

### **Case 15.**

The phrase “Your call is very important for us, but at the moment all operators are busy” only causes irritation and anger of subscribers. Here's what Virgin Atlantic customers hear: “Hello, my name is Richard Branson and I am the owner of Virgin Atlantic. All operators are busy now. This is a mess. Let's do it this way: if no one answers your call after 18 seconds, you'll get £450 off. I'm starting the countdown - 18, 17, 16, 15...” The client listens and passionately dreams of only one thing, so that the operator does not pick up the phone for as long as possible.

Assignment: determine which external and internal PR problems were solved using the creative move described.