



Be a Strategic Advisor Find a Solution

Presented By
Group D

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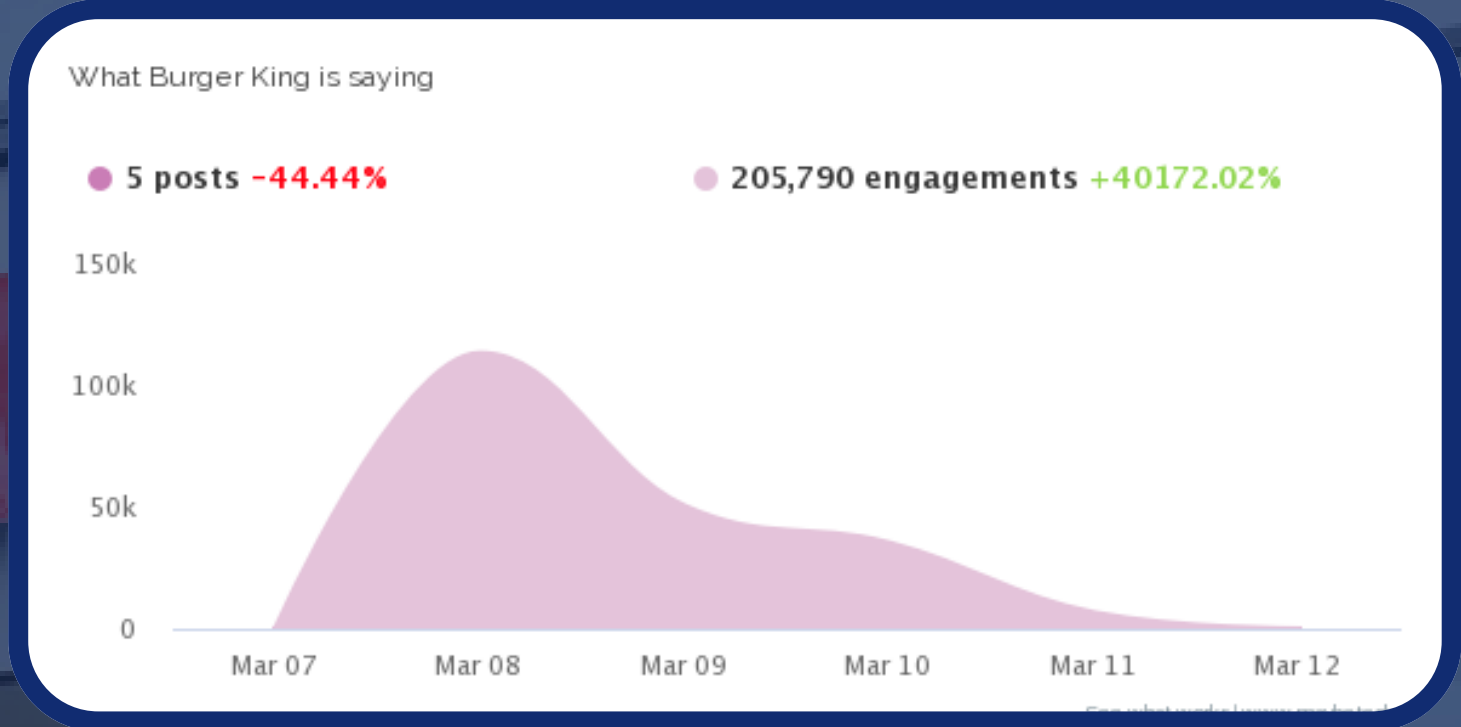




Case Study - 1

Burger King's "Women Belong in the Kitchen" Tweet

International Women's Day 2021, Burger King UK tweeted, "Women belong in the kitchen." Intended to promote a scholarship to the female chefs but sparked immediate backlash before even the context was provided from the company.



Crisis :

- Poor messaging
- Misjudged audience reaction & no immediate clarification
- Lot's of negative feedback describing it "sexism for clickbait"

Impact :

- It ended up being one of the worst digital marketing campaigns, while Burger King aimed to satisfy women, the campaign worked just the reverse.
- 68.5k Retweets
- 75k quote tweets

Takeaway :

Context matters. The brand should have anticipated different interpretations of messaging. Should've understood the environment that is being targeted.

Women belong in the kitchen.

After sparking 12 hours of nonstop debate, defensiveness and satire, Burger King U.K. has **officially apologized** for and deleted its International Women's Day tweet that said, "Women belong in the kitchen."

