**Media Response Plan Template Instructions**

**Why It is Needed:**

Each day, marketers are faced with decisions on how their brand should show up to consumers in key moments - from shifts in social sentiment to global crises. The stakes are higher than ever before as marketers navigate how and when to place, pause, or amplify media, all while balancing consumers' evolving sentiment. ​

Every marketer should have a **Media Response Plan** that outlines both proactive and reactive strategies for making sure their brand is showing up as desired in key moments.

**How To Use:**

*Read the full directions at <insert insights post page>*

1. Fill in the below grid below to develop your **Media Response Plan**
   1. Example tiered scenarios
      1. *Consider levels of crises from low impact to significant impact*
   2. Impact on business operations, employees, and customers
      1. *Ask questions such as, "How will this impact our reputation? Will it impact employment? Revenue? The health and longevity of our brand?"*
   3. What is most important to your brand in each moment
      1. *Consider which brand values and sentiment you want to convey to internal and external stakeholders when responding to the situation at hand*
   4. Recommended media actions
      1. *Should you pause all media or does the situation call for a less drastic measure like monitoring media activity or shifting messaging?*
   5. Who is the internal approver
      1. *Does this plan require approval and input from executive leadership, or can it be approved and managed by mid-level leadership?*
2. Review and align with your cross-functional response team

**Media Response Plan Framework Template**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Level​** | **Description​** | **Business Impact​** | **Employee Impact​** | **What Matters to Brand​** | **Media Action​** | **Approver ​** |
| **Level 1​** | <insert here>  Example:  Highest level of crisis that significantly impacts customers, partners, employees, and business operations. ​  *Examples: Natural Disaster (Hurricane Harvey, CA Wildfires), Executive Misconduct, Product Recall, National Social Unrest Moment, National Pandemic*​ | <insert here>  Example:  High​   ​ | <insert here>  Example:  High​   ​ | <insert here>  Example:  Brand Values and Reputation​   ​  Examples: Genuine, Engaged​ | <insert here>  Example:  Pause all paid media, re-asses twice daily based on sentiment​ ​  Update website with relevant language on impact on business operations (store closures, shipping delays, etc.)​ | <insert here>  Example:  CMO​   ​ |
| **Level 2​** | <insert here>  Example:  Moderate risk/impact customers, employees, and business operations. Isolated to specific regions, but not widespread.​  *Examples: Regional Outbreak, Regional Changes in Policy, Regional Social Unrest*​ | <insert here>  Example:  Medium​   ​ | <insert here>  Example:  Medium - High​   ​ | <insert here>  Example:  Clear Communication on Business Operations​ | <insert here>  Example:  Monitor media activity but likely do not pause, shifting messaging to be relevant to consumers in the situation​  Update website with relevant language on impact on business operations (store closures, shipping delays, etc.)​ | <insert here>  Example:  Director of Marketing​   ​ |
| **Level 3​** | <insert here>  Example:  Some impact to employees and customers, but no major impact on business operations.​  *Examples: Specific Causes or Caused-Based Holidays, Local Social Unrest, Local Natural Disaster*​ | <insert here>  Example:  Low​   ​ | <insert here>  Example:  Low - Med​   ​ | <insert here>  Example:  Alignment of Brand with Social Cause​ | <insert here>  Example:  Monitor media activity and proactively adjust messaging to align to causes that matter to the brand​ | <insert here>  Example:  Director of Marketing, Social and Media Team Leaders​ |

[Graphical user interface

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[](mailto:lindsay.westover@ovative.com?subject=Ovative%20Contact%20Us:%20Media%20Response%20Planning%20PDF)

Read the full Marketer’s Guide to Media Response Planning and download the template at

*<https://ovative.com/insights/marketers-guide-media-response-planning/>*