

Objectives:

MACs current crisis arose when an influencers viral video, which exposed poor quality makeup brushes and an eyeshadow pallet from last season's collection. This mistake has led to a significant backlash, with consumers now questioning MACs commitment to quality ethics. The objective is to restore trust by taking immediate responsibility for the factory error, which led to the wrong shipment which was not intended for consumer use. A transparent public statement, acknowledging the issue and detailing corrective measures, will demonstrate accountability.

In addition, MAC must reaffirm their ethical stance by reinforcing their cruelty-free messaging and showing the steps being taken to overhaul their quality control processes. Proactive engagement with influencer and media will help redirect the conversation towards MACs commitment to fixing the problem, while gestures such as replacements and discounts can help regain customer loyalty. These actions will repair the brands reputation, calm the negativity and prevent boycotts.

Target Audience

1. Core Consumers (Loyal MAC Customers)

MACs loyal customers are at the heart of their business. There are people who have purchased MAC products regularly and have gone to the extent of creating membership accounts and have signed up for marketing emails. Over time they have an emotional connection with the brand. With the current crisis, these consumers may feel betrayed and may now be uncertain of MACs commitment to quality and ethics.

The goal is to restore their trust in the brand. A transparent communication strategy which includes acknowledging the error, corrections to the error and offering goodwill gestures like product replacements and discounts will help to reaffirm MACs dedication to maintaining high standards. This will overall prevent boycotts.

2. Potential Customers and New Buyers

Those who may have been considering purchasing from MAC should be swayed by the negative publicity surrounding the brand. This group is essential for future growth and expanding market share.

MAC needs to ensure that its messaging not only appeals to their existing customers but also reassures potential buyers that this crisis was an isolated incident and not to everyone. With emphasis on the ethical standards, showcasing product quality will help prevent potential customers from forming negative associations with the brand and encourage future purchases.

3. Influencers, Beauty Community and Media Outlets

Influencers and media are powerful voices in shaping public opinion with the beauty industry. The influencers negative review went viral, sparking criticism and media outlets have been broadcasting the story at large. Influencers shape the perception of MACs target audience especially the younger digitally engaged consumers. Media should be a tool that will help regain their trust and in turn shape more positive content moving forward.

The company can switch the conversation from criticism to resolution by offering influencers and media exclusive insights into MACs improvement efforts. MAC must actively engage with both influencers and media to control the narrative.

4. MAC Employees and Internal Stakeholders

Employees are a key internal audience whose morale and understanding of the crisis are vital. They need to be informed to maintain productivity and to communicate MAC's message consistently to the public. Once the employees are mis-informed, this could potentially lead to a demotivated workforce.

MAC would have to communicate regularly and clearly with its employees about the crisis, ensuring that they understand the company's response and the steps being taken to prevent future mistakes. Providing updated and accurate information will enable them to act as brand ambassadors during this difficult time as it all starts from within.

Key Messages for each Target Audience

1. Core Consumers

“At MAC, your trust is our top priority. We deeply regret the recent incident involving our PR sample that was sent out, we want to assure you that this was an isolated mistake. We have taken immediate action to ensure that this never happens again. To make up for our mistake, we will be offering discounts on your next purchase. Your continued support means everything to us, and we remain committed to providing you with the high-quality, ethically made products you expect and have received from MAC.”

Justification:

This message emphasises accountability, transparency and appreciation for customer loyalty. By acknowledging the mistake and offering a gesture of goodwill, MAC will reinforce its commitment to maintaining trust and quality. This message is designed for loyal customers who most likely felt betrayed and wanted answers from MAC. Ensuring these customers feel valued and reassured is more critical than a general apology. This would be the best and first step towards MACs recovery.

