

Case studies

Pricegrabber and a toy site One of our clients is a major retailer of trampolines. Before our involvement the company's rating on Pricegrabber was 1 star out of five. A month after the implementation of our recommendations the rating was 4 stars. Nothing about the service offering was changed during this time (and we should highlight that all the reviews added were genuine). **Kryptonite** In 1992 it was reported that a bic biro could open the seemingly impregnable Kryptonite cycle lock (D-lock)

- Sales remained stable and grew over time Twelve years later a video of this trick was posted on the internet. Within one week

- The original post was downloaded 340,000 times
- The problem was mentioned on over 350 news networks
- The video was downloaded in total almost 1 million times
- The video was cited in a lawsuit, Sales tumbled.

The company was slow to react - it was over a month before they posted anything

The perception will not go away. An ITV show recently mentioned this "trick", this despite Kryptonite insisting that it is not actually possible

Kryptonite Bike locks Innocent When Innocent recently announced that they would be selling their product in McDonald's they totally under-estimated the level of consumer reaction. (It was after all just a trial) The decision prompted thousands to comment on the Innocent blog.

- Innocent responded to these, but this was only the tip of the iceberg.
- Hundreds of other websites have negative comments. The impact of these discussions will have a long term affect on the brand.

Innocent vs McDonalds