

# Hey Tiger!

## *What happened?*

Imagine that Mr. Woods is not a man but a brand. Then imagine that he is your brand, your company.

With our background in marketing, advertising, and public relations—and given that Tiger is featured in our company brochure as a result of our work with the PGA tournaments at Firestone—we considered this question and developed a list of what the Tiger brand did right (and what it did wrong) as a way for you to think about your company’s marketing strategy.

### Birdies

- **Communicate through social media.** Tiger’s first message to the public after his brand came crashing down was carried through his blog. One of the ways that a brand can drive the message is through online social media.
- **Apologize.** Toyota and Domino’s also recognize the power of an apology. Whether it was individual wronged or an entire customer base, a sincere “sorry” goes a long way.

*continued*

## Bogey

- **Make an unforgivable mistake.** Marketing is nothing without ethics. Accidents happen, but a million dollar pay-per-click campaign can't convince anyone of Bernie Madoff's commitment to investors.
- **Run and hide.** Not facing your shortcomings quickly and completely allows customers and fans to assume the worst. In trouble or not, a business needs a regular method of communicating with its past customers and potential clients.
- **Stop doing what you do best.** Thinking of Mr. Woods strictly as a brand, he should have golfed, and then golfed more. After a lapse, do what you do best and the public's focus may return more quickly to where you want it to be.
- **Keep the same look.** Are you familiar with the Tiger brand logo, a "T" and "W" combined that seems to invoke Poseidon's trident? Now would be the time to alter public perceptions. Consider what GMAC Financial Services did with Ally Bank in the middle of last year's banking crisis.

At the end of the day, it is not about the mistakes a brand makes, but the lessons we learn from them and how we communicate these lessons with our customers or clients.