



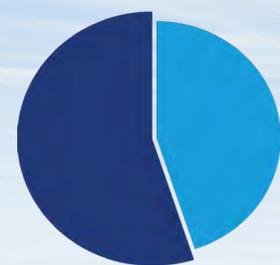
WHITEPAPER

Real-Time Crisis Management

Social Listening and Consumer Intelligence
in Crisis Communications

July 2023





55% of U.S. citizens turn to social media for their news¹

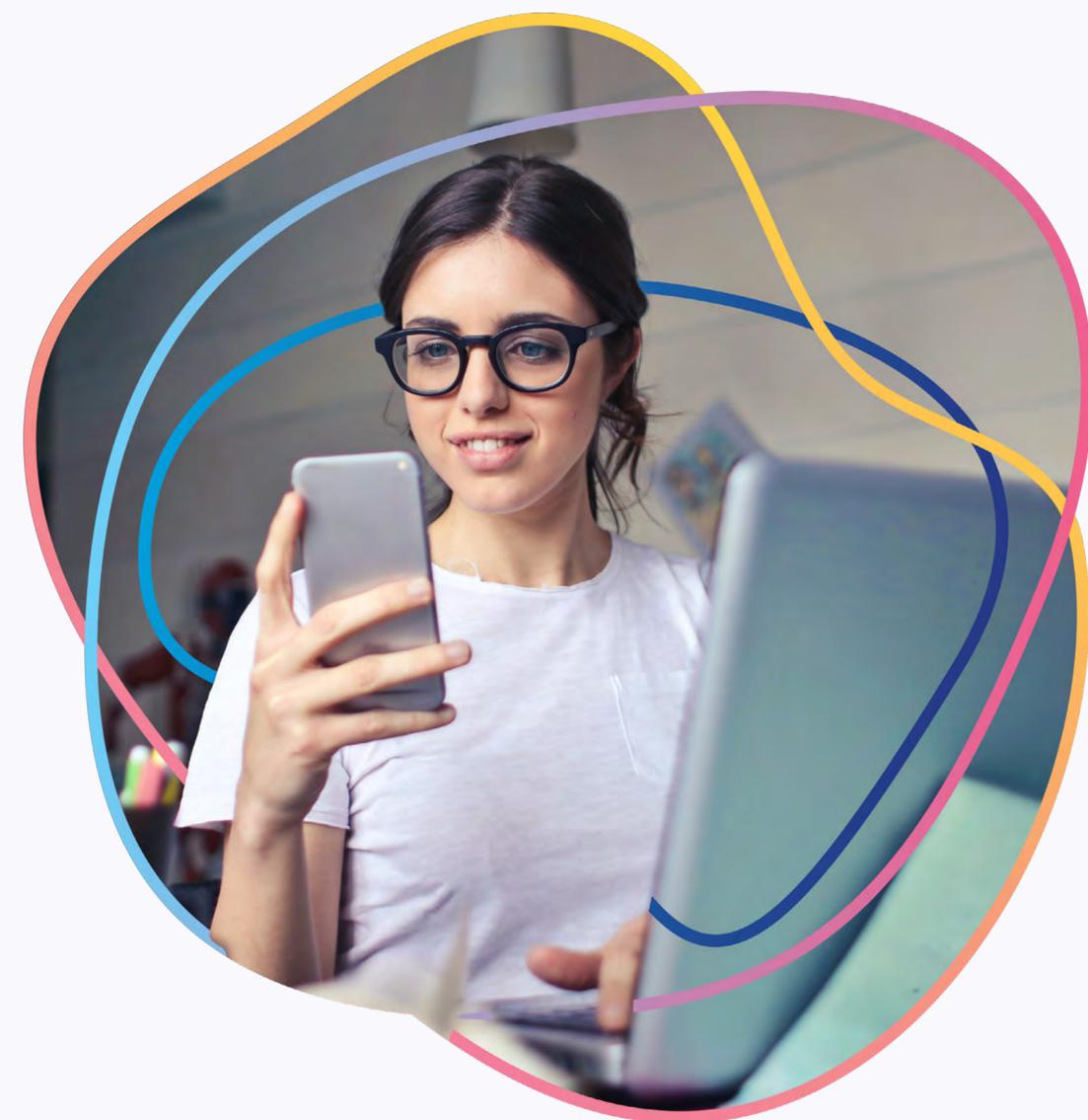
To reach the widest possible audience, as an emergency and crisis management actor you must leverage this avenue of communication.

CRISIS

OPPORTUNITY

Contents

- 5 Introduction**
 - Effective Crisis Communications in Today's Digital Landscape
 - Social Listening and Consumer Intelligence Platforms
 - Talkwalker and Its Role in Crisis Communications
- 9 Understanding Crisis Communications**
 - Anatomy of a Crisis
 - Effective crisis communication
- 13 Using Talkwalker in a Crisis**
 - Social Monitoring
 - Real-time Crisis Monitoring and Response
 - Analyzing Sentiment and Trends During a Crisis
- 20 Crisis Communications in Action**
 - Crisis Navigation with Social Monitoring
- 28 Some thoughts on best practice**
 - Effective Crisis Responses
 - Social Listening and Consumer Intelligence Platforms
 - Talkwalker and Its Role in Crisis Communications
- 32 Thank you for reading**
 - References



ABOUT

Crisis Communications in the digital age

Crisis can strike at any moment, putting companies under pressure to respond swiftly, authentically, and effectively.

Within these pages, we explain how Talkwalker's tools can help you manage crisis communications effectively and protect your brand.





