

AGENCY 360

*Public Relations and
Communications Services*

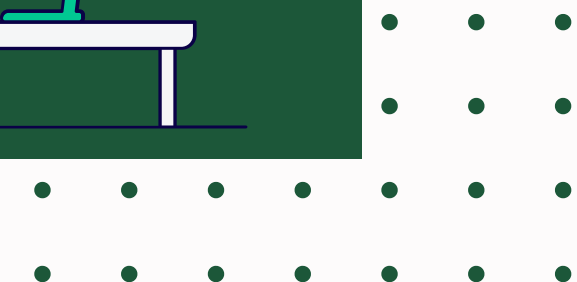
PR PLAN

Will Smith case - at the Oscars 2022



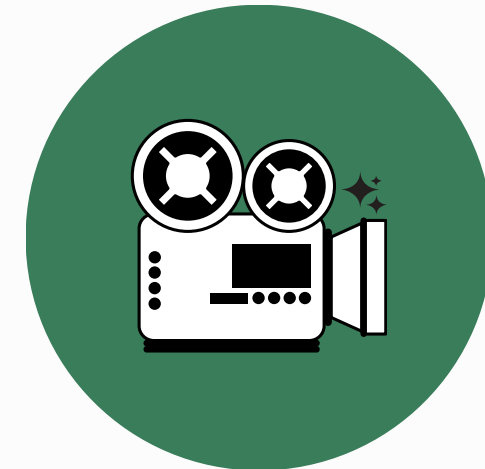
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Executive Summary

- This PR Plan aims to serve as Crisis Management plan for the case of Will Smith's Slap at the Oscars 2022. It aims to outline key activities that will restore Will Smith's reputation, main stakeholders and interaction with them. It includes key messages of the campaign and real communication executions. Lastly, it displays the investment resources and capital, as well as the evaluation and measurement phase.
- Will Smith's current reputation is extremely damaged, which results in him being restricted from the Oscars for the next 10 years, but also not being able to act in his currently ongoing movies and projects. Therefore, the following main PR activities have been planned: podcast, 2 hours conference 2 times a year, in person and email discussion with the Academy, 2 times therapy a month - each month, Stand-Up comedy to ensure reconciliation between Chris Rock and Will Smith (the money gathered will be forwarded to a community of alopecia-affected people), Media Coverage which will include 5 different types of media, 3 media executions per month, each month. Also, correspondence with film studios once a month.
- The campaign spans over 1 year. It contains 4 smart goals: to achieve smooth relationship with the Academy, Chris Rock, improve image within Smith's audience and rejuvenate relationships with film studios. Since the most activities will rely on Own and Earned Media, the Paid execution is estimated to amount to: 22 182 euros a year.



Will Smith's Reaction



During the Acceptance of the rewards speech, Will said that art copies real life. He confirmed that as in the movie for which he was awarded "King Richard", he looked like the character Richard Williams, the dad of Serena and Venus. He resembled their dad, because he also did an insane act, slapping someone, in order to protect a person he loved and cared about (The Esquire Editors, 2022).



Will Smith described his behavior as "unacceptable and inexcusable" on his post in Instagram. Will Smith elucidated that if the jokes were at him, that would be indeed what Chris Rock's job was all about and the actor wouldn't have been affected, but since the joke related to his wife's illness, this was unbearable for him, and therefore he couldn't hold his emotions. He expounded that he isn't flawless and still works on himself, which is normal for every human (Vain, 2022).



In the post, he also excused himself both in front of Chris and the Academy. Will Smith admitted he was ashamed of his own actions, and that the latter were not what he strives for to be in life. He continued by saying that when promoting love and kindness, there shouldn't be any assaults involved. He further ascertained that any kind of violence is pernicious and detrimental. He also expressed his apologies to everyone who was watching the show, to its attendees and even to everyone involved in the production of the film for which he won Award for the Best Actor in this Oscars event (Vain, 2022).



Note. From The Telegraph, Marianka Swain 2022. (<https://www.telegraph.co.uk/films/0/oscars-2022-winners-nominees-list-will-smith-awards-nominees/>) In the public domain.

Jada Smith's Reaction



Jada Smith was shocked by the reaction of Will Smith, as she stated they hadn't been together for a long time at the moment of the slap. She got concerned about Will Smith, as she didn't have an idea what he was going through. Jada had the impression that Will Smith's reaction was mock (Hut, 2023).



She set forth that her eyeroll expression at Chris Rock's joke was not so much about her being offended, but of how Chris Rock dares to make fun of alopecia-affected people in general (Hut, 2023). Furthermore, Jada affirmed her hope for both Chris and Will to address that issue between themselves and harmonize their relationship. She added that "we need them both, and we all actually need one another more than ever." (Hernandez & Haneline, 2023).



*From YouTube, TODAY, 2023.
(<https://www.youtube.com/watch?v=LX2dDI1KkQ8>)
In the public domain.*

Chris Rock's Reaction



Several sources confirm that Chris Rock, the comedian wasn't aware that Jada's hair loss was because of alopecia and got shocked from Will's reaction (The Standard, n.d.).



