

A LESSON IN RUMOR MANAGEMENT

'HOW TO MANAGE CORPORATE REPUTATION IN A CRISIS ENVIRONMENT' PANEL SESSION
WORLD COMMUNICATIONS FORUM ISTANBUL, NOVEMBER 03, 2016
IRINA BAKHTINA, VP SUSTAINABLE BUSINESS AND COMMS UNILEVER NAMET RUB



25 TEA BAGS
FLAVOURED GREEN TEA



Green tea

LEMON ZEST



Lipton

A CURE FOR 'CLAMPING UP' SYMPTOMS

"Strategic Patience"

*as advised by the business
and the global team*

Monitoring the situation
quietly

Letting the issue 'burn out'
naturally

Assuming involvement
will make things worse

Aggressive Denial

*as often explored by the
industry peers*

Deny that problem exists

Deal with the situation only
by publishing official
statement on the website

Refuse to engage in
an open dialogue

360° Communications Transparent Approach

as chosen by the local team

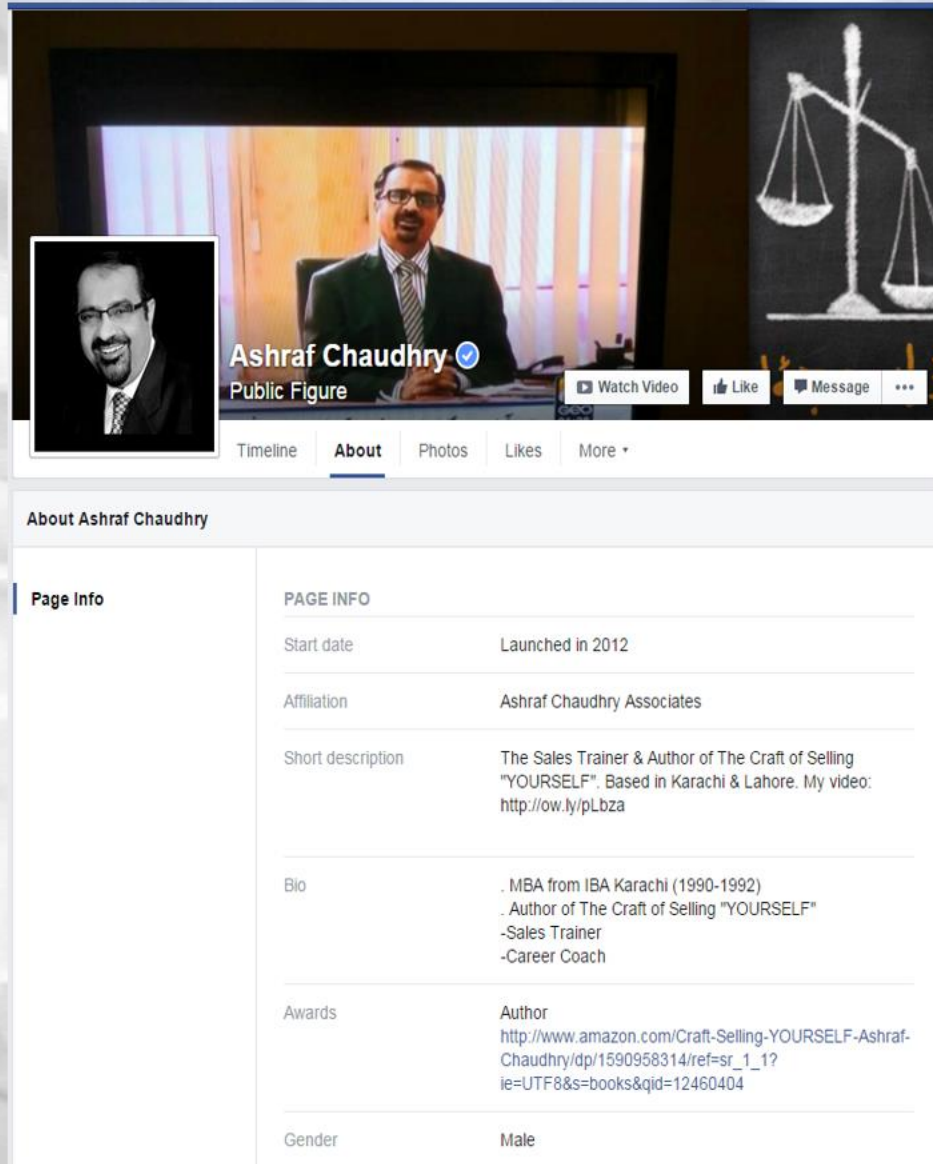
Initiate the investigation

Address every comment

Use a selected social media
channel as "lightning rod"

