



Restoring Lost Trust: How Coca-Cola Managed Reputational Losses

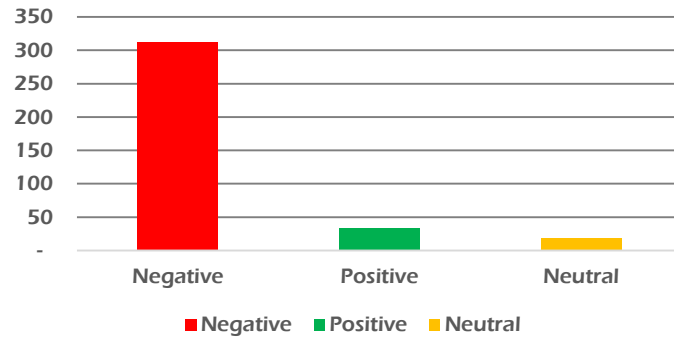


In May 5th 2023, a mural depicting a snow leopard in Almaty was covered with an advertisement by the Coca-Cola Company, causing negative reaction among the city's residents. This incident drew public attention and became the basis for widespread social media hate and negative comments in the media.

Social Listening Overview

365 messages in total were received:

- 261 comments in IG
- 17 comments in FB
- 87 DMs in IG



Period: May 10 – May 24

Total Buzz: 3 406 mentions

Sentiment:

Positive – 147 (4,32%)
Neutral – 1 904 (55,90%)
Negative – 1 355 (39,78%)

Source:

facebook.com – 2 760 (81,03%)
 vk.com – 198 (5,81%)
 instagram.com – 163 (4,79%)
 youtube.com – 45 (1,32%)
 smi24.kz – 43 (1,26%)
 twitter.com – 34 (1,00%)
 tiktok.com – 23 (0,68%)
 mail.kz – 12 (0,35%)
 telegram.me – 9 (0,26%)
 inform.kz – 6 (0,12%)
 kt.kz - 6 (0,18%)
 adyrna.kz – 6 (0,18%)
 forbes.kz - 5 (0,15%)
 shafaqna.com – 5 (0,15%)
 kz.kursiv.media – 5 (0,15%)

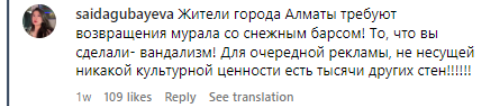
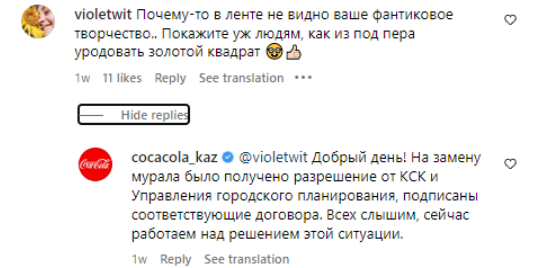


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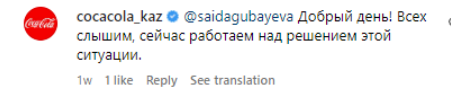
Communication on Mural Accident

1st communication message:

Did not work well as people were concerned how we could not thought about local symbol. Despite the fact that we had all agreements.

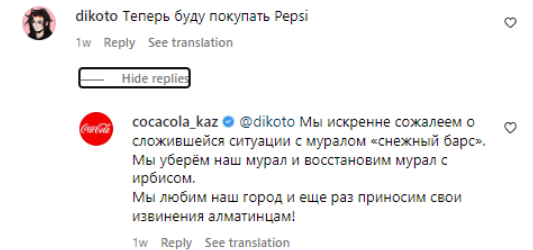


2nd communication message:
 Worked better, but as long as there were main flow of negative comments and we were replying in the same manner for everyone, people wrote comments as “copy paste”



3rd communication message:

We were telling people that we faced our mistake and are ready to apologize and return mural back. The feedback were mostly positive.