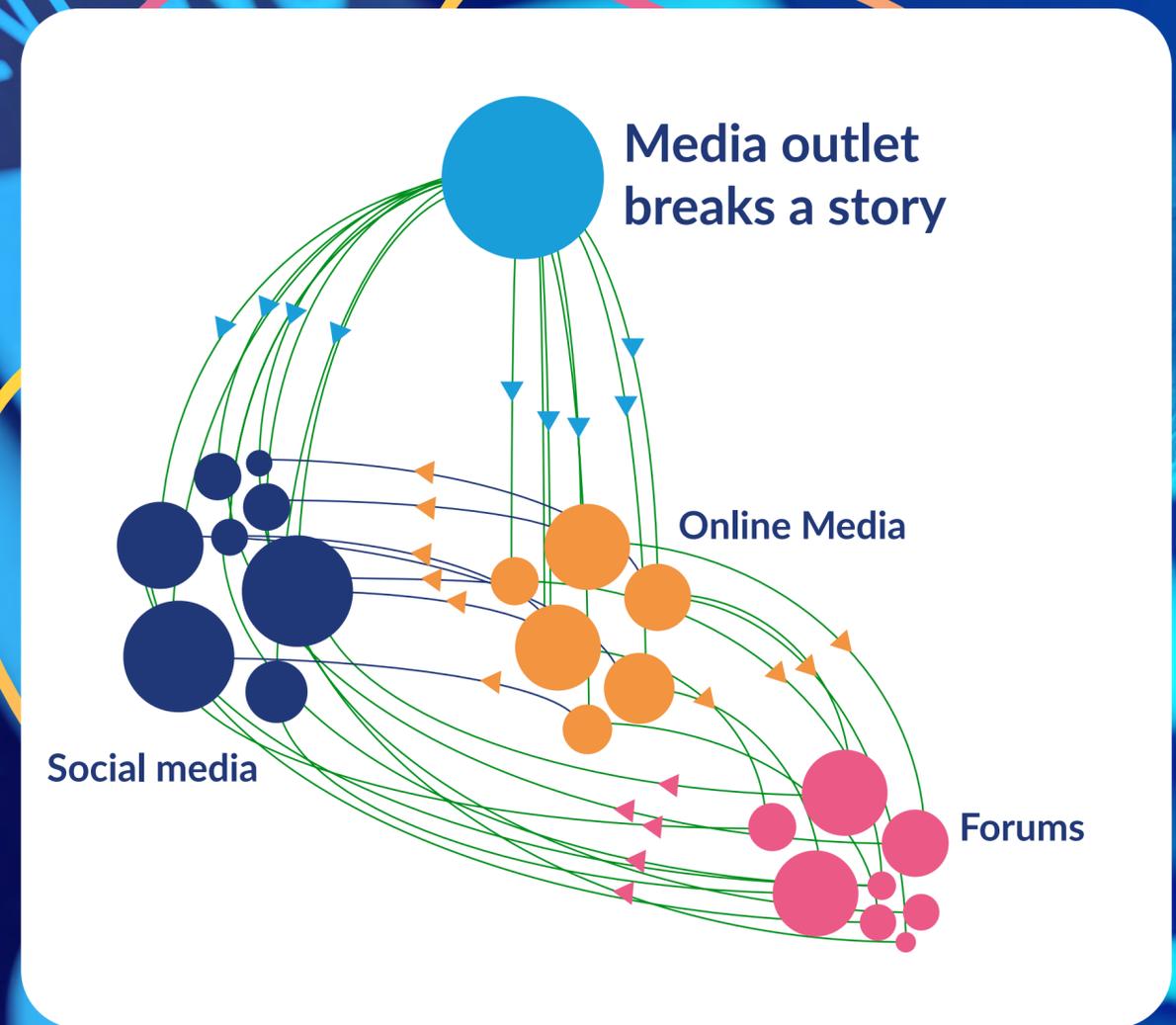
Introduction

Effective Crisis Communications in Today's Digital Landscape

A well-executed crisis communications strategy can help protect a company's reputation, maintain stakeholder trust², and even turn a crisis into an opportunity for positive change.

The digital landscape has undeniably transformed the way crises unfold and how information spreads. News now travels at unprecedented speeds and social media channels are the primary drivers for message amplification - both positive and negative.

Social Listening and Consumer Intelligence platforms, such as Talkwalker, have developed technologies and platforms that allow you to manage your crisis communications strategy. Talkwalker is among the leading platforms leveraging advanced technologies to monitor online conversations, track sentiment, identify emerging issues, and provide real-time data and insights.



“It takes 20 years to build a reputation and five minutes to ruin it”

Warren Buffet

‘A single comment can do a lot of damage. So we work with our clients to make sure they can spot the warning signs early and control the narrative before it’s too late’

Patricia Lasarte

Senior Director, Head of Commercial Sales EMEA



Understanding Crisis Communications

Anatomy of a Crisis



So how do we define a crisis?

You must be able to recognize the signs and characteristics of a crisis to effectively manage and mitigate its impact. By delving into the definition and nature of crises, you can navigate the storm with a steady hand and a strategic approach.

+ Threat of Uncertainty

A crisis is an event or situation that poses a significant threat to an organization's operations, reputation, or stakeholder relationships⁶. It is an intense and volatile period characterized by heightened scrutiny, public attention, and potential damage to a company's image and bottom line. Crises often unfold unexpectedly and demand immediate attention and action.

+ Disruption

A crisis can disrupt the normal functioning of an organization. Examples include product recalls, natural disasters, data breaches, public scandals, or even viral social media incidents.

+ Rapid Escalation

Crises often unfold rapidly. The instantaneous and unbounded nature of social channels and the 24/7 news cycle means containment can be difficult. What may have taken days or weeks to gain traction in the past can now gain global attention within minutes, amplifying the impact and urgency of a crisis.

+ Urgency

Moreover, a crisis is often accompanied by a sense of urgency and a high level of uncertainty. You find yourself in a state of flux, grappling with limited information and facing intense pressure to respond promptly. The decisions and actions you take can have far-reaching consequences, so pre-emptive crisis communications planning can help mitigate this risk.



The consequences of mishandling a crisis can be severe and long-lasting.

A poorly managed crisis can erode public trust, tarnish a company's reputation, lead to financial losses, and even result in legal repercussions. On the other hand, effectively navigating a crisis can provide an opportunity for growth, resilience, and renewed trust from stakeholders.