Work with influencers
to communicate the TRUE
message

A CURE FOR 'CLAMPING UP' SYMPTOMS



Ashraf Chaudry
Public Figure

Timeline About Photos Likes More

About Ashraf Chaudry

Page Info	PAGE INFO
Start date	Launched in 2012
Affiliation	Ashraf Chaudry Associates
Short description	The Sales Trainer & Author of The Craft of Selling "YOURSELF". Based in Karachi & Lahore. My video: http://ow.ly/pLbza
Bio	. MBA from IBA Karachi (1990-1992) . Author of The Craft of Selling "YOURSELF" -Sales Trainer -Career Coach
Awards	Author http://www.amazon.com/Craft-Selling-YOURSELF-Ashraf-Chaudry/dp/1590958314/ref=sr_1_1?ie=UTF8&s=books&qid=12460404
Gender	Male



Ashraf Chaudry
Hello Friends

Shared with: Public
318,142 Views

This video is circulating at whatsapp. There can be three motives behind this video:
1. The video maker found the worms and she has every right to inform others.
2. Someone from trade trying to damage Lipton's reputation.
3. A pissed off employee can also do it.

What is your opinion?

PS: We will also publish Lipton's point of view if they contacted us.

Embed Video
Embed Post
Report video

Inviting Lipton to respond

318,000 views increased by 13,000 in a couple of hours February 22 pm

FRAMING THE DEBATE AND 'FRIENDLY FIRE'

 **Kathy Dierking** 8 months ago
These are not worms. They are not moving. They are lemon flavor pieces that melt in hot water.
Reply · 25  

 **Havilands Gamer Channel** 7 months ago
+Kathy Dierking Lipton have posted about it on their facebook. It is stupid that people would believe it is worms.
Reply · 1  

Using a selected social media channel as a “lightening rod”

109,874 views 

14T, 1,297 RT 

9m views, 300+ comments 

  **عمر الشحيه** @katemalhawajes
وجود ديدان في الشاي الأخضر - ليبتون @YouTube ln.is/www.youtube.co...




Worms in Lipton Lemon Green tea!!! Ewwwww. Share now!
109,874 views

 **Pavi Bansal** In the previous video...we can clearly see the worms moving...i dont buy..what u r showing here.
Like · Reply · Message ·  2 · February 24 at 8:14pm

 **Lipton** Hi Pavi,
Thank you for reaching out.
We reassure you that these are not worms. You could test this for yourself by opening any pack of Lipton Green Lemon variant, and you will find that the lemon pieces dissolve when you put them in water.
Have a great day!
Like · Reply ·  1 · Commented on by Mihad Kashif [?] · February 25 at 3:47pm

FRAMING THE DEBATE AND 'FRIENDLY FIRE'



LIPTON® Tea @Lipton

22.6K TWEETS | 5,372 FOLLOWING | 46.2K FOLLOWERS

Following

Inspiring you to break out of your daily auto-pilot and see the world with a fresh-brewed perspective. #BeMoreTea

Where you are. • LiptonTea.com

Retweeted 181 times

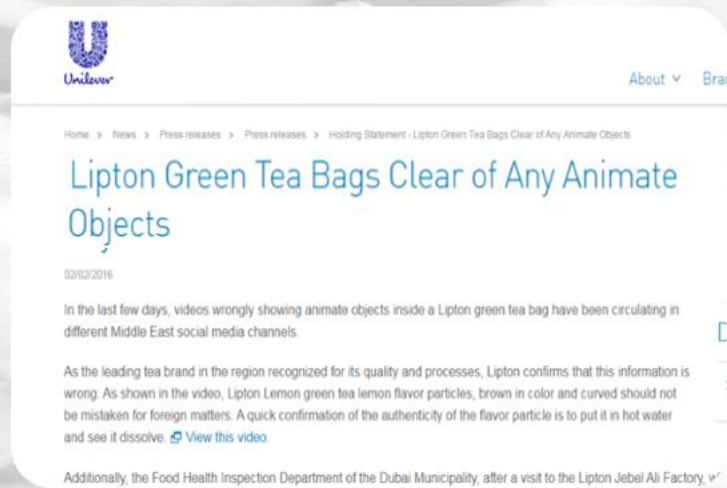
LIPTON® Tea @Lipton · Feb 23

There are no worms in **Lipton** Lemon Green tea bags. They are flavor pieces which dissolve in hot water. Watch here:



0:30

181 retweets | 55 likes



Unilever

Home > News > Press releases > Press releases > Holding Statement - Lipton Green Tea Bags Clear of Any Animate Objects

Lipton Green Tea Bags Clear of Any Animate Objects

02/02/2016

In the last few days, videos wrongly showing animate objects inside a Lipton green tea bag have been circulating in different Middle East social media channels.

