



Case Study: DKNY
&
a Social Media Crisis Happy Ending

1. STATUS

At some point, every huge brand has faced a crisis whether it's over the internet or offline. DKNY is a brand that has successfully overcome a social media crisis. The simplicity and brilliance of the approach adopted managed to save the company from an online demise. What caused the risk situation were several images by the street photographer Brandon Stanton who is behind the Tumblr project "Humans of New York". The fashion giant contacted him with an offer of \$15 000 for 300 of his images to be displayed in their stores all over the world. He declined the offer. One day he received a picture from a fan, showing DKNY's Bangkok store where the brand has used his photographs. After he shared that with his followers and fans on Facebook, the reactions were immediate.

2. ISSUES

This is an excellent example on how to overcome a social media crisis. It also highlights that there was a need for better internal communication between the different stores and their managers. DKNY posted an answer to Stanton's Facebook status, explaining that the reason for the inconvenience was that Bangkok's store used mock-up images by Stanton, rather than the already licensed and paid ones from the other artists that had decided to participate in the campaign. However, there was a happy ending thanks to the DKNY's initiative to quickly respond to the artist's Facebook post.

3. ACTIONS

What did DKNY's PR team do? They responded. They managed to find a solution rather than blaming somebody for the brand's mistake and the lack of internal communication between the different store managers over the world. And as a bonus, DKNY supported the cause which Brandon Stanton mentioned in his post.

4. LESSONS LEARNED

How to overcome a social media crisis?

- ✓ First you need to try to prevent it before it happens. Creating a risk management and crisis prevention strategy and plan is a must for every business or corporation.
- ✓ Transparency & Speed of response. This is what DKNY counted on. After Stanton's post got viral, 38 000 likes and 37 000 shares in just few hours, the brand responded to that post, donating \$25, 000 to a cause that Stanton has asked all his followers to support. After DKNY's reaction, the photographer shared the positive outcome of the situation. The crisis never had the chance to spread.

- ✓ Don't blame it on the others. If somehow your brand makes a mistake, take full responsibility and start working on fixing the issue instead of pointing fingers.

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