

# How The World's Largest Fast Food Brand Anticipated a Viral Narrative and Informed a \$6.4 Million Food Packaging Policy Change

## OVERVIEW

A narrative around harmful chemicals found in food packaging was emerging.

Yonder revealed influential factions behind the narrative and potential impact on the brand.

The brand made a multi-million dollar policy change to avoid reputation damage.

## The Challenge

The world's largest fast food chain faced brand-damaging narratives around their use of PFAs — a harmful chemical commonly found in food packaging. The team did not have the intelligence to understand the entire narrative and the influential groups online who were driving it. Additional context was needed to confidently make a decision on whether or how to address the situation.

## The Solution

Before the narrative about PFAs went viral, Yonder predicted the brand would become its main protagonist unless action was taken to address the issue that groups online were beginning to organize around. Yonder worked with three teams across the organization — reputation risk, analytics, and social measurement & evaluation — to deliver insights around the origins of the narrative, the trajectory of post volume, involvement by influential groups online, and a recommendation that potentially saved millions in reputation damage.

## The Result

The brand made a \$6.4M dollar policy change to stop the use of PFAs in its food packaging globally. This decision thwarted a reputation crisis and built trust among consumers and groups of activists. Yonder's social intelligence also helped the brand quickly align its teams around a proactive policy change decision, saving months of back and forth debating the likely impact of the narrative on the brand and deciding whether or not to respond to the issue.