



Shark's Fin Soup at The Jade

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Issues/Situational Analysis

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- Shark Fin Soup
- Air & Noise Pollution
- Labor Issues
- Wild Dogs
- Overcrowding





Issues

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Research

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- Feng Shui in the theme park
- Food/beverage team
- Hong Kong pollution problems
- Shanghai Disneyland



Publics

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- Hong Kong Disneyland actively working to identify/ address public's concerns
- The Disney guest experience
- Internal public-Employee's
- External public-Environmentalists



Tactics

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- Park brochures
- Theme park concerns
- Press Conference
- PSA
- Newspaper & TV
 - Apology letter



Crisis Management

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- Disney taking into account cross cultural considerations to repair damages made on their account
- BP Deepwater Horizon Blowout
Shark Fin Soup





Thank you!
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*Who would think that
what's considered the
happiest place on Earth
isn't so happy after all.*