

CASE STUDIES

PROTECTING YOUR DIGITAL REPUTATION

LESSON LEARNED

Even big companies become guilty of copyright infringement. It's easy to get caught. And thanks to social media, it's even easier to put pressure on correcting unethical behavior.

CASE STUDY: DKNY'S FLAWSOME RESPONSE TO PUBLIC CRITICISM

Humans Of New York artist, Brandon Stanton, is a prime example of a self-made internet phenomenon. His widely followed Facebook page features portraits of people he finds on the streets of New York City. In 2013, his photos were taken without permission and without compensation by DKNY for a store window display.

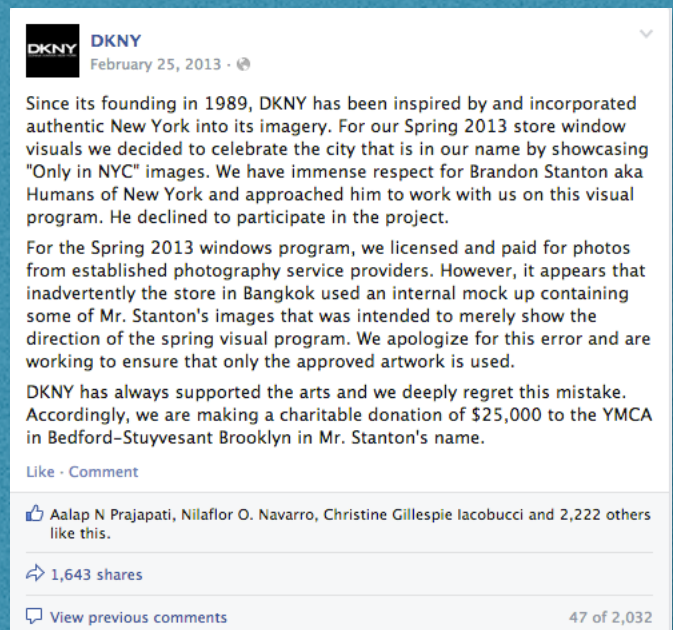
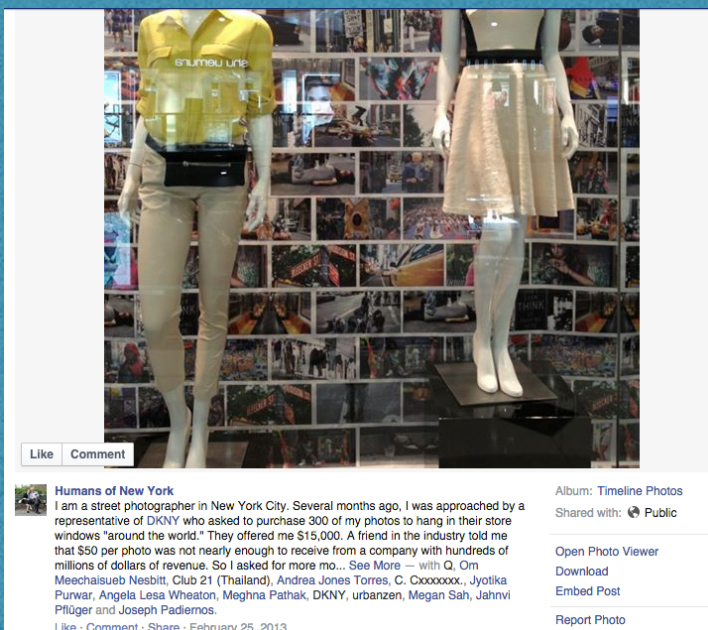
Artist Brandon Stanton used Facebook to make a call to the public to put pressure on DKNY to apologize.

After thousands of comments, shares, and attention on social media, DKNY responded with an apology and a \$25K donation.

See screen captures of the actual posts below.

Questions for Reflection/Discussion:

- How might you have honored the wishes of the HONY artist?
- As a high profile company, what could DKNY have done earn the trust of their social media followers?





Wine Library™

www.winelibrary.com

CASE STUDY: WINE LIBRARY

Wine and liquor storeowner Gary Vaynerchuk of the Wine Library had 12 people watch his first YouTube wine show.

These viewers believed the format was stuffy and traditional and encouraged him to take advantage of his outgoing New Jersey personality and develop a more entertaining format.

Gary listened to his fan base.

The Wine Library became one of the most viral shows on YouTube and sales increased from \$4 million annually to over

\$50 million. Gary is now a bestselling author, media company owner and keynote speaker.

Questions for Reflection/Discussion

- What are some characteristics of good online videos? What are some bad ones?
- What is a good idea you have that you need to revisit?

LESSON LEARNED

Don't easily give up on a good idea if it doesn't work the first time. It might eventually make you \$50 million dollars.



LESSON LEARNED

If one of the greatest CEO's of our time has identified a major shift and has taken steps to adjust how he leads, then maybe we all should.

CASE STUDY: STARBUCKS LEARNS PRIVACY IS DEAD

Privacy is dead. For example, Howard Schultz, while Chairman of Starbucks, was disturbed when an internal digital memo leaked out to the press, social networks and various blogs. Schultz approached his head of global communications, Wanda Herndon.

“Did you hear about the memo?” asked Schultz.

Wanda said yes, she knew about it. Schultz shook his head in disbelief and spoke about how hurt he was with the breach of trust.

“Howard,” Wanda said in the matter-of-fact way that Schultz had come to expect and appreciate from her, “Nothing is confidential. This is the new reality.”

Schultz admitted as such, “The leaked memo helped me comprehend the enormous sea of change occurring in how information was flowing as well as what was being communicated. Technology was redefining the nature of relationships and how people spend their time. The fundamental societal shift was affecting the psyche of our own people and our customers. But not until the memo leaked did it affect me, and none too soon.

Questions for Reflection/Discussion

- When privacy is violated online, what's the best way to respond?
- As a high profile company, what could Starbucks have done to protect it's reputation?



EQUALMAN STUDIOS