NEGATIVE SOCIAL MEDIA CASE STUDIES

The world is talking. Are you listening?

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WHERE Blogs, Twitter, YouTube

WHAT Employee risk | Fast food

Two Domino’s employees posted a video on YouTube of them tampering and contaminating food about to be served to customers. The video outraged the public and severely damaged Domino’s reputation.

- Domino’s stock dropped 10% in one week
- Over 600,000 views in just two days
Kraft ran a competition to name a new product in its iconic Vegemite brand. The chosen name, iSnack 2.0 was despised by the public and within days of releasing the new name it was dumped.

- Kraft had released 3 million ‘name me’ jars to promote the campaign
- Thousands of negative comments on Twitter.
- Websites like ‘Names that are better than iSnack 2.0’ also sprung up
Greenpeace ran a video campaign targeting Nestle and its suppliers for damaging endangered species habitats in their search for palm oil ingredients. Greenpeace then claimed that Nestle tried to have the video removed.

- Many users stated that they would never use Nestle products again.
- Thousand negative comments on Twitter and Facebook.
After Dave Carroll’s guitar was damaged in-flight, he took this up with United Airlines. The airline refused to replace or fix his guitar. He then wrote a song titled ‘United Breaks Guitars’ and posted it on YouTube.

- The video has over 9 million views with supporting negative comments towards the airline
- United stock fell 10% which cost investors $180 million
Employee risk | Television Channel

Nine cameraman Simon Fuller was caught on camera making a racist slur vilifying a Muslim man outside court where he was attending a matter with his son. The story was aired live on Media Watch on the ABC.

Public sentiment was so strong that Simon Fuller had to be sacked from his job and Channel 9 executives issued an apology for his behaviour.
Everyone has heard of the oil spill that BP had to face in the Gulf of Mexico. Social media has played a significant role in amplifying and consolidating community outrage at the handling of the Gulf of Mexico crisis by BP.

- BP has lost over $1 Billion in brand value
- Over 750,000 people have joined the Facebook page ‘Boycott BP’
- The words ‘BP’ have appeared in over 9,000 blogs, over 23,000 tweets and 49.5 million Twitter impressions
Toyota endorsed a short film competition called the “Clever Film Comp”. The Facebook page was bombarded with negative comments claiming that the ad was both sexist and incestuous.

In the end, the ad was pulled and a massive amount of negative publicity was generated for the Toyota brand.
Pepsi produced an iPhone application to promote its new product line AMP energy drinks. The app allowed users to view 24 different types of stereotyped women.

The app created a huge amount of public backlash as consumers viewed it as extremely sexist. Pepsi issued an apology on Twitter through all their different brand accounts.

WHERE Facebook, Twitter

WHAT Brand integrity | Soft drink
Barker College.

WHERE Facebook, forums, blogs

WHAT Brand reputation | Education

A teenage girl from Sydney’s most exclusive co-educational school took two photos of herself in a compromising position wearing her school uniform.

✓ These two photos were shared across blogs, forums, websites and featured in several national publications.
✓ Comments and posts across the web increased the awareness of the school while damaging its reputation.
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