2. Potential Consumers and New Buyers

“We understand the recent events may have raised concerns about MACs commitment by quality and ethics. This was an incident involving a faulty product which was sent out to one of our brand ambassadors and we are taking comprehensive steps to improve our processes. MAC

remains dedicated to delivering innovative, high-quality, and cruelty-free products that you can trust. We invite you to experience our commitment firsthand and see why millions continue to choose MAC”

Justification:

This message is designed to reassure potential customers who might be hesitant to engage with the brand due to negative publicity. It highlights MAC's proactive steps to improve and reaffirm the brand's core values, which are crucial for attracting new buyers. This message is not defensive but instead it focuses on rebuilding trust and emphasizes MAC's positive attributes, encouraging potential customers to give the brand a chance.

3. Influencers, Beauty Community, and Media Outlets.

“We value the critical role you play in shaping beauty standards and trends. The recent issue with a PR sample was a regrettable factory error, and we are committed to ensuring this does not happen again. MAC is enhancing our quality control processes and would like to offer you a behind-the-scenes look at the steps we're taking to improve. We aim to regain your trust and work together to continue setting the highest standards in the beauty industry.”

Justification:

This message is aimed at regaining the trust of influencers and the media, who have significant power in shaping public opinion. By offering transparency and access to MAC's corrective actions, the brand shows that it values their influence and is very keen on making improvements. This approach is more proactive and more hands-on compared to issuing an apology and just leaving it there. This also allows the influencers to create more positive coverage content.

4. MAC Employees and Internal Stakeholders

“As a valued member of the MAC Family, your role in our brands success has never been more important. We want to ensure, that we are fully informed about the recent crisis and our response. The incident involving a faulty PR sample was a factory error and we are taking strong corrective measures to prevent this from happening in the future. Together, we will emerge stronger from this challenge.

Justification:

This message touches on employee engagement and morale during the crisis. By keeping employees involved and informed, MAC ensures that its internal stakeholders are equipped to act as brand ambassadors, which is essential for consistent messaging and brand recovery. This message is better than issuing a directive because it fosters a sense of inclusion and responsibility among employees, motivating them to support the brand during this critical time.

Dissemination (Strategies and Tactics)

1. Core Customers (Loyal MAC Customers)

Strategy: Direct communication through email and social media.

Email- Send personalised email to MACs loyalty program and regular customers, addressing the incident, explaining corrective actions, and offering a gesture of goodwill like the discount mentioned before.

Social media- Use MACs official social media channels to issue a public statement that mirrors the emails content. This would include visuals of the new quality control processes and behind-the-scenes improvements to reinforce transparency and trust. (Instagram, Facebook, Twitter)

Emails offer direct and personal ways to communicate with loyal customers, making them feel valued and informed. Social media is where majority of MACs customers are active, which

ensures that the message is reached to those who may not be on the email but can still engage with the brand online. This duo approaches and maximises reach and effectiveness, ensuring all loyal customers are addressed.

2. Potential Consumers and New Buyers

Strategy: Public Relations and Social Media Campaign.

Press Release – Issue a press release to major beauty publications and online platforms, explaining the isolated nature of the incident and highlighting the steps MAC is going to take to ensure that this does not happen again.

Social Media Ads- Launch a targeted social media advertising campaign focused on MACs commitment to quality and ethics, using positive testimonials, Influencer collaborations and content that showcases the brands values.

A press release helps control the narrative and ensures potential customers encounter a well-crafted message when researching the brand. Targeted social media ads can reach new buyers, particularly those who may have negative content, and encourage them to consider MAC based on the brands commitment to improvement and ethics.

3. Influencers, Beauty Community, and Media Outlets.

Strategy: Personalized Outreach and Media Engagement.

Influencer Direct Outreach – Send personalized messages and apology letters to the key influencers who have engaged with the story, offering them exclusive access to new product launches and behind the scenes content that show cases MACs corrective actions.

Press conference OR Media Roundtable – Host a press conference or an exclusive media roundtable to address the issue head-on. A MAC representative can take time to answer any questions and present the next steps being taken to ensure product quality and ethical practises.

Influencer Collaborations – Partner with trusted influencers to create content that highlights MACs improvements and commitment to quality, offering them opportunities to review new products.

