

Domino's to revamp online plan

account (which it took over from a franchisee association's Twitter feed, dpzinfo), pledging to "listen." The YouTube video featured company president Patrick Doyle

"We got a great lesson in how to respond in the event of another such incident"

*Tim McIntyre, Domino's Pizza
VP of corporate communications*

apologizing for the incident and explaining its steps going forward.

By using the same medium as the former employees, Domino's sought to respond to concerned consumers.

"We did this [video] in the same forum these people used to do this to us," said McIntyre. "The credit we're getting and the comments we're

seeing [note] that we didn't hide and we haven't been 'corporate,' but responding like real people."

The company is also looking at its external needs in the social media space. According to social media firm Vitruve, which does not work with the franchise, online chatter about Domino's had spiked 27% in the day following the incident.

Vitruve's Social Media Index measures the amount of dialogue across the blogosphere and social networks. It didn't note whether the conversations were positive or negative.

Reggie Bradford, CEO of Vitruve, called the video prank "very unfortunate," but noted it was an "opportunity for Domino's to become part of the conversation... [and] establish more of a social presence."

Paul Walker, president of Cohn & Wolfe Digital, added that the brand should put a cohesive plan in place for online crisis management.

"Today, [brands] need to take immediate action [online] and let consumers know, even if you don't know, that you are investigating," he added. ■



TAX DAY PRO-MOO-TION

Maggie Moo's Ice Cream & Treatery enticed customers with its "e-cone-omic" stimulus package on April 15. Many of Maggie Moo's nearly 200 nationwide locations took part, including Dunwoody, GA (pictured), offering customers one free single-scoop of ice cream. Working with AOR Ogilvy PR, Maggie Moo's promoted the event to media and via social networks like Twitter. The promotion garnered coverage on blogs, in various local media entities, and in national outlets, including *US News & World Report*, *USA Today*, and AOL.

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