

## Crisis Control: Save the Company's Reputation!

### Sample Answer Key

#### Step 1: Analyze the Crisis - What are customers most concerned about?

Customers are concerned that Spark Energy Drinks partnered with an influencer who was involved in a scandal. They want to know whether the company supports the influencer's actions and what Spark plans to do next. Customers also want reassurance that the company takes their concerns seriously.

#### Step 2: Share Your Ideas

Role	Suggested Action
Social Media Manager	Respond to customer comments and answer questions on social media.
Marketing Director	Pause all advertisements featuring Max Blaze.
Customer Relations Specialist	Listen to customer concerns and gather feedback.
Company Spokesperson	Release an official public statement explaining the company's response.

#### Step 3: Create a Team Plan - Three Most Important Actions

1. Pause all promotional partnerships with Max Blaze.
2. Release a public statement addressing customer concerns.
3. Continue listening to customer feedback and provide updates.

#### Step 4: Collaborative Writing Challenge - Official Company Statement

Spark Energy Drinks understands the concerns that many customers have shared regarding our partnership with Max Blaze. We take these concerns seriously and are currently reviewing the situation. Effective immediately, we have paused all promotional activities involving Max Blaze while we gather additional information. Spark is committed to treating all members of our community with respect and maintaining the trust of our customers. We will continue listening to feedback and will provide updates as decisions are made. Thank you for sharing your concerns and supporting our company.