



Case Study: IHOP vs The Human Society of America

1. STATUS

In September of 2009, a hidden camera by the Humane Society of America revealed the cruel conditions implemented by an egg supplier of the American restaurant chain IHOP. The organizers urged citizens to write letters to IHOP's CEO demanding that they work with suppliers who have cage-free policies.

2. ISSUE

The Humane Society of America created two videos showing the cruel living conditions of the chickens at IHOP's supplier. One of the videos was five minutes long, the other 2 minutes. The video combined managed to generate around 11 000 views and soon their activity died down. A Wikipedia edit war came as the result of this issue, where different users were uploading sometimes inaccurate information about IHOP as a way to further the cause. IHOP was described as unwilling to answer negative comments on their Facebook page and to change their supplier policies. Many of these "facts" were dismissed as they couldn't be verified.

3. ACTIONS

Later in the month of September the Humane Society of America reported that IHOP had responded to their complaints by introducing a new section to their website entitled "Cruelty-Free Food" stressing that the chain is against animal cruelty. This is the only response from the chain in regards to the claims made by the Humane Society.

4. LESSONS LEARNED

The Humane Society was eager to ignite a viral campaign against the food chain, however, they were not successful in doing so. Despite it having no or limited damages this still constitutes a crisis situation.

At BEYOO ONLINE we can help you prevent and prepare for risks and crisis situations. We can:

- develop an online crisis management strategy for your business;
- develop a social media crisis management and emergency response strategy;
- use SEO techniques to push back negative content about your business to the back pages of search engines;
- monitor the web for potential risks, as well as a way to inform you of the status of your online reputation;
- train your staff members how to properly conduct themselves online.

Contact us:

BEYOO ONLINE.

Phone number: +41 76 624 00 15

E-mail: info@beyooonline.com

BEYOO ONLINE [**'bi: 'ju**]: The process of joining two or more things together to form one entity...Be yourself!