



Case Study Theory Report

Group #4 Abby Dobson and Taylor Staples



- Stanley!
- Lawsuit
 - January 2024
 - Confirmed by Stanley that they use lead during the manufacturing process
- Trust between company and consumers broken
 - Relationship Management Theory



**STANLEY CUP
COMPANY SUED**

Over failing to disclose lead in its products.



NEWS

Relationship Management Theory!



- Explores the dynamics of relationships
 - Personal, professional and organizational
- Theory helps us understand how people maintain relationships with one another
- Main components
 - Trust, communication, and commitment
- Situational based!

Scholarly Article #1

- Relationship Management Through Social Media Influencers: Effects of Followers' Awareness of Paid Endorsement
 - By Ganga S. Dhanesh
- Major/Key findings
 - Explored how paid endorsements affect relationships with the followers
 - Transparency and trust were one of the biggest results from the study which is essential for relationship management theory!



Scholarly Article #2



- Strategic Relationships between boundary-spanning functions: Aligning customer relationship management with supplier relationship management
 - By Nigel Piercy
- Major/Key findings
 - Align consumer relationships to supplier relationships
 - Shared goals and objectives between the two for a more cohesive culture of stronger relationships

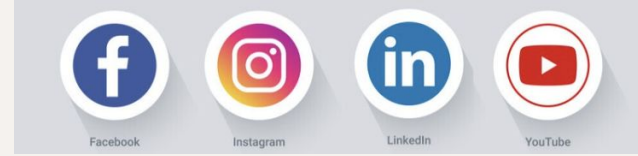
Scholarly Article #3

- The Role of Retailers during Brand Scandals: Insights from a Case Study
 - By Kapoor
- Major/Key findings
 - Retailers play a critical role during a brand scandal on consumers perceptions
 - Aligns well with Stanley if a store stopped selling it after the Lead scandal



Strategic Communication Materials

- Social Media
 - Stanley utilizes TikTok, Instagram, LinkedIn, Facebook, and YouTube to communicate with their audience on a daily as well as update their website regularly.
 - They respond to feedback the most on Instagram and look at Tik Toks they are tagged in (lady in car fire).
- They don't attack their competitors.
- Use the "sneakerhead" model. They embrace scarcity with their limited drops.



Strat. Communication Materials CONT.

- Partnerships

- Stanley has partnered with Lainey Wilson, Joanna Gaines, and OLAY. They also have an affiliate program.



- Rebrand

- They rebranded in 2017 to cater towards women more. Which was a big change considering how long they'd been around and weren't gaining traction.

- Post scandal

- They immediately sent out multiple statements to multiple news outlets everywhere including NBC news. They ensured that their cups were safe and they were moving on from using lead in their process.
- They also updated their website FAQ section.

Analysis

- Part of Relationship Management Theory is about mutual benefits for both the organization and its stakeholders.
 - Brand partnerships and affiliate program.
- They were timely and efficient in a time of crisis for them.
 - This showed transparency, conflict resolution, and timeliness on their end which can help mend broken trust between the organization and their consumers.
- They make the effort to respond to customer complaints and comments
 - All of these factors - communication, commitment, conflict resolution, and transparency - are all elements of Relationship Management Theory.

Analysis CONT.

- Strengths
 - “Sneakerhead” model drops help with customer retention.
 - Try to make personal connections.
 - Free word-of-mouth marketing from influencers and non-influencers alike.
 - Being in retailers like Target has helped with this.
- Weaknesses
 - Time-consuming to build rapport.
 - Negative press could stop people from returning.
 - You have to cater to both new and old. Balance.
 - Back to the drawing board.
- Future
 - More transparency on all platforms.





Thank You!

Questions?

