

ASSESSMENT TITLE

"Dear Customers..." – The Apology That Saved a Brand

(A simulation of CEO crisis leadership and strategic communication)

Scenario

You are the Global CEO of a popular international fast-food chain, operating in over 40 countries. A recent exposé by an environmental watchdog has gone viral, showing your brand indirectly sourcing palm oil from deforested, illegal plantations linked to endangered wildlife zones in Southeast Asia.

Within days,

- Social media boycotts have erupted
- Protests are staged outside stores in major cities
- Several influencers have cut ties with your brand
- Two global retailers have suspended your products
- Investors are questioning ESG compliance

You must now record a **10-minute public video statement** that will be posted across YouTube, Instagram, and LinkedIn to address the crisis and recover public trust. As preparation for this video, you must also submit, as part of the assessment, a maximum 1000-word press briefing that critically evaluates your approach, the relevant theories and models you have used to underpin your video content and why and also includes in-text citations and a full list of the sources you have used.

This assessment should follow the undernoted guidelines.

- Referencing - Use Harvard referencing style. All references should be included at the end of the press briefing
- Marking Criteria - The criteria that follow set out how marks are allocated to the assessment.
- Should your recording be shorter or longer by 10% (i.e. 9 mins and under or 11 mins and over) then your mark will be capped at 50%

Prepare and record a **professional video message** that reflects **executive crisis leadership**, strategic messaging, and ethical accountability.

Your message should,

1. **Acknowledge** the issue without legal self-sabotage
2. **Accept responsibility** where appropriate, with a leadership tone
3. **Demonstrate emotional intelligence** in addressing public sentiment
4. **Present your crisis response plan**, including short-term and structural fixes
5. **Propose sustainable change**, showing your commitment to environmental ethics
6. **Conclude with a powerful call to action** (if deemed appropriate) to re-engage stakeholders

MARKING CRITERIA (Total – 100 Marks)

Assessment Element	Marks
Structure & Flow – Logical, clear, professional presentation	10
Crisis Framing & Critical Analysis – Evaluating root causes, risks and level of severity, and incorporating appropriate stakeholder views	30
Leadership & Ethical Tone – Strong executive presence, balanced humility and authority	20
Crisis Strategy & Brand Recovery Plan – Realistic, creative, and reputationally sound actions	20
Message Impact & Delivery and appropriate in-text citations and sources – Engaging tone, persuasive closing, credibility	20

Module	Crisis Management – BM166
Assignment medium	Video Essay
Time duration	10 minutes
Format:	MP4 file
Number of references	A minimum of 20 sources should be cited
Referencing	Harvard Referencing System (As per Cite Them Right) https://www.citethemrightonline.com/how-to-access
Weighting:	50%