Influencers and media are key in shaping public perception, so direct outreach and personalized communication are essential to rebuild trust. A press conference or roundtable ensures that the media receives accurate information directly from MAC, helping to steer the narrative in a positive direction. Collaborating with influencers who support MAC can help shift the focus from the crisis to the brand's recovery and improvement efforts.

4. MAC Employees and Internal Stakeholders

Internal Communications and Employee Engagement

Internal Newsletter- informing the workplace with a detailed newsletter outlining the incident, including Mas response and the role the employees play in upholding the brands standards. Include a Q and A session to address potential concerns and employees are well informed.

Intranet Updates - Regular update the company's intranet with information about the ongoing improvements, new quality control processes and how employees can contribute to the brands recovery.

Internal newsletters and town hall meetings ensure that all employees receive consistent and clear information, empowering them to act as informed brand ambassadors. Consistent updates om the intranet keeps employees engaged and motivated, reinforcing their role in the brans recovery and maintaining the overall standard of the company.

Detailed Schedule: One -Week Dissemination Plan

Day 1: Monday

Morning: Internal Communication Rollout

Action: Distribute an internal newsletter to all MAC employees via email.

Content: Include details of the incident and the corrective measures taken and how employees can support the brand during this time. Address any potential concerns and provide a Q and A section.

Why: This makes sure that all employees are informed first and can act as brand ambassadors, so that they can relay the message to the public.

Mid-morning: Email Campaign to loyal Customers

Action: send personalized messages to those in the loyalty program and frequent customers.

Content: Acknowledge the incident, apologize for the mistake and explain the corrective actions offering a goodwill gesture such as the discount which was previously spoken about.

Why: Personalised communication helps to directly address the concerns of loyal customers.

Afternoon: Social Media Teaser Post

Action: Post teaser message on MACs Social media page channels announcing the full statement regarding the recent concerns.

Why: This prepares the audience for the upcoming detailed response, building anticipation and ensuring that followers are tuned in for the official statement.

Day 2: Tuesday

Morning: Official Public Statement Release

Action: post the full public statement on MACs website and across all social media channels.

Content: Acknowledge the mistake, explain the steps being taken to rectify the issue and reaffirm MACs commitment to quality and ethical practises. This will include visuals and videos of the content.

Why: ensures transparency and begins the process of restoring public trust by addressing the issue head on.

Mid-morning: Press Release distribution

Action: distribute a press release to major beauty publications and news outlets.

Content: May be like the public statement but with additional details for the media, such as quotes from MAC executives and an invitation to the upcoming press conference.

Why: Reaches broader audience through trusted media outlets, helping to control the narrative and sure accurate reporting.

Afternoon: Influencer Outreach

Action: Send personalised messages and apology letters to key influencers who were involved in or discussed the incident.

Content: Acknowledge their concerns, offer an exclusive behind-the-scenes series where new products are reviewed, and this may contribute towards the brands recovery efforts.

Why: Direct engagement with influencers is crucial to turning them into allies who then help shift the public attention towards a positive direction.

Day 3: Wednesday

Morning: Social Media Campaign Launch

Action: start a targeted social media advertising campaign

Content: Highlight MACs commitment to quality and ethics, including testimonials from satisfied customers, behind-the-scenes content and visuals of the improvements being implemented.

Why: reaches potential customers and new. Buyers who have been deterred by the negative publicity, reinforcing MACs positive brand values.

Mid-Morning: Press Conference or media roundtable

Action: Host a press conference or an exclusive media roundtable.

Content: MACs spokesperson will address the incident, answer questions and present the steps being taken to ensure product quality and ethical practises. Allow time for Q and A

Why: Provides a platform for direct interaction with the media, helping to clarify MACs position and respond to any remaining concerns.

Afternoon: Follow-up Social Media Post

Action: Post a follow up on social media summarising the press conference and key point from the media engagement.

Why: Keeps the public informed and ensures that those who could not attend their press conference are still aware of the key messages.

