



## Total Brand Care: Effective PR communications to minimize damage to your brand

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*Total Brand Care*

Nobody likes to think about crisis management, and more often than not, businesses aren't prepared to respond effectively when a disaster strikes. A poorly managed crisis can have a huge impact on your brand's reputation, so planning for one is crucial. A tried and tested methodology will put you in the best position to approach the situation strategically and enable you to coordinate an ordered response that protects your brand. The rise of social media means that getting in front of the story is more important than ever.

In Episode Four of our Total Brand Care series, Mark Irion (Head of Strategic Communications, Washington, D.C.), talks to [James Nurton](#) about the importance of creating a response strategy that engages legal, communications and operational departments, and the five basic principles that you should follow when facing a brand crisis to minimize damage to your brand.

Watch the full clip below.

You can find out more about our Total Brand Care offering on our [page](#).

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