Rock discussed the situation with the producers and came to terms with Will Smith at the end. The LAPD sought the opinion of Chris whether he would have liked Will Smith to be removed from the venue, but Rock denied, while declaring he was alright (Whipp & Rottenberg, 2022).



*From "DEADLINE" Nellie Andreeva, 2022.
(<https://deadline.com/2022/03/chris-rock-reaction-oscars-slap-will-smith-comedy-tour-1234991314/>)
In the public domain.*

Other celebrities' Reaction



From ENews, Gregg DeGuire, 2023.

(<https://deadline.com/2022/03/chris-rock-reaction-oscars-slap-will-smith-comedy-tour-1234991314/>). CC.Getty Images



There were multifarious answers from celebrities to that incident. Some, like the American singer-songwriter Carol Connors set forth that Will shouldn't be admitted on the Academy stage again, because his behavior was totally offensive and improper (Feinberg & Giardina, 2022).



Others, like the writer Stephen Potter and Don Hahn empathized with Will Smith, agreeing that the punishment 10 years period is too long and harsh, and that the actor reaction seemed to be just a human reaction caused by the gloomy look of his wife at that moment and deeper feelings of the actor, which needs to be healed. This viewpoint was also expressed by the American basketball player Lamar Odom, who said that Will just loves his wife and he acted based on his husband duties – shielding his wife from any form of harm and distress (Finn, 2023).



A few of the opinions stated that the Academy had to take quicker actions at the venue, to prevent the aftermaths. A couple other points of view acknowledged that Chris Rock handled the situation extremely well and professionally, which helped the situation to not escalate even further (Feinberg & Giardina, 2022). However, the American actress Sophia Bush mentioned that this was not the first time when Chris Rock made fun of Jada at the Oscars and she hinted that if he had known about her disease and still made the joke, then that would have been a “cruel” behavior (Finn, 2023).

Consequences



Will's performance career was followed by severe criticism. Numerous reports indicated that several film studios, as well as streaming platforms such as Netflix, had suspended all ongoing projects involving Will Smith during that period. For Netflix, he had been actively engaged in a crime boss thriller titled "Fast and Loose," where he held the leading role. Furthermore, he was part of the production of sequels like "Bright Too." Despite the success of "Bad Boys for Life" at the box office, for which a fourth film was planned in the future, the project was immediately put on hold. Any rush to hire him for new ventures would have been perceived as hypocritical. (Hut, 2023).



Will Smith was also banned from attending any events from the Academy, including the Oscars for 10 years.



From Hindustan Times, [HT Entertainment Desk](https://www.hindustantimes.com/entertainment/hollywood/will-smith-banned-by-academy-from-attending-oscars-for-10-years-after-slapping-chris-rock-101649446074112.html), 2022. (<https://www.hindustantimes.com/entertainment/hollywood/will-smith-banned-by-academy-from-attending-oscars-for-10-years-after-slapping-chris-rock-101649446074112.html>) CC.Robyn Beck

Goals

Goal 01

Achieve smooth relationship with the Academy(AMPAS)

Goal 02

Better the relationship with Chris Rock

Goal 03

Improve image within Smith's audience

Goal 04

Rejuvenate relations with film studios and produce successful movies.



Objective 1

Achieve smooth relationship with the Academy(AMPAS)

Specific



Discussion with the Academy, expressing regret, preventing future potential inappropriate jokes, holding a press conference

Measure: Number of attendees at the conference, questions asked at it, emails back and forth with the agency and their sentiment. Number of featuring the story in media + reactions



Measurable

Attainable



The Agency 360 have a suitable place to hold the conference in which Will Smith and Chris Rock will attend. Journalists from various media will be invited.

Hurdles can be the bad impression of Smith's violent actions, and the opinion of other celebrities, but it can be overcome by sincere talks and actions for improvement : Will's monthly therapy

Realistic

Time-bound



In-person Discussion with the Academy -3 times in 6 months.
Press conference -2hours, one-time
Therapy - 2 times a month, for 2years

Objective 2

Better the relationship with Chris Rock

Specific

Charity collaboration: Chris Rock and Will Smith will host a stand-up event, the money from which will go to a charity supporting alopecia-affected people: National Alopecia Areata Foundation

Fund gathered for the charity. Meetings, calls, emails between the actors and the agencies representing them, at least 3 future collaboration with Rock and Smith.



Measurable

Attainable

There is enough places suitable for stand-up comedy. They can both free up time for that initiative as it benefits them both.



Hurdles can be not a lot of time, not a lot of visitors on the stand-up. But with good promotion of the event, a lot of celebrities can visit the stand-up.

Realistic

Time-bound

Stand-up comedy - 4 times a year



Objective 3

Improve image within Smith's audience

Specific

Improve image within Will Smith's audience. Will be done via featuring all the efforts of Will Smith in the media, primarily via Media Coverage: Instagram, Linked In, TV shows, Twitter, Newspapers, Podcast

Measured in: comments, likes, shares on social media + views on TV, downloads, sharing of videos. churn rate, rates of Podcast, N. of listeners



Measurable

Attainable

There are sufficient efforts taken by Will Smith to renew his image, and they are dispersed evenly throughout the year.



