

SPORTS & ENTERTAINMENT MARKETING  
Public Relations and Public Image  
The Tylenol Crisis

Name \_\_\_\_\_

Score \_\_\_\_\_/30 points

**Part I:** Read the document titled, "The Tylenol Crisis: How Effective Public Relations Saved Johnson & Johnson". Answer the questions below.



1. How did the police, FDA, and media handle the news about Tylenol? Did their reactions have an impact on Tylenol (Johnson & Johnson)? Explain. (3 points)
2. How did Johnson & Johnson conclude that the tainted Tylenol was linked only with the Chicago area? (2 points)
3. Explain what took place during the First Phase of the Tylenol public relations program. (3 points)
4. What did Johnson & Johnson learn from the mistakes of Perrier in regard to crisis management? (2 points)
5. What was the public's response towards the Tylenol product and the way that the crisis was handled during the First Phase? (2 points)
6. In what ways did Tylenol sacrifice profit to show concern for their customers? (2 points)

7. What activities were involved in reintroducing Tylenol back into the market? (3 points)

8. During Phase 2 of the public relations campaign, Johnson & Johnson launched a strong promotional campaign utilizing each of the elements of the promotional mix to reestablish Tylenol's dominance in the market. Explain how each element was used. (4 points)

A. Sales Promotion:

B. Advertising:

C. Personal Selling:

D. Public Relations/Publicity