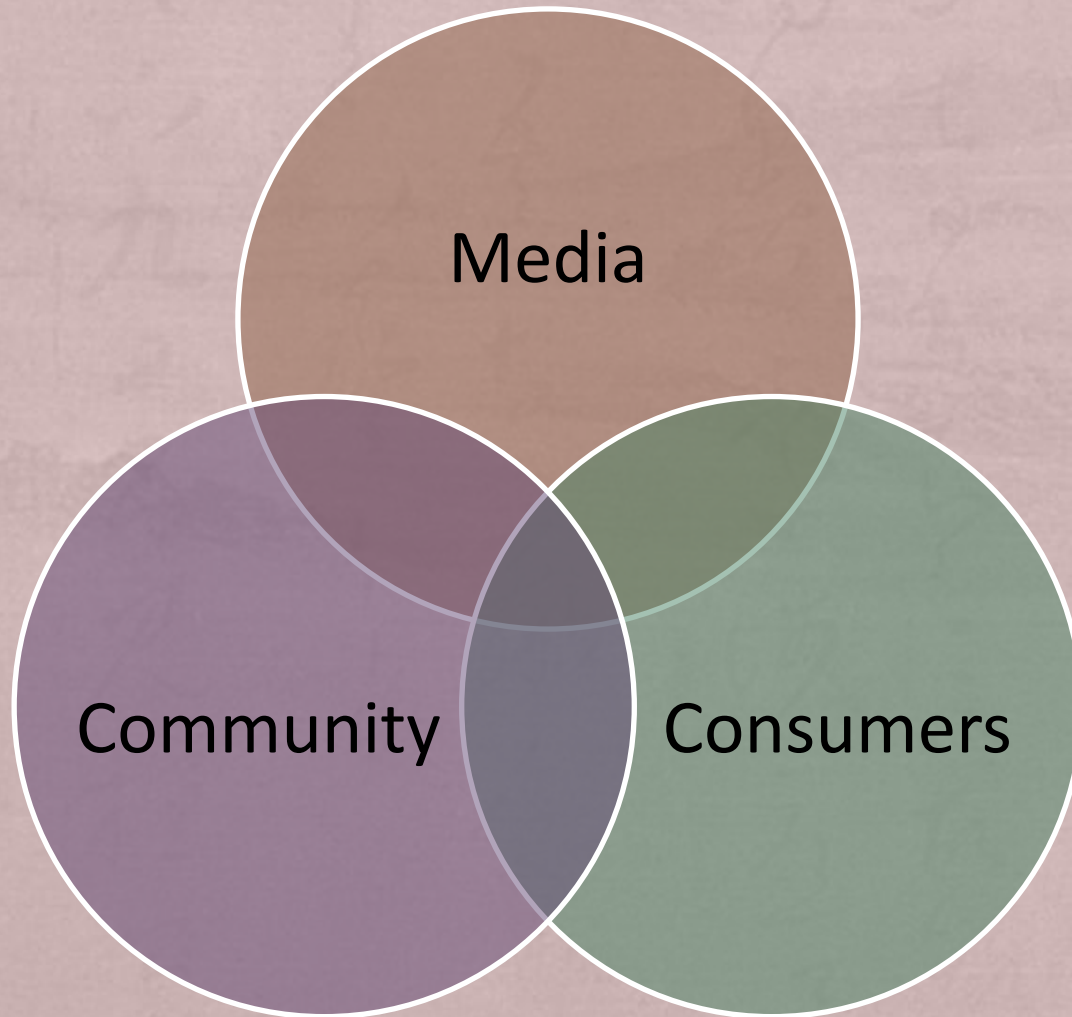
- ❖ American multinational retail corporation that operates a chain of:
  - hypermarkets
  - discount department stores
  - and grocery stores
- ❖ By revenue - largest company
- ❖ **Business model** - wide variety of general merchandise at low prices
- ❖ controlled by the **Walton family**



# 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

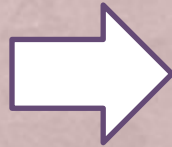
**Message:** “We are just like the others”

## **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**

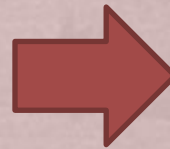
***Message:*** “We are open to discussion and cooperation”



# 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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