



## **Case Study: Domino's Pizza and the Viral Video**

## 1. STATUS

In April of 2009 a video of two Domino's Pizza employees posted on YouTube resulted in a social media crisis. The video showed the two employees playing with the food and putting it all over their bodies, committing several health violations. The video was viewed almost 1 million times. Online discussion and comments regarding the video were taking over Twitter and blogs.

## 2. ISSUE

Domino's customers were really disturbed by the video, with a survey showing that 65 % of them were less likely to visit or order from Domino's again after seeing the actions of the two employees.

## 3. ACTIONS

Domino's first action upon becoming aware of the video was to identify the two employees in the video and subsequently fire them and put a warrant out for their arrest. Domino's decided to remain relatively silent in dealing with this issue in order to minimize its popularity. Thus they refrained from issuing an official statement on the matter. Domino's were unable to quickly remove the video from YouTube as they needed a signed statement from at least one of the uploaders to do so. 48 hours after the video was online Domino's created a new twitter account with which to address customer concerns. The company also created a video of Patrick Doyle, president of Domino's US, in which he assures customers of the quality and cleanliness of the company's products.

## 4. LESSONS LEARNED

Domino's dealt well with the crisis, which forced them to enter the social media realm. The video by Patrick Doyle was a good way of reassuring their audience on the same channel that the video of the two employees first emerged. Domino's also did well in monitoring the online conversations surrounding the issue, being aware of what is going on and how they can thus most effectively address it.

Domino's should have responded quicker to the crisis, rather than expecting it to quiet down by itself. The company was initially hurdled by their lack of a social media presence and thus good understanding of how to tackle such a crisis.

Should you or your company be in a crisis like this BEYOO ONLINE can help. Such a situation calls for our Risk & Crisis Management package with a focus on Social Media crisis management and Emergency Response services. It is vital to act quickly and to be open and transparent, rather than to attempt to

hide a situation which has already turned viral. Assuring your public that you are doing everything possible to deal with the emerged issue will have a positive effect on the situation by letting customers know that everything is being handled.

**Contact us:**

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