

How a Food & Beverage Retailer Prepares Employees Across 33,000 Locations For In-Store Events With the Potential to Go Viral

OVERVIEW

Strategic brand teams were blindsided by fake coupons and calls for vandalism & protests that were organized by agenda-driven groups online.

Yonder now flags when groups online coordinate to spread campaigns that target the brand.

Communications and insights teams can proactively scenario-plan and avoid situations that could harm the brand and its customers.

The Challenge

A major food & beverage brand was unprepared for multiple crises that were the result of groups on fringe social media networks coordinating campaigns targeting the brand. These included fake coupons and organized calls for protests and vandalism. The teams didn't have the time or context to proactively plan to protect employees, customers, or respond to press inquiries regarding the origin of the incidents.

The Solution

Social intelligence was used to help strategic communications teams gain visibility into fringe networks where agenda-driven groups were coordinating these campaigns. Yonder's insights also revealed that these online groups were attempting to co-opt the brand's popularity just to draw attention to social issues and their own agendas.

The Result

The team now saves hours of analytical work and uses that extra time to plan for incidents that start online, preventing in-store events that may potentially go viral on social media. The brand receives tailored alerts that notify teams when brand-damaging narratives begin to emerge or show signs of virality. Yonder's insights include information about the groups behind the narrative and their coordination tactics. This gives the brand time to proactively reach out to press and prepare employees across 33,000 retail locations to manage situations in-store.