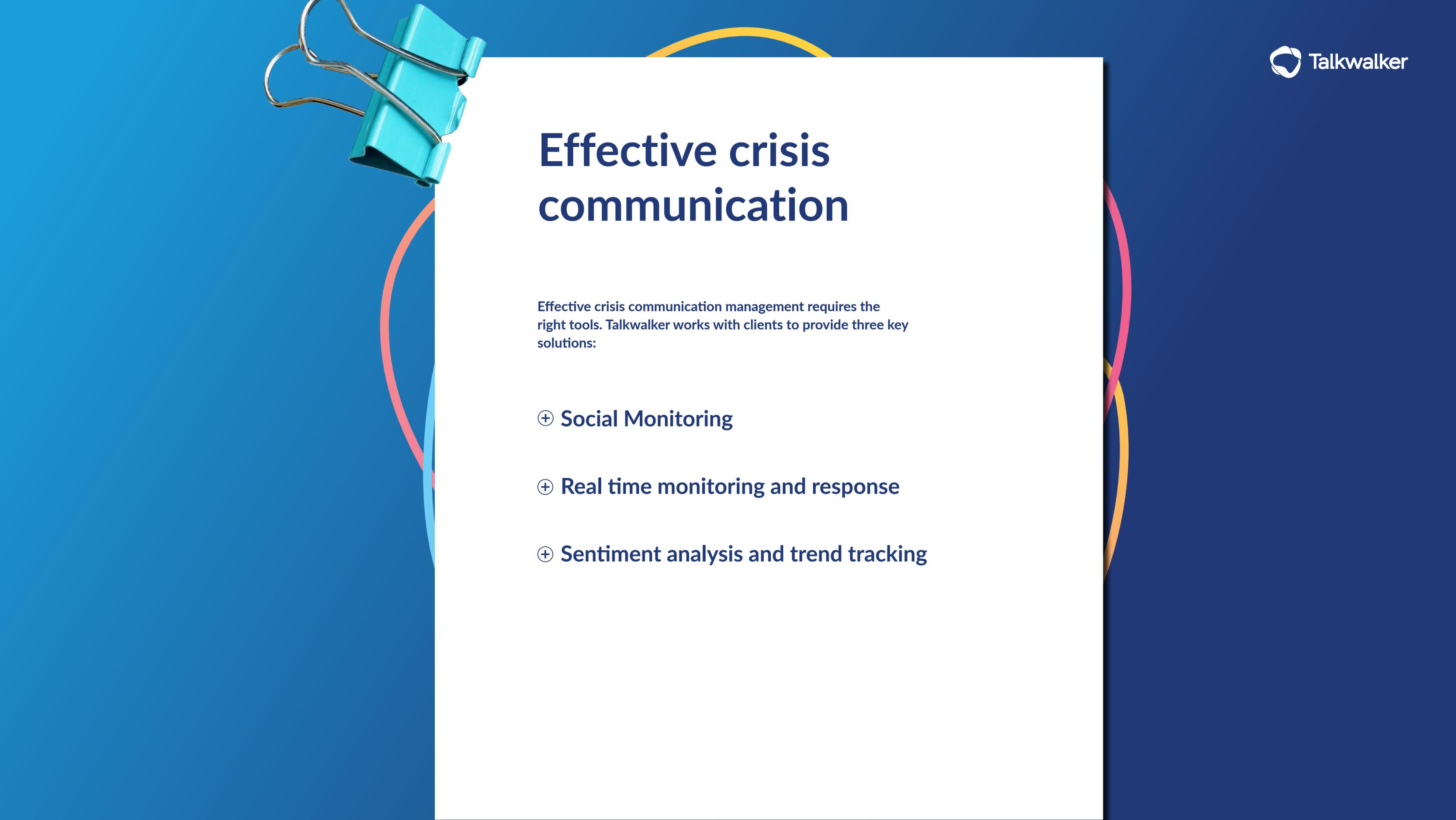
In this high-stakes landscape, you must be prepared to manage crises with agility, transparency, and strategic communication. You need to establish crisis response plans, assemble dedicated crisis management teams, and leverage advanced tools and technologies, such as Talkwalker, to monitor and analyze the evolving crisis landscape in real time.

A crisis can be defined by disruption, rapid escalation, urgency, and high levels of uncertainty. By embracing strategic crisis communications approaches and leveraging advanced tools like Talkwalker, you can navigate the storm with authority, protect your brand, and emerge stronger on the other side.

‘While responding to criticism or an incident can be tricky for any brand. It’s also an opportunity. One where you can show your worth. Be transparent. Reassure. Foster Trust. Drive Engagement. And perhaps most importantly really lift the lid on what your consumers care about most’

Guillaume Devillard

Senior Strategic Consultant, Professional Services



Effective crisis communication

Effective crisis communication management requires the right tools. Talkwalker works with clients to provide three key solutions:

- ⊕ Social Monitoring
- ⊕ Real time monitoring and response
- ⊕ Sentiment analysis and trend tracking

Using Talkwalker in a Crisis



Social Monitoring

Talkwalker provides a powerful social monitoring tool that allows you to gather real-time data and insights and spot crises and issues early. Key services include:

1. Real-time Monitoring:

Talkwalker's social, media and news monitoring tools provides you with the ability to monitor what's being said about your organization in real time. This feature allows you to stay updated on the latest conversations, trends, and mentions related to your brand, industry, or crisis at hand.

2. Comprehensive Data Collection:

Our platform collects vast amounts of data from various sources, including social media platforms, news websites, blogs, forums, and more. This comprehensive data collection ensures you have a holistic view of the crisis landscape and can gather valuable insights from diverse sources. By analyzing this data, you can identify patterns, sentiment trends, and emerging issues, informing your crisis communication strategies

3. Advanced Sentiment Analysis:

Talkwalker's sentiment analysis feature employs advanced algorithms to determine the sentiment behind social media conversations, comments, and mentions. This capability allows you to gauge public sentiment during a crisis accurately. By understanding whether sentiment is positive, negative, or neutral, you can assess the impact of the crisis on your brand reputation, identify potential risks, and tailor communication strategies accordingly.

