

Crisis Communication Plan

MAC Cosmetics Crisis Communication Plan

Strategies In Crisis Communication (Summer 2025)

Professor: David Loewen

Le Do - T00725579

1. Scenario

This document was created based on the scenario when MAC Cosmetics sends outdated PR package products to the influencers, which leads to an unprofessional and negative brand image to the public.

2. Objective

The first objective is to gain positive engagement. As the company receives a lot of negative comments on social media, we have to shift public opinion to positive and gain more positive engagement. Another objective of this campaign is to retain the customers. The company has had a long-standing relationship with specific types of customers, who are often referred to as loyal customers. They are not only our opportunity to grow but also one of the best factors that contribute to shifting the public's opinion to be positive when a crisis occurs. Lastly, we have to protect the brand reputation. MAC has been in the industry for a long time with a good reputation; we cannot let this crisis destroy the reputation that they have been building for a long time. We need to rebuild and protect the brand reputation in this campaign.

3. Target audience

Our target audience includes recent and potential consumers, makeup artists and influencers. To begin with, MAC Cosmetics focuses on people of all ages, genders, and races worldwide. People who are enthusiastic about makeup and interested in high-quality makeup products. We have to talk to both recent and potential customers, as they are our top priority for boosting sales and building brand reputation. If we lost their trust, it would be hard for us to maintain the brand and future operations.

Additionally, we need to talk with the makeup artists because these people also have a

significant influence on the beauty community. They can be known as professional makeup influencers in the cosmetic industry, so people tend to follow them. It is also important to communicate with them because they need to ensure the makeup products are of high quality to use for their customers. Moreover, the influencers not only have a great impact on their followers but also on the beauty community, which could include our recent and potential customers. They have the power to direct the public, and people tend to believe them rather than the brand.

4. Key messages

First and foremost, the key message to our recent and potential customers is that MAC Cosmetics admits the unprofessional incident. We have to clarify the incidents to the customers so as not to lose their trust in us. Because they are one of the important factors contributing to our success and reputation. For this message, we have to ensure that this incident happens due to unprofessional behaviour and a lack of responsibility in the PR package. When it comes to makeup artists, our message is that MAC's products are high-quality. It is because after the incident, people will be suspicious of our product quality, and makeup artists will end up using our products for their customers. As it affects our reputation with that type of customer. People tend to believe the "professional" in that industry rather than the brand, so we need to start with the makeup artists. Lastly, we have to prove to the influencers that MAC's products are cruelty-free. We need to highlight the brand's mission, values, and commitment to demonstrate that we have fulfilled our promises. Since people are losing trust and are suspicious of us, we must prove to them that our mission, values, and commitment are the guidelines we follow. It is to demonstrate that our products are safe for animals, humans, and the planet.

5. Dissemination

The first strategy is to increase positive comments, likes and shares on social media. In order to shift public opinion to a positive side, we have to admit the problem and provide a solution for it. We will upload the DCAP statement on MAC's social media sites and website to prove that the company acknowledges the problem and is responsible for the solutions. Another strategy is to retain the customers. We should send an apology email, offer gifts and discounts to both our consumers and influencers. Moreover, we should provide content to demonstrate our transparency in product manufacture and the brand's ethics.

6. A detailed schedule

November 8th: Press conference

We must issue an official statement regarding the incident. As we are late in responding to the problem. We need to hold a press conference to clarify the incident and apologize to the public. The director and manager from MAC are the spokespersons in this event. We will contact local media outlets, journalists and beauty influencers to join this event. They will be the representative for the MAC consumer community and the public.

November 9th: DCAP statement

The DCAP statement has to be uploaded to the MAC official website and social media platforms. It is a kind of official statement and provides detailed information about the incident. DCAP shows our acknowledgment, concerns and solutions towards this problem.

November 10th: Apology email

The organization have to send an apology email to everyone who is affected by this incident, including loyal customers, potential customers, partners, and influencers. We have to send this email because we haven't provided any responses to this incident, as it shows our carelessness and irresponsibility. This email helps us to please our consumers efficiently.

November 11th: Solution offer

First, we will send the PR packages to our partners and influencers again as a physical apology for this incident. Then, we have to announce to the public that we will offer free samples, gifts and discounts to everyone, especially to the influencers' followers. It shows that we are truly taking this incident seriously and prioritizing our valued consumers.

November 12th: UGC content

As the PR packages are sent immediately on November 11th, some influencers will receive them by November 12th and might post a review video today. We will repost that video or story on our social media platforms to display that we took action on this incident and prioritize our customers. The UGC content will continue until the amount of negative comments and engagement decreases significantly.

November 13th: Product-making process video

As we are unprofessional in this incident, people have been suspicious about our brand's transparency, for example, our cruelty-free commitment. We have to do a video to show the making process of our products. It could be a long video (10 minutes) because we want to ensure people acknowledge our brand commitment and separate their suspicion about cruelty-free commitment from this incident. The full

will be posted on the official YouTube and website, with a trailer on social media platforms.

November 14th: Appreciation and new campaign release

On the last day of a one-week crisis management, we will post a short video of our spokespersons, the director and the manager, showing their appreciation to our consumers for waiting and understanding this incident. This can be a short video, 2 to 3 minutes, and will be uploaded only on social media platforms. On the same day, we also released a new campaign poster or short video as our appreciation to our customers for this problem.

DCAP statement

To our valued customers, partners, and beauty community, we sincerely apologize for the inconvenience caused by the PR package incident. Traditionally, we will release a new seasonal limited-edition collection of cosmetics and makeup tools to celebrate the holiday every year. As the collection will be launched on October 27th, we have sent the PR package to the influencers in the beauty industry to experience and review. One of the influencers recognized that she had received the prototype mock-up sample and old makeup products from the previous collection.

We extend our apologies to those who have been affected by this incident. We understand how this has negatively impacted your trust and credibility in our brand. We acknowledge the frustration, disappointment, and suspicion through your feedback on social media. We are here to provide transparency and clear answers about our brand's quality to you.

As consumers are our top priority, we have recalled all the PR packages and sent people the new ones, with a 20% discount for their followers for their next purchase. We have been cooperating with the factory to review every product for this collection before the release date. To avoid repeated problems and improve the quality, the company decided to train all the staff three times a year since then. Lastly, we will provide free samples to our customers when buying the new collection.

This incident has brought a negative opinion and suspicion to our brand. It also affected our valued consumers' trust and experience. We are fully responsible for our unprofessional work and take it as an important lesson to improve our brand. Every customer and partners are our valued supporter, we are here to acknowledge and change to fulfill your experience in beauty.

Thank you for being so understanding.

For any concerns and further information, contact 1800 588 0070

References

MAC Customer Service | MAC Cosmetics - Official site. (n.d.).

https://www.maccosmetics.ca/customer_service/contact_us.tpl

Our story. (n.d.). MAC Cosmetics. <https://www.maccosmetics.ca/our-story>