Next Steps and Conclusions:



Next Steps

Step 1

Taking responsibility:

Coca-Cola immediately admitted its mistake and admitted that repainting of the existing mural was the wrong action. Coke expressed regret about the situation and understanding of the discontent of residents.

Step 2

Active interaction in social media:

Coca-Cola used official social media accounts to actively interact with the public. Every negative comment was responded, expressed understanding and willingness to correct the situation.

Step 3

Restoration of the Mural:

Coca-Cola has decided to restore the famous mural with the image of a snow leopard and return it to the residents of Almaty. This decision was announced in an official statement.

How to manage Reputational Losses Conclusions:

1. **Quick response:** Coca-Cola has demonstrated the importance of responding quickly to crisis situations. Brand did not delay admitting mistakes and accepting responsibility, which helped avoid even more negative impact on the brand.
2. **Emotional interaction:** Coca-Cola used emotional interaction with the public, allowing people to express their discontent and anger. Responses to comments on social networks and the restoration of the mural helped to restore trust and strengthen communication with the residents of the city.
3. **Maintain 5 criteria for the correct answer:**
 - seriousness of intentions
 - openness and detailed information demonstration of competence and expertise
 - empathy and personal appeal to clients
 - apologies

Lessons:



To prevent the recurrence of such situations, it is necessary to take the following measures:

Expanding feedback processes

- Build a system to receive feedback from various stakeholders, including customers, the public and internal employees. This can be done through social networks, surveys, focus groups or other means of communication.

- Analyzing and considering the feedback received during the decision-making process for marketing and advertising campaigns is crucial. It is important to pay special attention to both positive and negative reactions to avoid potential conflicts or negative effects.

- Ensure that all decisions related to advertising and marketing undergo a thorough process of review and approval, encompassing crucial aspects such as alignment with company values and respect for the community.

Awareness raising and training

- Ensure employee training and awareness regarding the significance and impact of advertising and marketing on society. Pay attention to ethical and social aspects, as well as the unique cultural and historical values of local communities.

- Organize training programs, seminars, or internal resources to develop skills and awareness in communication and community engagement.