4. Keyword Tracking and Alert System:

Our keyword tracking and alert system enables you to monitor specific keywords or phrases relevant to your brand or crisis. Whenever these keywords are mentioned across social media platforms, news sites, or other online sources, you receive real-time alerts. This proactive approach helps you stay informed about critical developments, enabling you to respond quickly and manage crises in a timely manner.

5. Competitive Analysis:

Talkwalker's social monitoring tools also provide you with the ability to conduct competitive analysis. Because crises can happen at an industry level, being able to monitor how your competitors are impacted gives you competitive advantage - to zig while they zag



“Creating an alerting framework is exactly what our customers need”

Nicholas Diefenbach
Senior Director, Head of Pre-Sales, Americas

Real-time Crisis Monitoring and Response



How can your organization leverage Talkwalker's tools to stay ahead of the curve and protect your brand's reputation?

1. Real-time Crisis Detection:

Talkwalker's real-time monitoring tools enables you to detect crises as they unfold. Early detection allows you to respond swiftly and proactively.

2. Instant Data Insights:

Talkwalker provides instant access to valuable data insights during a crisis. These insights enable your organization to understand the evolving narrative, assess public sentiment, and tailor their crisis communication strategies accordingly.

3. Crisis Response Collaboration:

Talkwalker facilitates seamless collaboration within your organization during crisis response efforts. Its platform allows multiple stakeholders, such as PR teams, social media managers, and executives, to access and share real-time crisis data, insights, and reports. This collaboration ensures that all relevant parties are aligned enabling efficient decision-making and coordinated crisis response across departments.

4. Crisis Performance Measurement:

Through comprehensive analytics and reporting features, your organization can track key performance indicators, such as reach, engagement, sentiment, and share of voice. This data-driven approach helps you evaluate the impact of your organization's crisis communication strategies, identify areas for improvement, and refine your approach for future crises.

Talkwalker equips you with the means to proactively manage crises, respond effectively, and safeguard your brand reputation in today's fast-paced digital landscape



Analyzing Sentiment and Trends During a Crisis

We use advanced algorithms and AI-powered data analysis to help you gain valuable insights into public sentiment, track emerging trends, and make informed decisions in real time.

1. Sentiment Analysis:

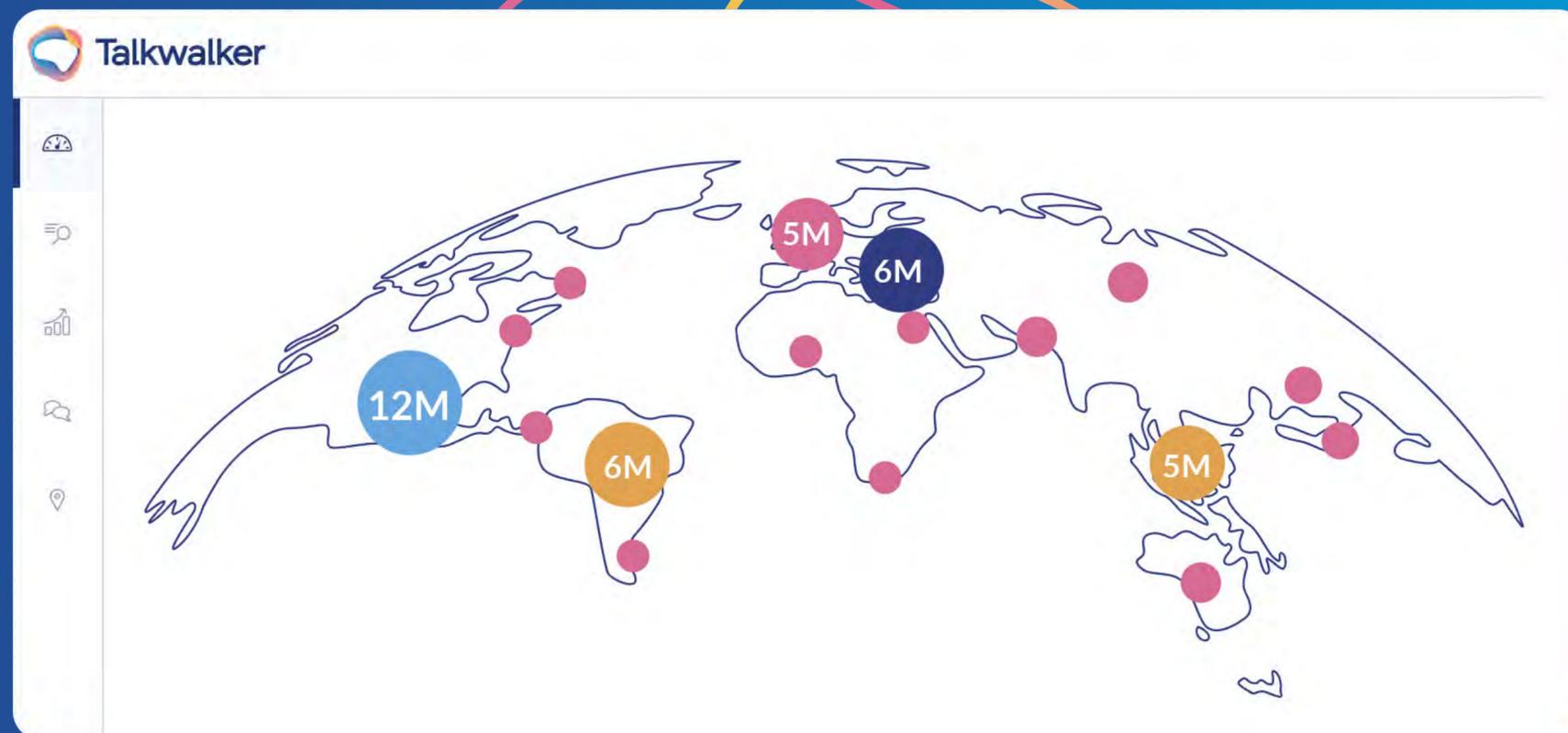
Talkwalker's sentiment analysis feature enables you to understand the tone and sentiment behind online conversations during a crisis. By analyzing textual, visual and video data, Talkwalker's algorithms can classify sentiment as positive, negative, or neutral⁹. This capability allows you to gauge public perception, identify potential reputational risks, and tailor your crisis communication strategies accordingly.

