



Crisis Control: Save the Company's Reputation!

The Situation

Your group has been hired as the public relations (PR) team for **Spark Energy Drinks**. Last month, Spark partnered with a popular social media influencer named **Max Blaze** to promote its products. The campaign was successful, and sales increased. However, this week Max Blaze became involved in a major scandal. News reports revealed that he posted offensive comments online several years ago. Many customers are now criticizing Spark Energy Drinks for partnering with him. The company's social media pages are flooded with angry comments. Some customers say they will stop buying Spark products unless the company responds. The CEO has called an emergency meeting and needs your team's help.

Your Team Roles

Student 1: Social Media Manager - Focus on how customers are reacting online.

Student 2: Marketing Director - Focus on protecting the company's brand and reputation.

Student 3: Customer Relations Specialist - Focus on rebuilding trust with customers.

Student 4: Company Spokesperson - Focus on what the company should publicly say.

Step 1: Analyze the Crisis - Read the comments below from customers.

Comment 1: "I can't believe Spark worked with this influencer. I'm very disappointed."

Comment 2: "Will Spark continue working with Max Blaze?"

Comment 3: "The company needs to explain what happened."

Comment 4: "I like Spark products, but I want to know what they plan to do next."

Team Discussion - What are customers most concerned about?

Step 2: Share Your Ideas

Each team member should suggest ONE action Spark should take.

Role	Suggested Action
Social Media Manager	_____
Marketing Director	_____
Customer Relations Specialist	_____
Company Spokesperson	_____