Cooperation with the public

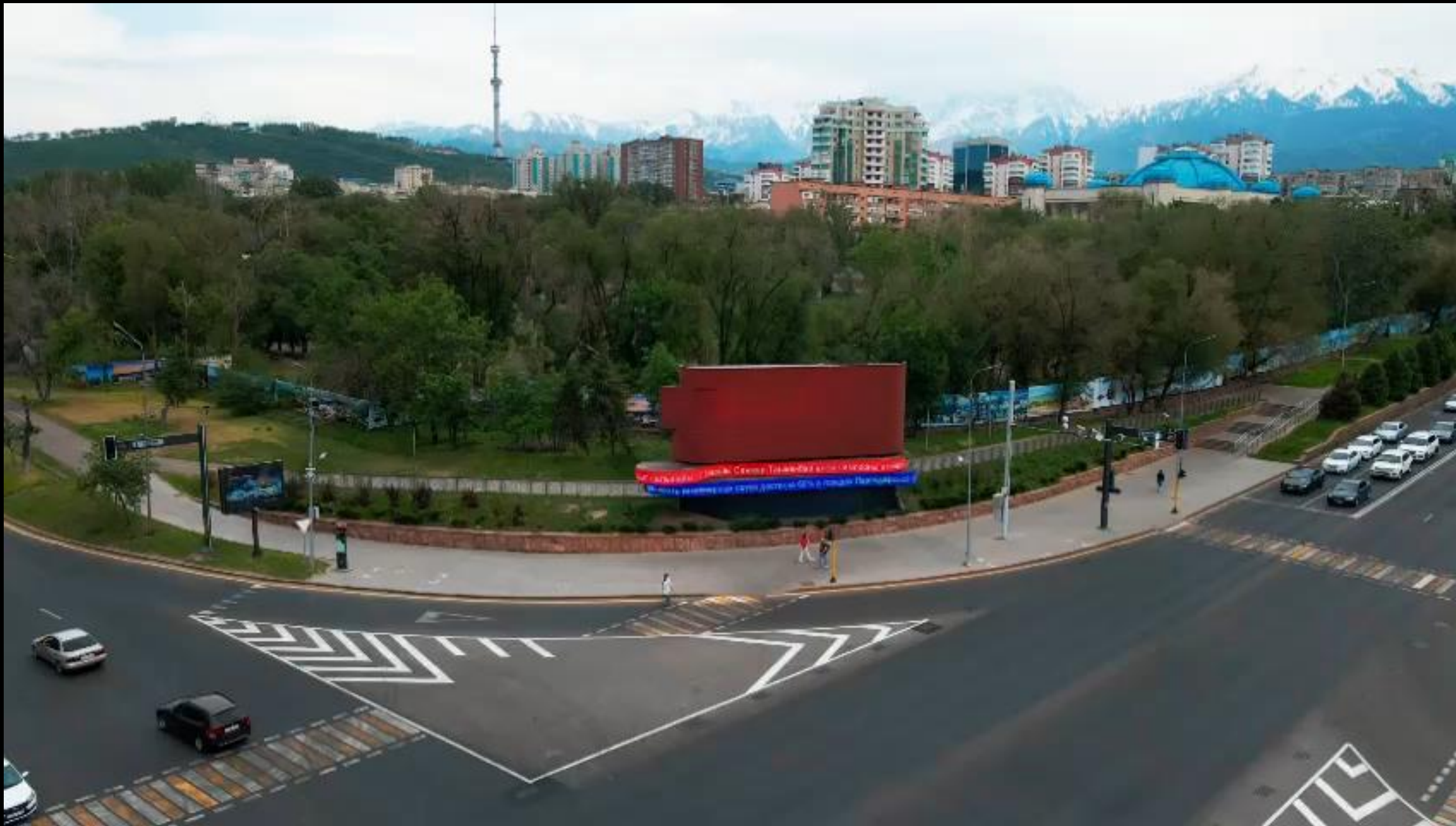
- It is important to establish and maintain an open and trusting dialogue with the community. This can be achieved through active presence on social media, organizing local events, or participating in charitable projects.

- Involve the community in the process of creating and developing marketing campaigns to ensure alignment with their expectations and preferences.

Careful planning and risk analysis

- Before launching an advertising or marketing campaign, conduct a detailed analysis of potential risks and negative consequences.

- Pay attention to potentially sensitive aspects, such as cultural symbolism, historical significance, or importance to the local community, and ensure that they are considered in the planning and execution of the campaign.



Mentions over time

Trends Export



June 10-18

https://instagram.com/stories/supramaniak/3124201182430671101?utm_source=ig_story_item_share&igshid=MTc4MmM1Yml2Ng==
https://t.me/orda_kz/57037
https://www.facebook.com/permalink.php?story_fbid=pfbid0pKqRtgLhRizbVfw1rL67tR9z6Vva1CMFDbZvxtUA5iVDcM7aKiHY9uziTEvbcRkZl&id=100017324767609

Backup

Shymkent, Ryskulov - Baiterekov



Painter on wall: Yerzhan Tanayev

https://www.instagram.com/tanai_tigrohaud

Author of visual: Zhanar

<https://www.instagram.com/suretwi>

<http://Suretwi.kz>

Astana, Zhenis ave, Agrarian University



Painter on wall: Yerzhan Tanayev
https://www.instagram.com/tanai_tigrohaud

Author of visual: Ruslan
https://www.instagram.com/riz_trayzz

Almaty, Abylai Khan – Zhibek Zholy



Painter on wall: Yerzhan Tanayev

https://www.instagram.com/tanai_tigrohaud

Author of visual: Zhanar

<https://www.instagram.com/suretvi>

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