2. Trend Detection:

Talkwalker's platform is equipped with trend detection capabilities that help your organization identify emerging topics, keywords, and hashtags related to a crisis. By monitoring these trends, you can stay ahead of the curve, understand evolving narratives, and adapt your crisis communication strategies to align with the changing landscape.



Sentiment Analysis / Back-End Preview from Talkwalker's Developer Portal.



Impact across different regions

3. Geographical Analysis:

Talkwalker provides your organization with the ability to analyze social media sentiment and trends geographically. This feature allows you to understand how the crisis is perceived in different regions or countries; or even where an issue begins, or grows. By gaining insights into regional sentiment variations, you can tailor their crisis response to address specific concerns and cultural nuances, ensuring effective communication and engagement across diverse audiences ¹⁰.

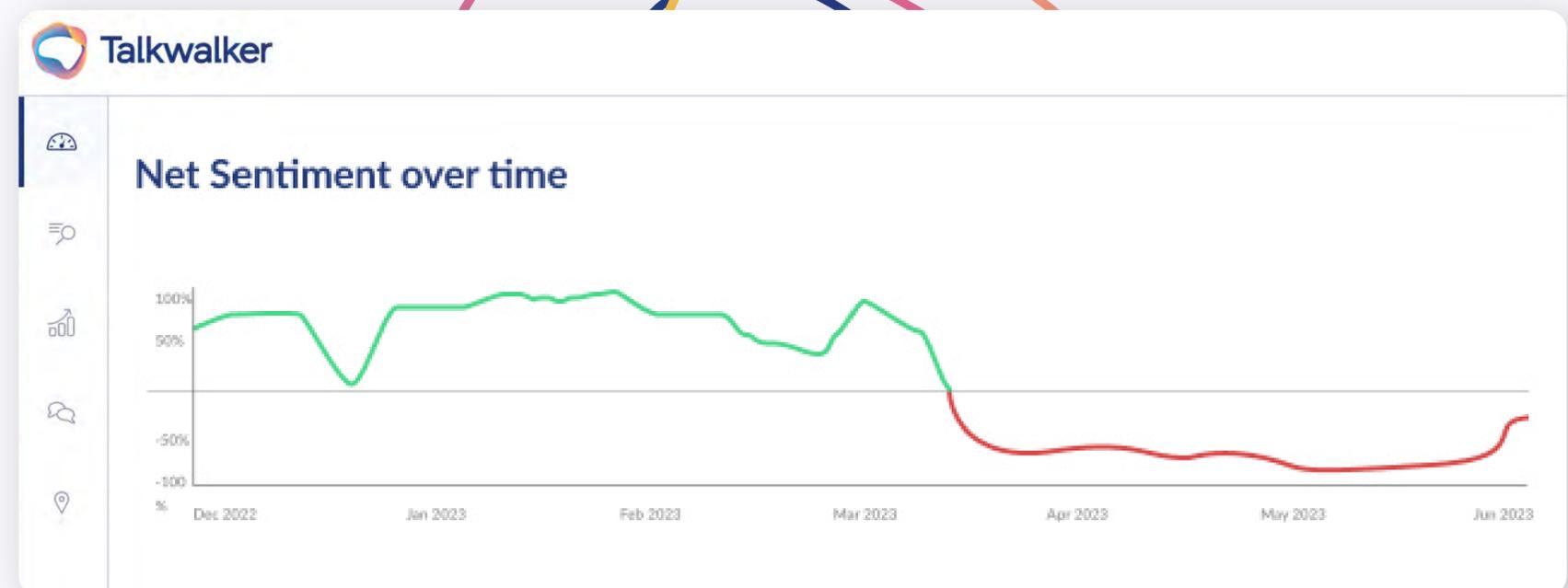
4. Influencer Identification:

Talkwalker's platform is equipped with trend detection capabilities that help your organization identify emerging topics, keywords, and hashtags related to a crisis. By monitoring these trends, your organization can stay ahead of the curve, understand evolving narratives, and adapt its crisis communication strategies to align with the changing landscape.

5. Real-time Monitoring:

We've mentioned Talkwalker's real-time monitoring a few times already, and that's because these capabilities allow your organization to track social media conversations, news articles, and online discussions as they happen. This empowers you to make informed decisions during a crisis.

By understanding public sentiment, identifying emerging trends, and monitoring conversations in real time, you can navigate crises effectively for your organization, whether reputationally or otherwise. Talkwalker gives you the tools to do just that.





Real-Time Crisis Management



Crisis Communications in Action

Crisis Navigation with Social Monitoring

Here we share some real and hypothetical examples of how social monitoring tool can help with crisis management.

When KFC Ran Out of Chicken!

In 2018, due to supplier issues, the brand ran out of its key ingredient: chicken¹¹. The company had to shut down more than half of its restaurants in the UK¹². KFC's management of the chicken shortage exemplifies effective crisis communication in public relations¹³. Leveraging the potential of social media, KFC strategically integrated it into their crisis management approach to establish transparent communication channels and ensure customers remained well-informed throughout the process. Taking full accountability, KFC promptly apologized and proactively addressed any inquiries or apprehensions raised by their customers. By transforming a negative narrative into a positive PR campaign¹⁴, the company successfully safeguarded its brand reputation and demonstrated their commitment to customer satisfaction.

