

Domino's Pizza Crisis Management

Pizza Crisis

- April 12, 2009
- Video traces video released of two Domino's employees who were violating health codes and handling food inappropriately



- "Signs of disrespect, which led to Domino's Pizza having the fire and not visit a court after making the video"

Domino takes action

- Both employees immediately fired and domino put out a warrant for their arrest.
- Next 48 hours, Patrick Doyle (CEO) releases youtube video of his own and a statement of their plans.
- Domino creates Twitter account



small clip



Results

- The video was a success.
- Domino's interacted more with social media and incorporated a Pizza "Tracker" on their website
- Started New Pizza Term - around campaign, which resulted in 14% sales increase in the first quarter



Conclusion

- Domino's was successful because they included all the elements of effective crisis management
- the company president apologized
 - he thanked the community for bringing the issue to his attention
 - He separated the company from the wrongdoers and announced their prosecution
 - he outlined steps that Domino's was taking to deal with the issue to make sure it never happens again.

Domino's Pizza Crisis Management

Pizza Crisis

- April 12, 2009
- Video traces video released of two Domino's employees who were violating health codes and handling food irresponsibly



"Spins of responsibility, which led Domino's Pizza further and they would not visit a spin after making the video"

Domino takes action

- Both employees immediately fired and domino put out a warning for their arrest.
- Next 48 hours, Patrick Doyle (CEO) releases youtube video of his own and a statement of their plans.
- Domino creates Twitter account



Results

- The video was a success.
- Domino's interacted more with social media and incorporated a Pizza "Tracker" on their website
- Started New Pizza Term - around campaign, which resulted in 14% sales increase in the first quarter

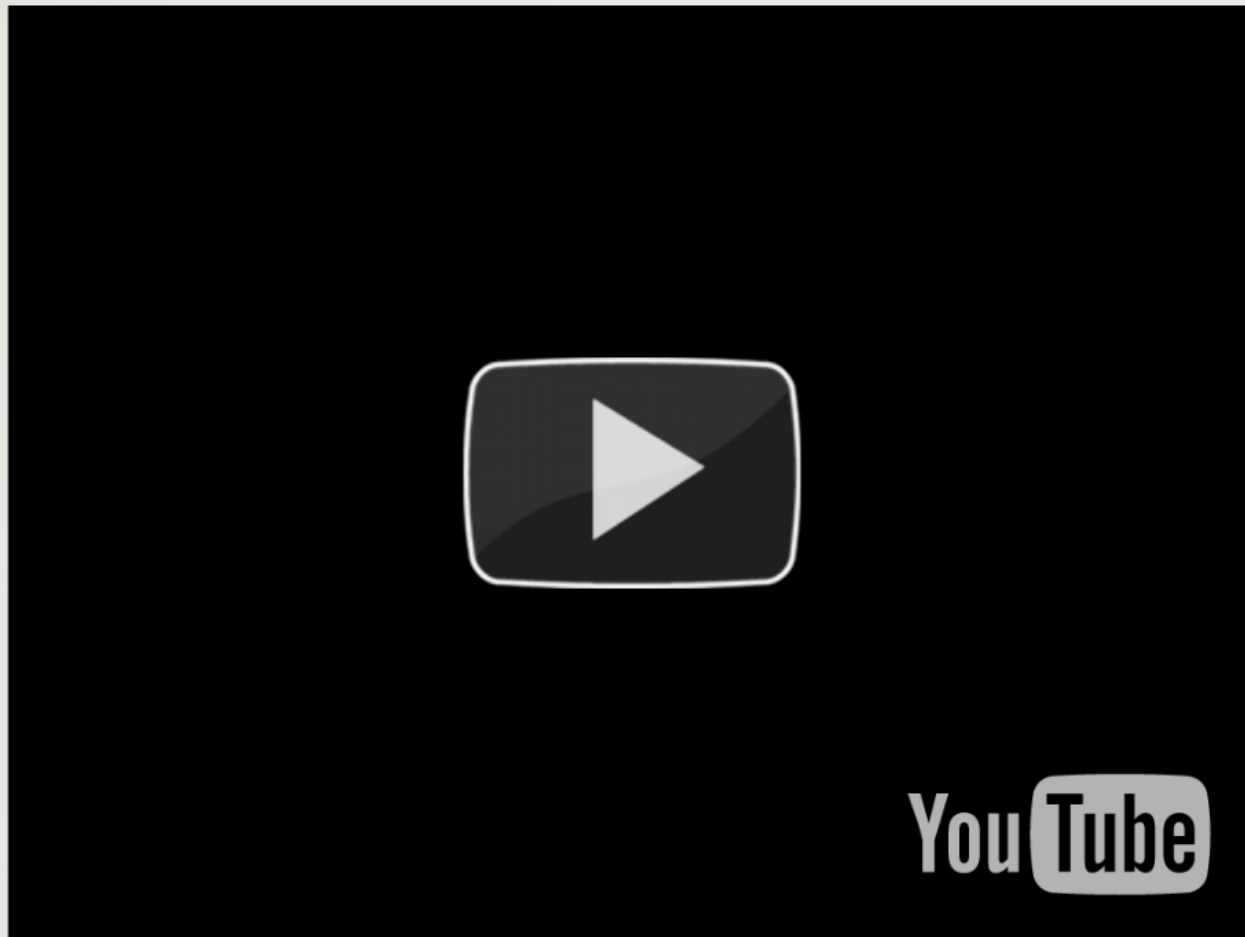


Conclusion

- Domino's was successful because they included all the elements of effective crisis management
- the company president apologized
 - he thanked the community for bringing the issue to his attention
 - He separated the company from the wrongdoers and announced their prosecution
 - he outlined steps that Domino's was taking to deal with the issue to make sure it never happens again.



small clip



Pizza Crisis

- April 12, 2009
- Viral Video was released of two Domino's employees who were violating health codes and handling food inappropriately



- "65% of respondents who had visited Domino's Pizza before say they would not visit it again after seeing the video"

Domino takes action

- Both employees immediately fired and domino put out a warrant for their arrest.
- Next 48 hours, Patrick Doyle (CEO) releases youtube video of his own and a statement of their plans.
- Domino creates Twitter account



Results

- The video was a success
- Dominos interacted more with social media and incorporated a Pizza "tracker" on their website
- Started New Pizza Turn-around campaign, which resulted in 14% sales increase in the first quarter.



Conclusion

Domino's was successful because they included all the elements of effective crisis management:

- the company president apologized
- he thanked the community for bringing the issue to his attention
- He separated the company from the wrongdoers and announced their prosecution
- he outlined steps that Domino's was taking to deal with the issue to make sure it never happens again.

Domino's Pizza Crisis Management

Pizza Crisis

- April 12, 2009
- Video traces video released of two Domino's employees who were violating health codes and handling food inappropriately



- "Spins of responsibility, which led Domino's Pizza further and they would not visit a spin after making the video"

Domino takes action

- Both employees immediately fired and domino put out a warning for their arrest.
- Next 48 hours, Patrick Doyle (CEO) releases youtube video of his own and a statement of their plans.
- Domino creates Twitter account



small clip



Results

- The video was a success.
- Domino's interacted more with social media and incorporated a Pizza "Tracker" on their website
- Started New Pizza Term - around campaign, which resulted in 14% sales increase in the first quarter



Conclusion

- Domino's was successful because they included all the elements of effective crisis management
- the company president apologized
 - he thanked the community for bringing the issue to his attention
 - He separated the company from the wrongdoers and announced their prosecution
 - he outlined steps that Domino's was taking to deal with the issue to make sure it never happens again.