



## COMPANY CASE STUDY

# CRISIS COMMUNICATION



### Objectives

Frankie's Amusement Park is known for fun and their family atmosphere. However, when the Park encountered a **public media crisis** that did not shine the company or its culture in a desirable light, Frankie's leadership team knew they **needed outside support and a fresh perspective** to help navigate the crisis.



### Challenges

There was already some media attention circulating in the area and on social media. The organization must not only **repair the situation but also keep their community reputation intact.**



### BG Solutions

- Analyze the organization's needs and **identify key areas** to address
- Assess the coverage of the incident and analyze the damage.
- Map out ideas in a **detailed strategy plan.**

## BG'S DIRECT IMPACT



Set up clear internal communications procedures to **positively impact and improve external relations**



The client adopted new protocols created by Bogues Group which **promoted employee engagement and retention**



**Created** a new manual, **outlined** community initiatives, and **implemented** media training