NEWYORKPOST



What the cluck? KFC runs out of chicken

The Guardian



Most KFCs in UK remain closed because of chicken shortage

BBC NEWS



KFC's apology for running out of chicken is pretty cheeky

CNN Money



KFC apologizes for chicken shortage with a hilarious hidden message

A Dangerous Viral Online Challenge

The Tide Pod challenge emerged as an unusual business crisis for Procter and Gamble, with teenagers participating in a dangerous trend of consuming Tide Pods and sharing videos online. Despite the crisis being caused by external factors, Procter and Gamble's crisis management team swiftly responded to protect their reputation. They leveraged Social Monitoring to take decisive actions, creating a commercial featuring a well-known sports personality to raise awareness about the dangers of ingestion. By promptly addressing the issue, implementing disclaimers, and demonstrating their commitment to product safety, Procter and Gamble effectively mitigated the crisis, preserving their reputation and highlighting the importance of preparedness in handling unexpected events.



Rob Gronkowski @RobGronkowski · Jan 13, 2018
 I've partnered with @Tide to make sure you know, **Tide PODs are for doing laundry.** Nothing else!

Tide @tide · Jan 12, 2018
 What should Tide PODs be used for? **DOING LAUNDRY.** Nothing else.

Eating a Tide POD is a **BAD IDEA**, and we asked our friend @robgronkowski to help explain.

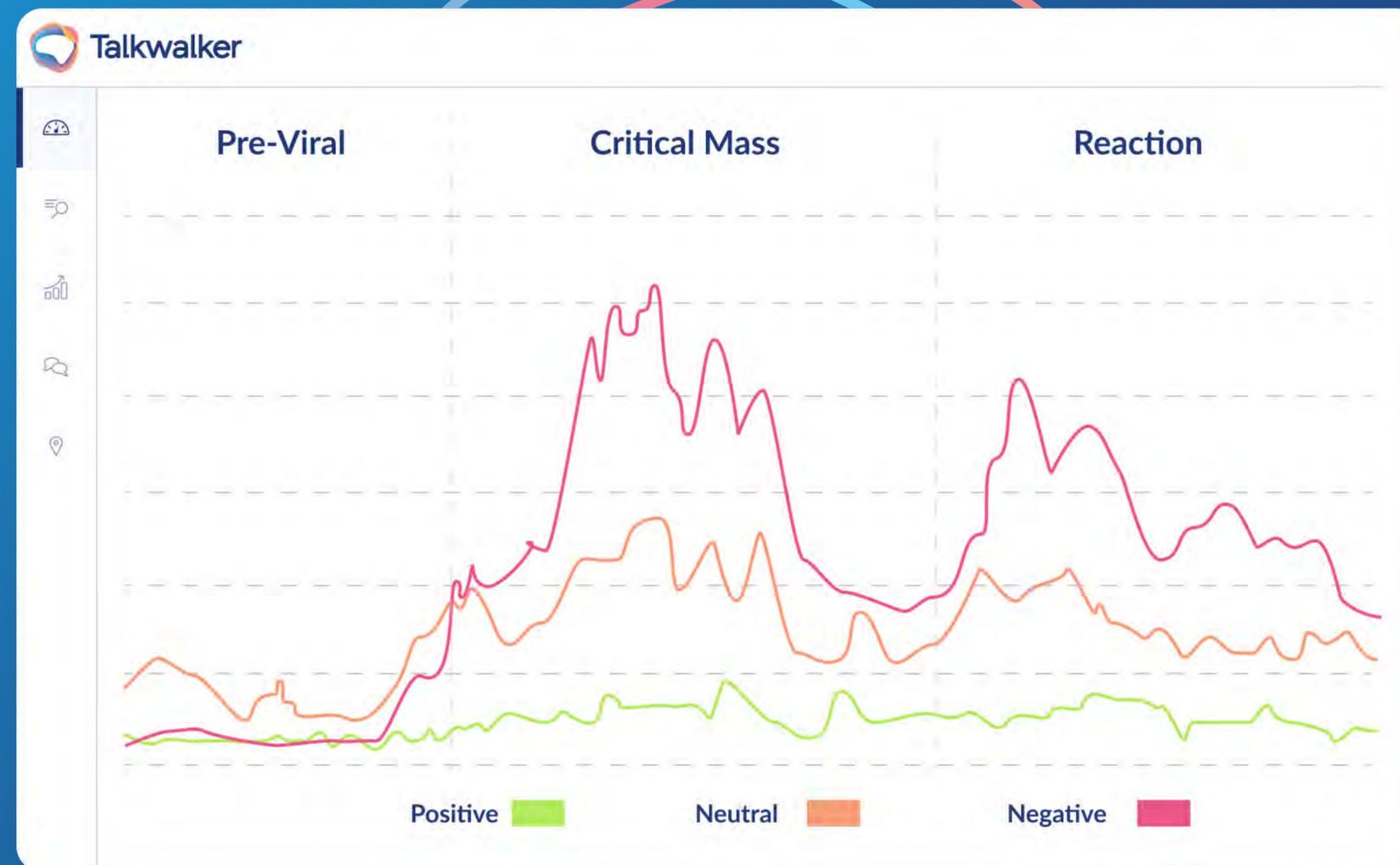
**HEY GRONK,
 IS EATING TIDE PODS
EVER A GOOD IDEA?**

0:00 / 0:21

579 8,453 24.6K

FinTech Social Media Crisis

As part of their updated user agreement policy, a major fintech company faced harsh backlash over perceived fines/bans related to users posting “misinformation.” Talkwalker’s robust alerting framework would have made them aware of “pre-viral” rumblings during the days, hours, & minutes leading up to this crisis gaining critical mass - as well as ongoing consumer reaction. Unlimited real-time alerts allow Talkwalker clients to create proactive strategies before a crisis “hits the fan.”



Sentiment Analysis.

Cybersecurity Breach

Imagine an e-commerce platform experiencing a cybersecurity breach that compromises customer data. By utilizing Talkwalker's real-time monitoring tools, you can track online conversations related to the incident. Quickly identify potential reputational risks, monitor sentiment trends, and proactively engage with affected customers, thus mitigating the impact on their brand reputation.

