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CASE

Celebrity Complaints: Navigating Public Relations Challenges in the Age of social media

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SYNOPSIS

Aakriti Dhakad boarded the train to join as a new Public Relations Officer with a PR firm in Mumbai. While browsing her emails, WhatsApp, and text messages, she overheard her fellow passengers complaining about the attention that celebrities get on social media. Aakriti pondered whether a celebrity's displeasure with a product or service attracts relatively wider visibility on social media platforms than the brand or the organization in question. She wondered why celebrities got more airtime than the general public, irrespective of the severity of the complaints. Aakriti's priority was to address the criticism raised by the consumers and celebrities who used her clients' brands.

Keywords

Celebrity Endorsement, Celebrity Angst, Social Media, Brand Image, Brand Management