

DECISION 2024: ARE YOU PREPARED FOR POLITICAL BRANDJACKING?

As election-related rhetoric intensifies and political divides deepen, brands face increasing risks of being drawn into the political spotlight through brandjacking. This occurs when their past or present positions—such as stances on social issues, regulatory policies, or employment practices—are co-opted to serve political agendas. The rise of misinformation exacerbates this risk, making it easier for any social media user to amplify damaging narratives, as seen in recent cases involving companies like John Deere, Bud Light, Disney, and Target. The stakes are high, and the potential for real reputational damage and business impact is significant.

These risks will continue. Are you prepared?

Hoping you aren't pulled into the political swirl is not a strategy. And avoidance is not the same as preparedness. Simply staying silent in this environment is not a safeguard; rather, it can be a dangerous and careless approach. To protect your brand's integrity, companies must adopt a proactive and vigilant approach, constantly monitoring potential triggers and developing clear, adaptable communication strategies. This will enable them to navigate the unpredictable landscape, mitigate risks, and maintain their reputation through the election cycle and well into the next administration.

MikeWorldWide begins with a bespoke **Decision 2024 Brand Vulnerabilities Assessment**, identifying your unique risks as the election landscape evolves. This assessment helps you prepare for scenarios that could impact your business and reputation. Following the assessment, we develop a comprehensive plan of action, ensuring you have the right strategies, tools, and counsel in place. We leverage AI and analytics to conduct an exhaustive data sweep, examining potential political vulnerabilities, including contributions, executive statements, internal policies, and affiliations. We also analyze similar data for companies in your category, cross-referencing with key political campaign issues.

With this information, we create a detailed risk profile and the **Decision 2024 Preparedness Playbook**, your go-to resource for managing election-related challenges.

What it includes:

/ Preparation: Findings from our communication audit, key messages and FAQs, and protocols for monitoring and response, guidelines for when and how to activate and stakeholder specific considerations.

/ Campaign & Election Activation: A comprehensive playbook for managing communications - proactive, pre-emptive and reactive - including scenario based statements and communications materials and templates for real-time response by stakeholder and by channel.

/ Post-Election: Evaluating communication effectiveness, identifying lessons learned, future preparedness, and maintaining engagement and transparency with stakeholders in the transition period.

MIKEWORLDWIDE DECISION 2024 SERVICE OFFERING

/ Election Social Defense Strategy: Political battles are now largely fought on social media. Our strategy goes beyond monitoring and analyzing conversations; it helps you decide how to engage and manage your social presence during contentious times.

/ AI-Enabled Issues Monitoring: Our AI tools track election-specific issues and policies that could impact your business, providing insights into their spread and potential impact.

/ Crisis Plan Refresh & Tabletop Simulations: We update your crisis communications plan for election-related scenarios and offer realistic simulations to test your team's readiness for quick response.

/ Executive & Spokesperson Training: We prepare your executives to handle tough questions and pivot to key business issues during election-related inquiries.

/ Employee Communications Planning: We work with internal communications and HR teams to create plans that keep employees informed, engaged, and focused during high-pressure situations.



WHY MIKEWORLDWIDE

MikeWorldWide excels in crisis and issues management, with a deep understanding of national and state politics. Our expertise lies at the intersection of business, government, and politics, making us relentless defenders of corporate reputations. We empower clients to act boldly when stakes are high and time is short.

Our strength is speed. In today's environment, being ahead is crucial.

Using AI-enabled tools, we monitor and analyze social and traditional media, providing clarity in a complex world. We extract critical insights for real-time decision-making, ensuring your message reaches the right audiences—journalists, influencers, decision-makers, and fans—when it matters most. This election season, MikeWorldWide offers tailored solutions to prepare you and your team for the months ahead.