Food and Beverage Recall

Suppose a food and beverage company discovers a quality issue in one of their popular products, requiring a recall. By analyzing sentiment trends and key influencers, the company can develop targeted crisis communication strategies to effectively inform consumers, address concerns, and highlight their commitment to product safety and quality.

Product Malfunction

Consider a scenario where a company faces a crisis when one of their flagship products experiences a widespread malfunction. Talkwalker's sentiment analysis features enable the company to gauge public sentiment, identify negative conversations, and sentiment fluctuations across social media platforms. The company can mitigate the impact on their brand reputation, retain customer loyalty, and maintain their position as a trusted tech provider.

Hospitality Industry Service Issue

Imagine a hotel chain encountering a service issue that generates negative feedback and complaints on social media platforms. Real-time monitoring tools allow the hotel chain to monitor social media conversations, identify dissatisfied customers, and promptly respond to their concerns. By acknowledging the issues, providing personalized solutions, and ensuring follow-up communication, the hotel chain can turn negative experiences into positive ones, rebuild customer trust, and uphold their reputation for exceptional service.

These examples and scenarios highlight the potential effectiveness of Talkwalker's tools in crisis communications across various industries. By leveraging real-time monitoring, sentiment analysis, engagement features, and proactive communication strategies, your organization can navigate crises, mitigate reputational risks, and maintain strong connections with your audience during challenging times.



Some thoughts on best practice



1. Set Up Relevant Monitoring and Alerts:

Set up comprehensive monitoring and relevant alerts within Talkwalker. Identify and monitor keywords, hashtags, and topics relevant to your industry and brand. Set up alerts based on sentiment thresholds and key metrics to receive real-time notifications when potential crises or emerging issues arise.

2. Leverage Real-Time Monitoring:

Utilize Talkwalker's real-time monitoring capabilities to stay updated during an evolving crisis. Enable your team to detect emerging trends, sentiment shifts, and potential threats, allowing you to respond swiftly and effectively.

3. Analyze Sentiment and Trending Topics:

Utilize Talkwalker's sentiment analysis and trend detection features to gauge public sentiment and identify emerging topics during a crisis. Analyze sentiment patterns to understand how your brand is being perceived and make informed decisions about your crisis communication strategies.

4. Engage with Key Influencers:

Identify and engage with key influencers who can impact the narrative surrounding your brand during a crisis. Engaging with these influencers allows you to share accurate information, address concerns, and leverage their influence to shape the conversation in a positive direction.

5. Monitor Competitors and Industry Landscape:

Set up comprehensive monitoring and relevant alerts within Talkwalker. Identify and monitor keywords, hashtags, and topics relevant to your industry and brand. Set up alerts based on sentiment thresholds and key metrics to receive real-time notifications when potential crises or emerging issues arise.

6. Collaborate and Coordinate Efforts:

Talkwalker gives you the tools to democratize information across your organization. Collaborating with your team ensures that everyone is aligned, and the crisis communication strategies are executed efficiently.

7. Monitor and Measure Impact:

Continuously monitor the impact of your crisis communication efforts using Talkwalker's analytics and reporting features. Track key metrics, sentiment trends, and audience engagement to assess the effectiveness of your strategies.

Each crisis is unique, Talkwalker can help you always be ready.



Effective Crisis Responses

Crafting effective crisis messages and responses is essential to managing a crisis successfully.

In this section, we propose best practices for leveraging Talkwalker's platform to create impactful crisis communication messages that resonate with your audience and protect your brand reputation.

1. Be Transparent and Authentic:

During a crisis, transparency and authenticity are paramount. Utilize Talkwalker's real-time monitoring capabilities to stay updated on the conversations surrounding the crisis. Craft messages that provide accurate information, address concerns, and demonstrate your commitment to resolving the issue. By being transparent and authentic in your communication, you can build trust with your audience and mitigate the potential damage to your brand reputation.

2. Empathize and Show Empathy:

During a crisis, it is crucial to empathize with those affected and show empathy in your communication. By showing genuine care and concern, you can foster positive sentiment and build stronger connections with your audience.

3. Tailor Messages to Different Platforms:

Different social media platforms have unique characteristics and audience demographics. Leverage Talkwalker's insights to understand which platforms are most relevant to your target audience during a crisis. Craft messages that are tailored to each platform's tone, format, and audience expectations. By customizing your messages, you can ensure they resonate effectively and are well-received across various channels.

4. Provide Actionable Information:

In crisis situations, people are often seeking guidance and actionable information. Utilize Talkwalker's real-time monitoring to identify frequently asked questions, concerns, or misinformation circulating online. Craft messages that provide clear, concise, and actionable information to address these issues. By providing relevant guidance and solutions, you can help your audience navigate the crisis effectively and reinforce your position as a trusted source of information.

5. Anticipate and Address Concerns:

During a crisis, it is crucial to empathize with those affected and show empathy in your communication. By showing genuine care and concern, you can foster positive sentiment and build stronger connections with your audience.

6. Monitor and Respond in Real Time:

During a crisis, it is crucial to empathize with those affected and show empathy in your communication. By showing genuine care and concern, you can foster positive sentiment and build stronger connections with your audience.

7. Maintain Consistency and Clarity:

Consistency and clarity are vital in crisis communication. Ensure that your messages across different platforms and channels align and convey a consistent narrative. Utilize Talkwalker's sentiment analysis to gauge the effectiveness of your messaging and make necessary adjustments.

