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FAILED ADVERTISING CAMPAIGNS: WAYS OUT

Over the past few years, PR has become an integral part of marketing in both big corporations and small start-ups. Unfortunately, bad PR can create a loss, damage reputation; destroy the business and creating a non-favorable image for the company. *PR (Public Relations)* is a strategic communication process that companies and organizations use to liaise with the public. In other words, it is a process that builds a substantial relationship between the organization and its audience. It's essential to understand, that Public relations are not advertising, as many are used to think. That's why it is important to understand that PR-specialists promote the brand within appropriate channels. For examples, articles and posts in magazines, newspapers, news channels, websites, and even blogs and TV programs. Moreover, the task of PR is to beat spin and not to let something or someone reflect badly on an organization.

Case: H&M and its allegations of racism

Hennes & Mauritz AB is a Swedish multinational clothing-retail company known for its fast-fashion clothing for men, women, teenagers and children.

Situation:

In January 2018, the H&M retailer released a new children's collection catalog where a sweatshirt "The coolest monkey in the jungle" was showed by an African-American child. Outraged users saw it as racism and announced a boycott to the brand. Even musicians G-Eazy and Weekend said they would never collaborate with the Swedish giant again.

Actions of the company:

1. H&M removed this photo from all channels.
2. H&M removed from sale this sweatshirt around the world and apologized to buyers for its insensitivity: "Of course, the situation is a perfect accident. But that doesn't mean we don't understand its full seriousness or the emotions and discomfort it caused in a mass of people. We will do everything we can to ensure that this does not happen again."
3. Brand has promised to review domestic policies and launch global programs promoting cultural diversity. Already in autumn 2018, representatives of the brand became speakers at the conference in South Africa on combating racism.
4. In the spring of 2019, H&M announced its first collaboration with South African fashion brand Mantsho.

Problems related to national discrimination or gender discrimination are the hot buttons for many people. That is why companies, when they create advertising projects, must evaluate them from different sides in order not to hurt the feelings of other people who are different because they are still potential buyers. However, PR specialists in H&M companies worked perfectly and solved the problem due to them: accepted responsibility, acknowledged the incident, addressed awareness, didn't cover up the problem, did their best to beat spin, fulfilled the commitments.

To sum up, it is important to pinpoint that PR's role in the life of the company is essential and indispensable. After all PR is not only about brand recognition, PR is the face of the company, which helps to survive adequately in crisis situations