**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 4: Activity 6**

**GROUP ACTIVITY**

## **Turning around the fortunes of a bad brand**

For holiday company Jupiter, the stock answer to unhappy consumers was ‘you should have read the terms and conditions’. This resulted in even more bad feeling as holidaymakers who had brought package tours from the business complained about the poor service; substandard accommodation and inedible food.

The direction from the business’ leadership team was to resist giving refunds to consumer claims at all costs. In fact, any employee who did agree compensation faced instant dismissal. The results were a steady decline in sales; increasing bad publicity on social media and the mainstream press beginning to pick up on the story of unfair practice.

In the face of this worrying situation, the business’ investors have stepped in; removing the senior leadership team and replacing them with new thinking and a consumer-centric team to overhaul the consumer complaints process.

The tour packages are now top-quality and designed to excite and delight consumers in terms of the experience and value for money.

Your challenge

* Imagine you are a team of marketing consultants brought in to help the new leadership team change post-purchase consumer behaviour.
* Working in teams of 3 or 4, develop a proposal for recruiting and retaining brand advocates; a plan to drive positive reviews and social sharing of the new, improved Jupiter Tours. For example, what could you do to incentivise positive feedback on social media?
* Your proposal should be a ‘plan on a page’; no more than one side of A4 with clearly defined objectives; strategies and outcomes and supported with a sound rationale

Share and compare your plan with others in your group.