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Rolls-Royce
Motor Cars Limited

BMW Safety Recalls

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Thesis Defense

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Outline

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Introduction

1

Topic of Investigation

- Safety recalls in the automotive industry
- Communication strategy and crisis management in the automotive industry
- vs. food industry

2

Dilemma

Department for communication of quality and product launch wants to find a way to:

- forecast and navigate media coverage trends in good time to act efficiently
- preserve the brand image and reputation

-->because media coverage can be detrimental if recurrent

3

Why Forecast?

- Producing a wave diagram to depict the safety recall lifecycle
- Identify trends
- Use diagram and collected knowledge to control media coverage in the future

4

Goals & Objectives

- Produce a forecasting modell
- Improve communication and crisis management within the company
- Be more in control of BMWs brand image
- Less media coverage on recalls = GREAT!

Literature Review

Product Safety Recalls: Automotive Industry

- Astvansh et al. (2022)
The Recall Decision Exposed:
Automobile Recall Timing and
Process Data Set

Product Safety Recalls : Food Industry

- Makridis et al. (2022)
Forecasting for enhanced food
safety
- Sohn and Oh (2013)
More efficient food safety
control and better
communication with consumers

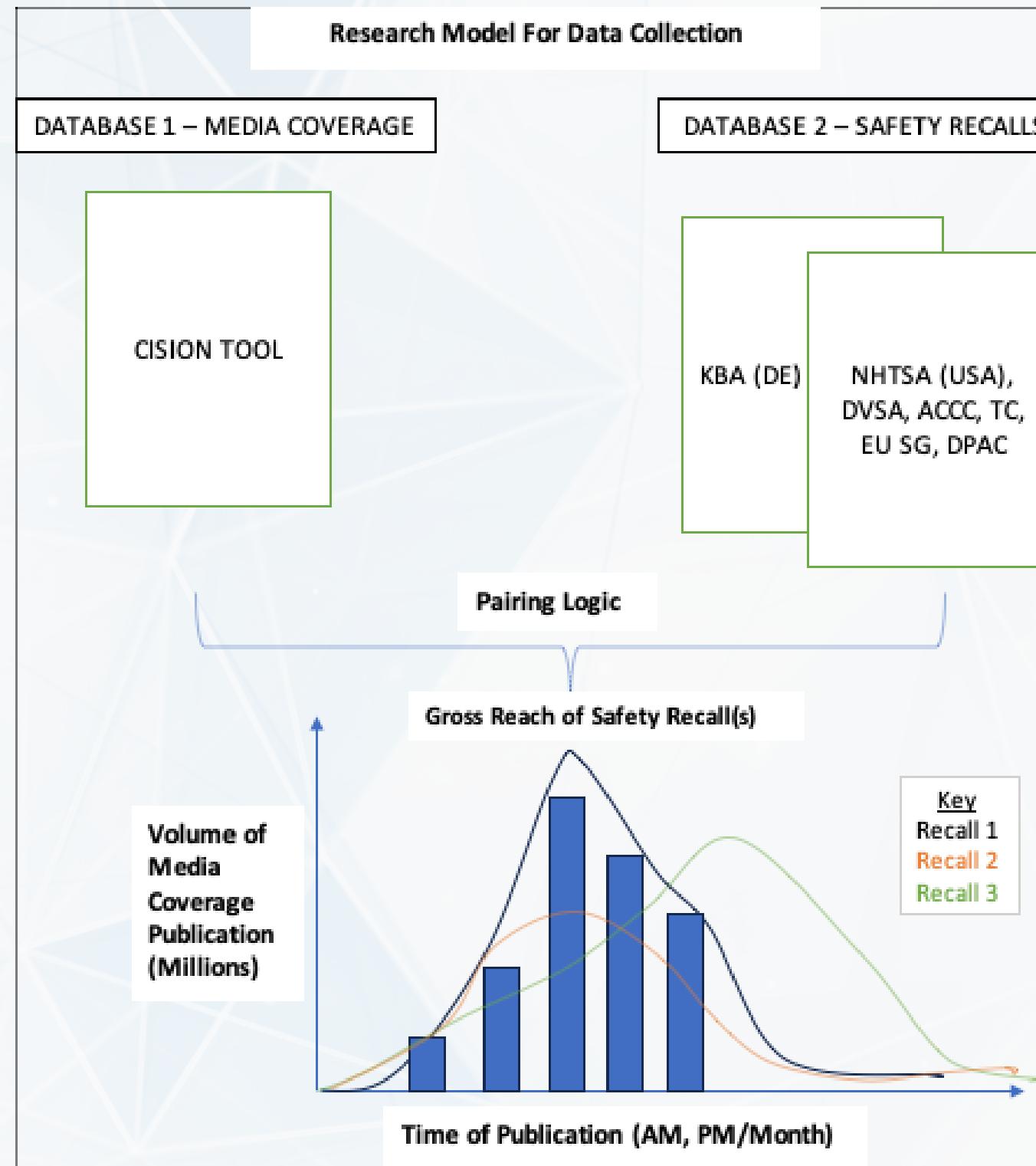
Crisis Management and Brand Image

- Salvador et al. (2017)
Impact of crisis management
(recalls) on brand image
- Liu and Shankar (2015)
The Dynamic Impact of Product-
Harm Crises on Brand Preference
and Advertising Effectiveness: An
Empirical Analysis of the
Automobile Industry

Forecasting Diagram

- S-curve Theory
- Diffusion of Innovation Theory
- Bell Curve Graph

Qualitative Research



The Research Model

- A cross-comparative data abstraction process from data sets 1 and 2
- Cision Tool: for collecting media coverage
- KBA-Online: databank for BMW recall record
- Pairing Logic = Legitimacy of case
- Inspecting 4-5 automotive safety recalls involving BMW hardware and software issues (n.t.b.s)
- Media coverage data is filtered in an excel sheet and a diagram portraying trends of the data can be drawn

Credibility Process of Data Collection

- Cross check the particular safety recall in the official authority data banks such as of the The Federal Motor Transport Authority (KBA), or the National Highway Traffic Safety Administration (NHTSA)
- Use of accurate word strings to gather BMW safety recall relevant results in Cision and their documentation for following searches
- Export relevant coverage into an excel sheet and filter according to media coverage type (omit twitter and keep article publications), and then count the volume of coverage and sort it according to publication time frames (a.m., p.m.) to build a bell curve diagram