As the leading tea brand in the region recognized for its quality and processes, Lipton confirms that this information is wrong. As shown in the video, Lipton Lemon green tea lemon flavor particles, brown in color and curved should not be mistaken for foreign matters. A quick confirmation of the authenticity of the flavor particle is to put it in hot water and see it dissolve. [View this video.](#)


Additionally, the Food Health Inspection Department of the Dubai Municipality, after a visit to the Lipton Jebel Ali Factory, ✓



Home OUR TEAS WORLD OF TEA

LIPTON LEMON GREEN TEA BAGS VIRAL VIDEO PROVEN FALSE

Find out more



FOR YOUR ACTION

SOCIAL MEDIA RESPONSES FOR YOUR USE

Lipton Green Tea Issue

28th February, 2016

Dear Colleagues,

Please find below responses that you can use on your social media if you come across any incorrect information regarding worms in our tea bags:

For responses on Facebook:



In response to the video of Lipton's Lemon Green Tea bags, there are no "worms" in our tea bags. These are small lemon flavour pieces which have been mistaken for worms. If you put these lemon flavour pieces in hot water they will dissolve as you can see from this video. The tea is of the highest quality standard and is absolutely safe to consume.

If you have any questions, please contact us here (Within KSA: 800 897 1480; Within UAE: 800 53837; Outside UAE: +9714 881 7263).

Home WORLD OF TEA LIPTON LEMON GREEN TEA BAGS VIRAL VIDEO PROVEN FALSE

LIPTON LEMON GREEN TEA BAGS VIRAL VIDEO PROVEN FALSE

In response to the video of Lipton's Lemon Green Tea bags, there are no "worms" in our tea bags. These are small lemon flavour pieces which have been mistaken for worms. If you put these lemon flavour pieces in hot water they will dissolve as you can see from this video. The tea is of the highest quality standard and is absolutely safe to consume. If you have any questions, please contact us here (Within KSA: 800 897 1480; Within UAE: 800 53837; Outside UAE: +9714 881 7263).



Watch Video

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Technology Money Travel Fashion Mums

M · News · Weird News · Lipton Inc.


Lipton slam 'live worms' teabag claims with video proving what is REALLY inside their lemon green brew

11:47, 24 FEB 2016 | UPDATED 13:31, 24 FEB 2016 | BY KARA O'NEILL

Ismat Raza posted a photo showing 'live, wriggling worms' in her teabag - but the Lipton company claims she's got it very wrong

464 SHARES | 2 COMMENTS

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Dubai: Hanisgully also responded to the video and posted a comment in support of Lipton on Instagram.

FILE: Lipton have now responded to the allegations

8:13 / 1:13

BuzzFeed News Like Page

NEWS February 25 at 8:05pm · 🌐

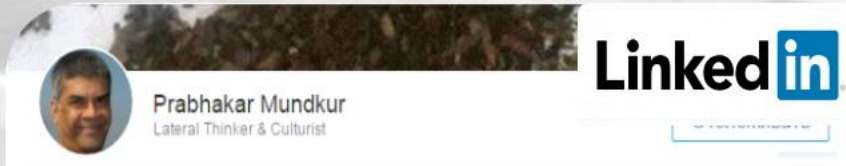
No, there are not worms in your Lipton Tea...the little "live worms" are just really small lemon pieces!



24K 4.5K Comments 43K Shares 4.7M Views

Like Comment Share

SHIFTING PUBLIC OPINION



Prabhakar Mundkur
Lateral Thinker & Culturist

Lipton : A Lesson in Rumour Management

1 марта 2016 г.
23 669 просмотров | 1 211 отметок «Нравится» | 108 комментариев

Earlier this month a mis-informed consumer threatened to damage the 125 year reputation of Lipton, when she claimed to have found worms in Lipton Lemon Green Tea bags and then uploaded a video on social media.



Lipton reacted swiftly to the video by putting out an informational video again on social media and responding to the complaint in the shortest possible period of time, quelling a dangerous rumour that could have harmed the brand.

Lipton has done a fantastic job of rumour management in this case by killing the rumour quickly and effectively wiping out all doubts about the quality of their products.

Fatima Haider Lipton has always been my favourite and i wouldnt stop using it just because some stupid person used some bunch of old tea bags or created a rumor stating lipton has worms. Love lipton 😊
Unlike · Reply · Message · 33 · February 24 at 4:31pm

Farrukh K. Pitafi @FarrukhKPitafi 6 days ago
RT @Abidsuleri: Got response from @Lipton, these r not worms but lemon flavor. My veg friends r safe. <https://t.co/aV7Jc2nWYj>
10.0

Nida Zuberi I've always had Lipton green tea! What extent other labels will go to tarnish another's image is just shameful. None of those lemon shavings are moving. Not a single one. Thank you for the great taste and high quality.
Unlike · Reply · Message · 1 · February 25 at 7:34pm

Becky Hanemaayer 7 months ago
Lemon pieces and YOU can't tell they aren't worms!! Really a terrible video...why are you trying to ruin a good company like Lipton?
They made their own video. WATCH IT!!!
<https://www.facebook.com/LiptonUS/videos>
Reply · 5

Becky Hanemaayer 7 months ago
+Becky Hanemaayer
Lipton tea company could sue you...I recommend you take down your video!
Reply

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