

Update on the Von Bronfman case:

The coalition of activist groups remains upset with Von Bronfman for a variety of reasons already stated. The groups report that they have contacted 100 school districts of the 2,500 across the nation – 50 of those districts have agreed to join the boycott, 25 are “thinking about it,” and 25 have not responded. None of the purchasing agents at the supermarkets have gotten back to the activist groups, who contacted 10 of the nation’s 15 largest chains.

1) Publics:

- a) Latent: The 5 supermarkets they have not contacted because they have already contacted 10 of the nation’s 15 largest super market chains and the 5 left, face a problem but don’t know it because if sales start to drop as a consequence of the boycott, those 5 supermarket chains that carry Von Bronfman candy are in trouble.
- b) Aware: The 25 school districts that are “thinking” about it because they are aware about the situation, yet they have not made a decision into joining the boycott. Therefore, they probably want to hear more information about it and maybe if they will listen to our side of the story, we can try to persuade them in our favor.
- c) Active: The 50 schools districts that have agreed to join the boycott because school is one of the main ways Von Bronfman sells their candy and if we lose schools as a business medium then we will be in deep financial trouble.

2) The organizational objective is: “To increase candy sales in the U.S. by 8% over the next 12 months.” Write PR objectives – PR communication objectives – for each public you chose. Make sure they are objectives that enable you to support the organizational objective by dealing with the issue of the looming boycott.

Latent PR Communication Objective: To make all 5 supermarkets aware within 2 weeks of the steps being taken by Von Bronfman.

Aware PR Communication Objective: To secure the 25 school districts that are “thinking about it” on behalf of our position to not join the boycott by January 1, 2010.

Active PR Communication Objective: To have 100% of the school districts aware of the measures that Von Bronfman will take and gain support within 2 weeks.

3) Which model of PR would you use with each of your publics to accomplish your objectives? Why?

Latent: Two-way symmetrical model because you want to make sure these 5 supermarkets are aware, yet you don't want to tell the entire world about your crisis and relieve any questions they may have. Want dialogue.

Aware: Two-way symmetrical model because you want to hear their concerns in order to convince them not to join the boycott as well as give them your frame of the issue so that you can make negotiations.

Active: One-way asymmetrical model because they've already said yes to the boycott, therefore now we need to persuade them.

4) Given your publics and your objectives and the models you chose, which tactic(s) would you use and why?

Latent: Interpersonal because it allows for feedback, is the most persuasive, and the public is relatively small and eminently reachable.

Aware: Interpersonal because again it allows for feedback and is the most persuasive and the public is relatively small.

Active: Organizational media combined with news media because the news media has the credibility that the controlled media of organizational media does not. However, organizational media can allow the message to be tailored in Von Bronfman's favor.

Bonus question worth 5 points: O'Callahan says, “Can these nutty activists succeed in boycotting our candy?” What do you answer? Why

Yes, I think these activists can succeed in boycotting our candy because they are going after our largest market (USA) and they're doing it through two mediums that we profit from the most: supermarkets and schools. If we lose business from these two, our company will suffer financially and the candy aspect of the Von Bronfman Company will most likely be eliminated as the other countries are more focused on the other products (farm products and infant formula) which don't account for even half of the sales.