What I am Looking for in Terms of Correlations?

- Safety recall type (hard-/software) and the frequency of its media coverage
- Safety recall title/name/tonality and the frequency of its media coverage
- History-bound safety recalls and the frequency of its media coverage
- Related/somehow connected safety recalls and the frequency/reoccurrence of their media coverage

Why do These Correlations Matter?

Significance

- The height, breadth, length of the wave(s) on the safety recall forecasting diagram will potentially provide insight on the lifecycles of particular safety topics.
- This enables the department to know when to act to prevent media coverage outbursts on a similar topic in the future because of the similarity in their nature.
- Knowing all kinds of information of specific topics ranging from seriously hazardous HW or SW issues to more moderate or low hazard topics allows BMW to act accordingly and preserve the brand image by not letting the media coverage get out of hand. The scope is after all to have as little media coverage on recalls as possible.

Initial Results

Safety Recall 1 (Hardware)



Safety Recall 2 (Hardware)

Safety Recall 3, 4, 5 (HW,SW,HW)

Prompt 1

- 5 results (twitter and facebook; no news articles)
 - found successfully through string
- "X" AND "X X X" AND "Recall" = 5 relevant results
- time range filter: 3 months
 - company/brands filter: BMW
- > implication that recall was dealt with. Thats why few results.

Prompt 1

- 239 results (news articles, twitter and facebook filtered out in excel)
- found successfully through string "X" AND "X" AND "BMW" AND "Recall" NOT "Corolla" ~5 = 239 relevant results
- time range filter: 3 months
- company/brands filter: BMW

Prompt 2

- the same string without NOT in the sequence = 657 results (incl. irrelevant results)
- > follow up recall related to R1; implication that title is a factor influencing escalation in the media coverage

- to be analysed and merged with existing research of BMW Group
- time consuming

Final Steps

Evaluation of the Results

- Finalize raw data collection
- Draw up correlations, patterns, and trends
- Produce wave diagram of all 5 recalls individually, collaboratively, internationally
- Look for time, tonality, geographical context patterns and differences within data on media coverage and safety recall lifespan

Discussion

- Concluding statements on the gathered findings on safety recalls trends
- Does such a wave model aid corporate internal and external communication in the dep. for communication of quality and product launch when it comes to dealing with safety recalls in the future?
- Comparison to literature review
- Implications for the future

Conclusion

- Recap of initial objectives and hypotheses
- Overview of limitations

Question and Answer...





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Thank You for Listening!

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