Burger King @BurgerKingUK

We hear you. We got our initial tweet wrong and we're sorry. Our aim was to draw attention to the fact that only 20% of professional chefs in UK kitchens are women and to help change that by awarding culinary scholarships. We will do better next time.

4:23 PM · Mar 8, 2021

28.5K 9.5K Share this Tweet

Conclusion



Zomato "MC. BC." Ad Controversy

Zomato released billboards with the text "MC. BC." meant to promote mac n' cheese and butter chicken.

The wording resembled common Hindi swear words, leading to public outrage.

Crisis :

- Messaging perceived as vulgar and sexist.
- Lack of cultural sensitivity in wordplay.
- Initial defensive reaction from the creative team worsened sentiment.

Impact :

- Social media backlash and negative brand perception.
- Raised concerns about Zomato crossing the line with edgy humor.

Takeaway :

- Context and culture matter. Wordplay must be evaluated carefully.
- Brands should anticipate multiple interpretations and avoid risky ambiguity.





Case Study - 3

Messaging Goes Bad – H&M “Coolest Monkey in the Jungle” Hoodie Controversy.

H&M faced backlash in 2018 for featuring a Black child in a hoodie saying “Coolest Monkey in the Jungle,” which was widely seen as racially insensitive.

Crisis :

- Lack of cultural awareness & sensitivity.
- Failure to consider diverse audience reactions.
- Slow and insufficient initial response to public outrage.

Impact :

- Global criticism from customers, celebrities, and activists.
- Social media boycotts and protests in some countries.
- Damage to brand reputation.

Takeaway :

- Context and cultural awareness matter.
- Brands must carefully evaluate imagery, wording, and symbolism to avoid harmful interpretations.
- Diverse review teams and pre-launch checks can prevent such crises.



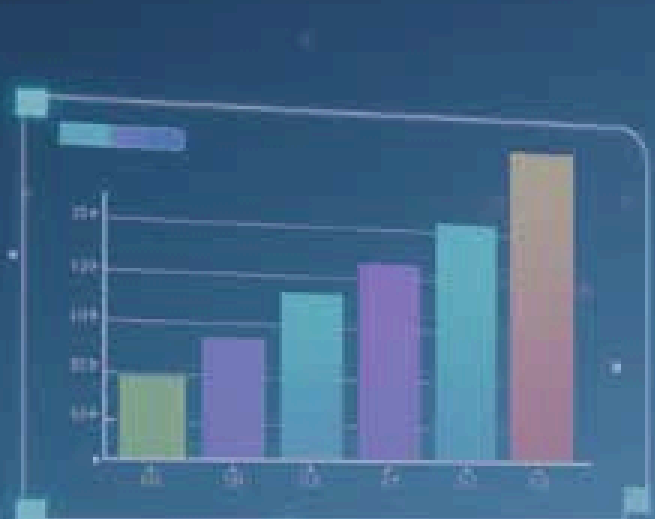
Recurring challenge

 The key recurring challenge identified after analyzing all these case studies is -

- Failure to anticipate context & culture.
- Overlooking multiple interpretations.
- Risky ambiguity in wordplay, imagery, and symbolism.
- Resulting in crises that could have been prevented.

Our Solution

INTEGRITY.



Alignment with the Brand

Key score from 0-100 as how much it is aligned with the mission and vision of the brand

3	88.98	1798	3	34.2	34.75	8732
34	43.66	54.33	34	3086	1988	1516
	12.85	46.34	6	12.26	12.25	12.45
	34.9	40.98	12	435.86	435.63	128.58
5	32.88		5	21.13	21.87	23.74
45	65.22	12.86	45	89.64	89.12	65.16
4	23.76	34.49	4	23.53	23.43	34.32
75	45.55	32.88	75	65.75	65.25	21.9
8	31.28	65.22	8	42.12	42.96	34.85

Prediction

key score from 0-100 as how much it can cause a crisis

Alignment with the Brand

A smart suggestion that can be applied to enhance the tone and remove the chance of mishappen

WEBSITE LINK

Canva

Target Audience



- Corporate Communication Teams
- Brand Managers and Marketing Departments
- Public Relations (PR) Agencies
- Senior Management & Decision Makers
- Risk Management & Compliance Teams
- Government Bodies
- Start-ups
- Social Media Managers & Digital Strategy Teams



**THANK YOU FOR LISTENING
TO OUR PRESENTATION**