Day 4: Thursday

Morning: Internal Town Hall Meeting

Action: Conduct a viral or in-person meeting with all the employees.

Content: Leadership will provide updates on the situation, share feedback from the public and media, and outline the role employees will continue to play in the recovery process.

Why: ensures ongoing transparency with employees and keeps them motivated and aligned with the company's response strategy.

Mid-Morning: Engagement with Ethical and Advocacy groups

Actions: Send formal letters to key ethical and advocacy groups.

Content: Acknowledge the incident, explain MACs corrective actions and invite feedback and collaboration on further improvements.

Why: Proactively addresses the concerns of advocacy groups, helping to maintain MACs credibility among socially conscious consumers.

Afternoon: Media Monitoring and Social Listening

Action: monitor coverage and social media channels for responses to the public statement and actively respond to those.

Why: allows MAC to gauge public reaction and adjust messaging if needed. This also allows them to respond to any emerging concerns or misinformation.

Weekend Schedule:

Morning: Influencer and Consumer Engagement

Friday: Announce Influencer Collaborations

Action: Highlight new partnerships with trusted influencers on social media and the MAC blog.

Why: Rebuilds trust and promotes positive discussions within the beauty community.

Saturday: Weekend Email Reminder

Action: Send a follow-up email to loyal customers, offering updates and inviting them to experience the improvements firsthand.

Why: Reinforces trust and encourages engagement during the weekend.

Sunday: Reflective Blog Post

Action: Publish a blog post summarizing the week's actions and outlining MAC's long-term improvements.

Why: Provides transparency and shows MAC's commitment to continuous improvement.

Afternoon: Social Media and Community Engagement

Friday: Live Q&A Session

Action: Host a live Q&A on Instagram or Facebook with a MAC representative to address public concerns.

Why: Demonstrates transparency and open communication.

Saturday: Share User-Generated Content

Action: Post testimonials and positive experiences from customers on social media.

Why: Rebuilds the brand's reputation by showcasing customer satisfaction.

Sunday: Final Social Media Post

Action: Post a message thanking customers, influencers, and the media for their support.

Why: Ends the week on a positive note, reinforcing community ties.

Evening: Monitor and Adjust

Friday to Sunday Evenings: Continue monitoring media coverage and social media reactions to adjust messaging as needed.

Why: Ensures that MAC stays responsive to public sentiment and can address any emerging issues promptly.

OFFICIAL STATEMENT

MAC Cosmetics: Commitment to quality and Transparency

At MAC Cosmetics, our dedication to delivering high quality innovative products has always been the main priority of the brand. We value the trust that our customers have placed over the years, and we hold ourselves to the highest standards of excellence and integrity.

Recently, concerns were raised by our community regarding the quality of certain products in our Nutcracker Sweet collection. After a thorough investigation, we discovered that a small number of prototype mock-ups, intended solely for internal use and never meant for sale, were mistakenly

included in PR samples sent to influencers. This was a serious oversight, and we take full responsibility.

We sincerely apologize for this error and any disappointment or inconvenience it may have caused. Our customers deserve nothing less than the best, and we regret that this incident did not reflect the high standards we are committed to maintaining.

This is what we have done to address the situation:

1. Immediate action: We have recalled all affected PR samples and have implemented stricter quality control measures to prevent this from happening in the future.
2. Product Replacement: For those who received the incorrect items, we are offering immediate replacements with products from our current, high-quality collections.
3. Process Overhaul: We have conducted a comprehensive review of our production and distribution process to ensure that every product that leaves our facilities meets the highest standards of quality.
4. Customer Support: We are committed to open communication and transparency. If you have any questions or concerns, our customer service team is ready to assist you.

At MAC, our commitment to cruelty-free, ethically produced and high-quality product remains unwavering. We value the feedback of our community and are taking this opportunity to learn, grow and continue delivering the products you love and trust.

Thank you for your understanding and continued support.

Sincerely,

The MAC Cosmetics Team.

