Media Response: Johnson & Johnson

Johnson & Johnson work to figure out the best strategy for Tylenol poisonings

Johnson & Johnson have notified the public of the poisonings and advised them not to consume any Tylenol products until further notice. They are working with authorities to figure

out how the Tylenol poisonings happened.

They were first made aware of this crisis from a reporter and after further investigating saw

there had been multiple deaths related to Tylenol.

The company recalled all Tylenol products, especially Extra Strength capsules and warned the

public to flush theirs and not consume any until further notice.

"We apologize for the harm our product has caused. Intense efforts are being made to find the

person responsible for the tampering's," company Chairman James Burke said.

In response to this event, the company has now put in place tamper-proof seals to better

protect their customers and products.

Furthermore, if you have any clues on the person behind this, contact the number below. A \$100,000 reward is offered to the person who can lead to a conviction. If you have questions of

comments, please contact the number below.

TIP NUMBER: (800) 555-SAFE

Contact number: (841) 634-2344

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Media Response: KFC Chicken Nightmare

KFC is facing a chicken shortage across the UK; here's how they're fixing it

Kentucky Fried Chicken, or more commonly known as KFC has been experiencing supply chain issues that include their famous chicken.

The issues started when they switched food-delivery companies. Branches are doing the best they can to stay open, but without their best seller, they've been forced to close.

KFC responded with "FCK" on their marketing materials. They wanted to be open and honest with the public and send a message that they are just as frustrated as their customers are.

Within a week the chicken company was opening their stores back up to their loyal customers.

If you have any questions or comments, contact this number - (341) FCK-OPEN.

https://www.campaignasia.com/agencyportfolio/CaseStudyCampaign/448479, kfc-a-very-fcking-clever-campaign.aspx#.YfWWL XMImY