Social Listening and Consumer Intelligence Platforms

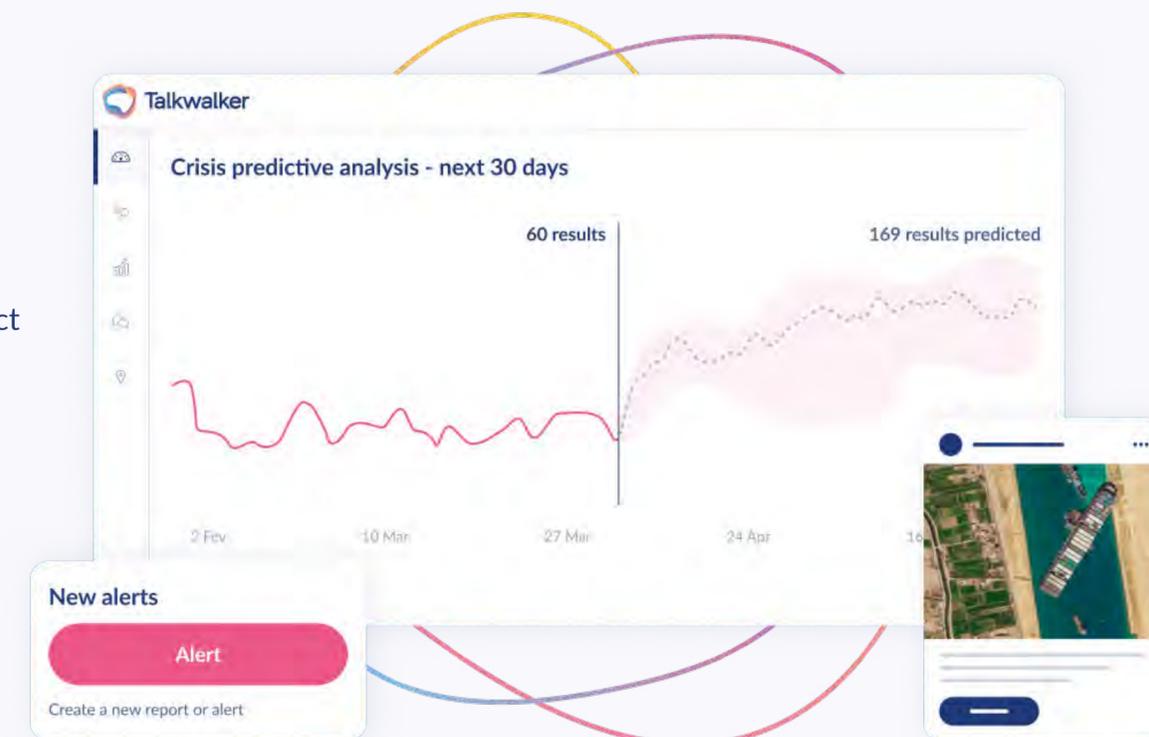
In order to fully grasp the capabilities and potential of Talkwalker for crisis communications, it is important to understand the concept of Social Listening and Consumer Intelligence platforms.

Platforms like ours have revolutionized the way your organization gather and analyze data from social media and other online sources to gain valuable insights about your audience, industry trends, and public sentiment³.

Social Listening refers to the process of monitoring and analyzing social media platforms, online forums, news websites, blogs, and other digital channels to capture and interpret conversations, mentions, and discussions related to specific topics, brands, or keywords. It allows you to listen to what your audience is saying, understand their preferences and concerns, and identify emerging issues or crises.

Consumer Intelligence encompasses a broader scope of data analysis and insights. We provide your organization with a comprehensive view of your target audience, including demographics, behaviors, interests, and sentiment.

At Talkwalker we empower you with our incredible Blue Silk AI, enabled by Yeti, our GPT assistant, natural language processing and machine learning, to analyze large volumes of data and extract meaningful insights that help your organization make informed decisions and optimize their strategies.



Social media and online conversations have placed consumers at the heart of crisis communications strategies, meaning that companies are not the only owners of the narrative. It is now crucial to listen to consumers to build a crisis communications strategy that can be successful.

Patricia Lasarte

Senior Director, Head of Commercial Sales EMEA

Talkwalker and our Role in Crisis Communications

In the past, crisis communications primarily relied on traditional media outlets, press releases, and official statements to manage and control the narrative during a crisis.

However, the rise of social media has democratized the flow of information, giving individuals the power to share their opinions, experiences, and grievances with the world in real time.

Social media has become a virtual town square⁴ where news spreads like wildfire, and public sentiment can shift in a matter of minutes. Companies no longer have the luxury of time to carefully craft their responses in isolation. Instead, they must be agile, proactive, and responsive to the evolving dynamics of social conversations.

This shift in the crisis communications landscape has necessitated a new approach—one that embraces Social Listening and Consumer Intelligence platforms like Talkwalker⁵. These platforms enable your organization to actively monitor social media conversations, detect potential crises, and analyze sentiment and trends to inform your response strategies.

Talkwalker's suite of Social Monitoring tools empowers companies to stay alert and ahead of the curve by providing real-time data and insights. Through its advanced algorithms and utilizing its Blue Silk AI, Talkwalker can identify key influencers, track the spread of information, and monitor sentiment around specific keywords or brand mentions. This level of granular analysis allows your organization to gain a deeper understanding of your audience's perceptions and sentiments, enabling them to tailor their crisis communications with precision and relevance, in real-time.

Furthermore, Talkwalker's sentiment analysis capabilities offer a nuanced understanding of the tone and context of social media conversations during a crisis. By deciphering sentiment patterns, you can gauge the severity and impact of a crisis, enabling you to prioritize your response efforts accordingly.

In this era of instant information sharing, companies must also recognize the importance of transparency and authenticity in crisis communications. Social media users expect open dialogue, swift acknowledgment of issues, and genuine engagement. Talkwalker's platform equips your organization with the tools to actively engage with your audience, address concerns, and demonstrate their commitment to transparency and accountability.

By leveraging the power of Talkwalker, companies can stay one step ahead, adapt their crisis response strategies in real time, and maintain a positive brand image amidst the ever-evolving challenges of the digital era.

In the near future, expect even more data coverage and more predictive algorithms from Talkwalker, to enable you further in crisis communications

Charlotte Clemens
VP Enterprise Sales, EMEA



Thank You for Reading

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