

Case study - Crisis Management



Client: Kronospan

Campaign: Decide for Yourself

Context: In 2007, **Kronospan Sebes** an active company for the last 3 years on the Romanian market, wasn't initiating any forms of communication with the large public or internal public, regarding its activity or other actions. There were no marketing or PR departments in the company, aimed to coordinate the whole image. Due to the lack of information and communication with the public (Sebes's citizens, local media, local authorities), **Kronospan Sebes** was dealing with accusations regarding the city's pollution and endangering the citizen's health, because the company had the plan to enlarge the production sector that uses formaldehyde.

Solution: Promoting “**Decide for Yourself**” as a campaign intended to inform the citizens from Sebes, regarding the company's activity, using the emotional message “*Decide for yourself the truth concerning Kronospan Sebes company, and do not allow any influence coming from people willing to build a political career*”.

The activities developed over a period of two months included: **training a person** within the company to be responsible for the communication and relationship with the press, **inviting the opinion leaders** to the company's site, including a presentation and a **complete tour of the platform**.

We continued with a **drop mailing** campaign: making a folding (**Decide for Yourself**) in which there were presented the argued answers to the most important accusations addressed to the company. Every citizen from Sebes received a folding in their mail box. Also a **free phone line** was installed, so all those who wanted to know more have had the possibility to ask questions related to the company's activity.

In August 2007, **Open door days** was organized and the aim of the event was that the citizens could visit the company, in an organized way and to see for themselves the modern technology and the safety measures taken inside the company. The event was



addressed to the adults and to the children as well, who took part in different contests and competitions. The employees were permanently informed through an **Internal Magazine: Krono News** with the aim to directly inform them without using other external channels.

Next there was a meeting with the doctors from Sebes who were invited at the company, where they have been informed about the company's safety norms.

Kronospan was threatened with a **referendum**, which aimed the closing of the company's activity (question proposed “**Do you agree with a formaldehyde plant in Sebes?**”). After several meetings with the company management, City Council rejected the referendum on the subject above. Under political pressure, a referendum was still approved, but the subject of it was answering the question: “**Do you agree with cancer substances?**”, no connection to the company activity being involved.

At PR Awards 2007, Vitrina Advertising Agency won the SILVER AWARD FOR EXCELLENCE for the campaign “Decide for Yourself”.

