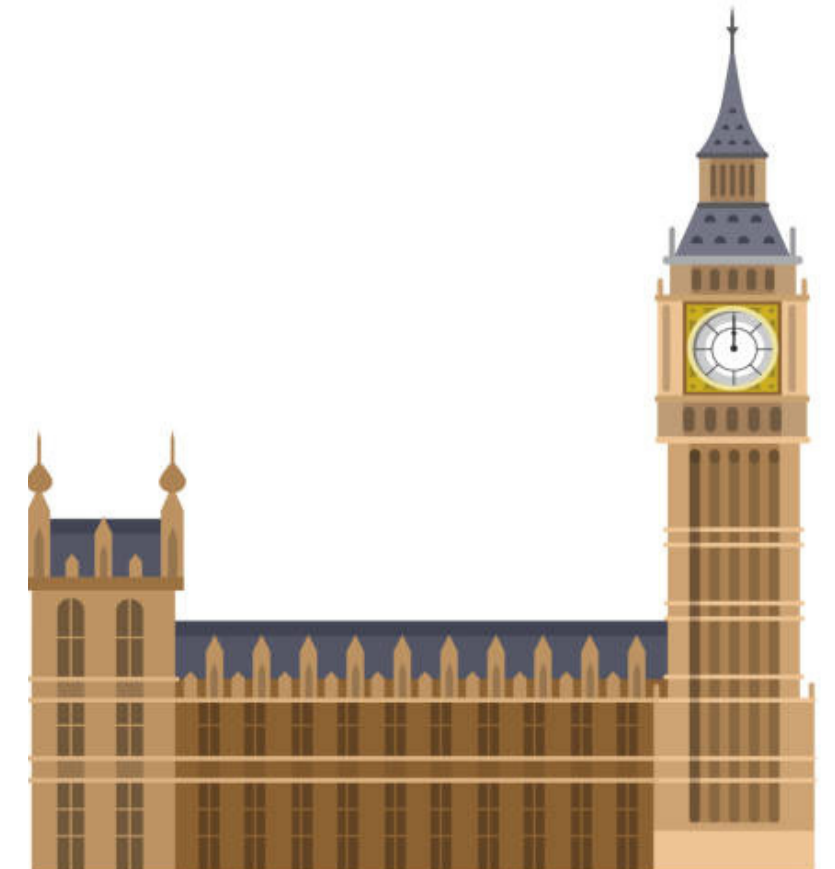


Group: B4

BY: LOUISE & EMELIE & EMMA

**Once upon a
time...**



Background



Family History
a.k.a The Firm
Brand Heritage
Brand Identity



**... and they
lived NOT so
happily ever
after.**

March 7th 2021



Case Discussion

Question One



Imagine yourselves as senior advisors of this brand, the Royal Family. How would you respond to the public after this massive scandal?



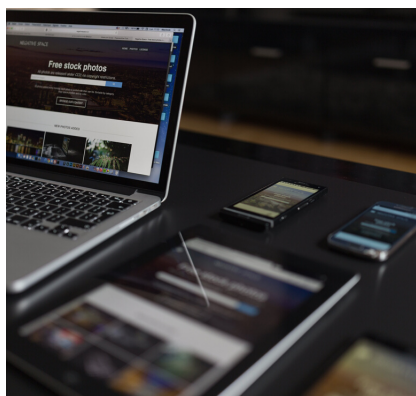
SILENCE STRATEGY

Remaining silent after a scandal to minimize the media attention.



ACCOMMODATION STRATEGY

Confirm the allegations to the public and accommodating the concern through internal changes.



REASONING STRATEGY

Engaging in open discussion with the corporation's vital stakeholders and deciding on a course of action.



ADVOCACY STRATEGY

Persuade your external stakeholder to change their mind so that they view the issue in the same way your organization does.

FOUR STRATEGIES TO DEAL WITH A SCANDAL





ROYAL COMMUNICATIONS

Tuesday, 9th March, 2021

**THE FOLLOWING STATEMENT IS ISSUED BY BUCKINGHAM PALACE
ON BEHALF OF HER MAJESTY THE QUEEN**

The whole family is saddened to learn the full extent of how challenging the last few years have been for Harry and Meghan.

The issues raised, particularly that of race, are concerning. While some recollections may vary, they are taken very seriously and will be addressed by the family privately.

Harry, Meghan and Archie will always be much loved family members.

ENDS



What do you think about this

March, 2021

Management Decision

The whole family
have been for

few years

The issues raised, particularly that of race, are concerning. While some recollections may vary, they are taken very seriously and will be addressed by the family privately.

Harry, Meghan and Archie will always be much loved family members.

ENDS

Broadening the perspective of the concept "royalties"



By broadening the term "royalties" to also include those of high social significance and status, acting as strong frontal figures for organizations, this case has the potential to be applied extensively.

Case Discussion

Question Two



Imagine yourself being a part of The Perssons (H&M) - a considerable modern version of a royal family due to their high international status. How would you respond to the world and media if someone within your household did an interview accusing your family of being racist and unsympathetic toward mental crisis?



... AND AT THE END OF THE INTERVIEW
WITH OPRAH, MEGHAN MERKLE SAID:
HER STORY WITH PRINCE HARRY IS
"GREATER THAN ANY FAIRYTALE"

Thank you!