

A quick response team was delivered, to manage the reputation of the Bakery after the issues they had. The extra costs include the video shoot, and associated updated media/press releases, as well as relevant industry experts. Everyone thinks they know what to do in a crisis but few can deliver a bespoke plan from scratch at the speed required and provide delivery.

PHASE	KEY ACTIVITIES	CRISIS TEAM DAYS	COST
1. Immediate Crisis Assessment & Mobilization	Initial call/meeting with the client to understand the crisis.  Rapid assessment of social media impact, brand perception, and misinterpretation.  Defining immediate objectives and communication channels.  Mobilizing and coordinating the specialist team (social media, PR, food science).	2	£1,300
2. Strategy Development & Content Planning	Leading the "Solving Strategy" brainstorming and planning.  Overseeing the crafting of the apology, video concept, and direct engagement script.  Planning the "Narrative" content for ongoing positive messaging.  Ensuring all content aligns with brand values and scientific accuracy.	3	£1,950
3. Execution Oversight & Real-time Management	Directing the immediate social media apology and video release.  Monitoring real-time social media reactions and guiding responses.  Coordinating PR efforts and internal team actions.  Troubleshooting any immediate issues and adapting strategy as needed.	4	£2,600
4. Monitoring, Reporting & Handover	Tracking sentiment shift and subsidence of negative comments.  Compiling results and key learnings from the crisis.  Advising on future proactive online engagement and communication strategies.  Formal handover of responsibilities and closure.	2	£1,300
<b>PROJECT COST</b>		CRISIS TEAM 11 DAYS	£7,150
		ADDITIONAL COSTS	£1,225
		TOTAL	£8,375
		<b>TOTAL INC vat</b>	<b>£10,050</b>