People's own feelings and opinions might be a hardship on the way to changing their opinion of Will Smith. However, there will be enough coverage to convince them all.

Realistic

Time-bound

All events and actions- dispersed evenly throughout the year, 3 covergaes per month, including Podcast - released for long term exposure (minimum 2years)



Objective 4

Rejuvenate relations with film studios and produce successful movies.

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Specific

Regular correspondence with Film studios and streaming platforms - once a month, Media Coverage, Press Conference

Measured in: comments, likes, shares on social media + views on TV, downloads, sharing of videos. churn rate, rates of Podcast, N. of listeners



Measurable

Attainable



There will be sufficient media coverage and PR Executions throughout the whole year. Therefore, studios will notice continuous efforts.

Although there might be a lot of negative opinions from a lot of institutions and celebrities, Will Smith has an outstanding experience, which the studios will need for their movies.

Realistic

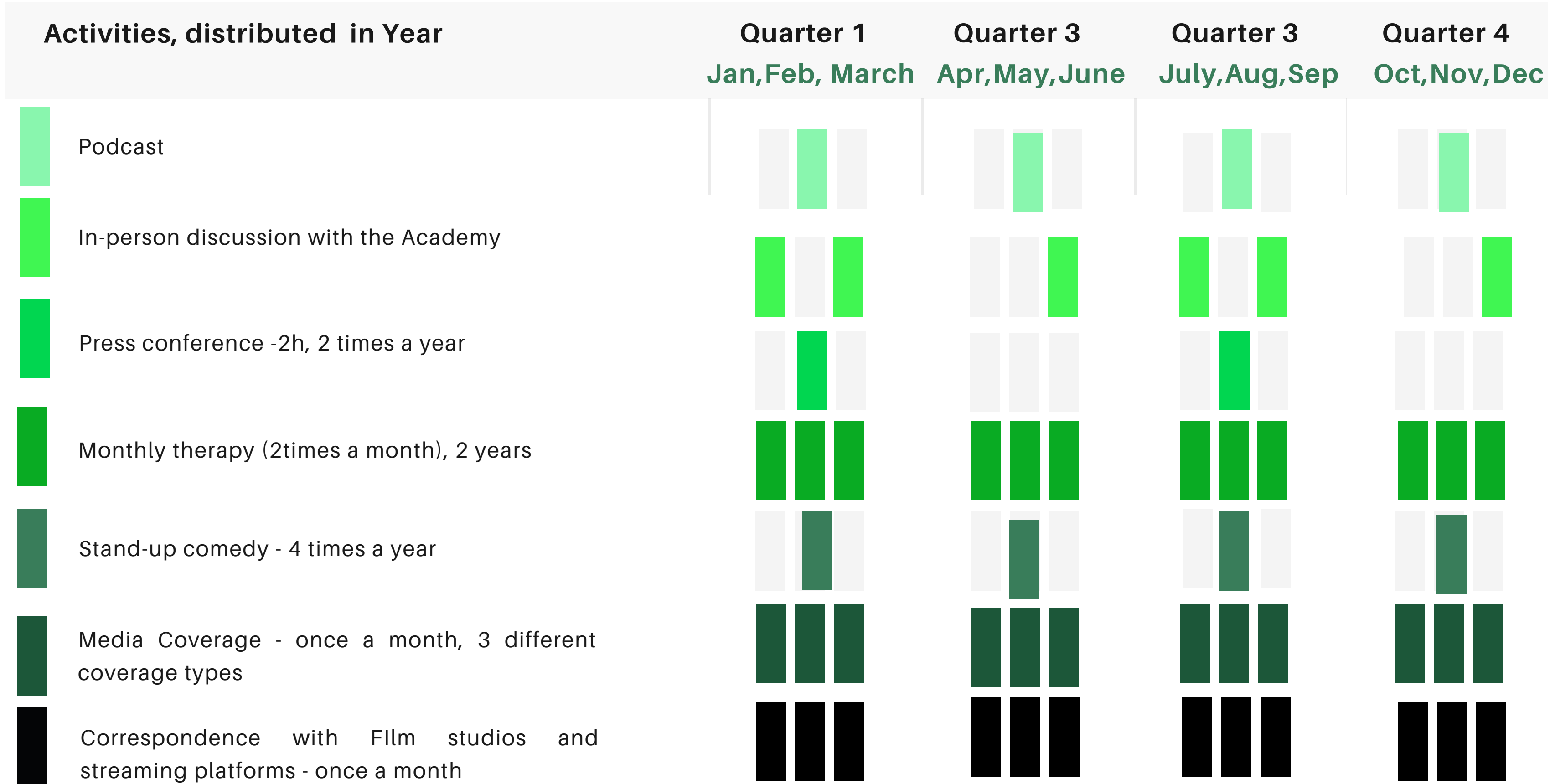
Time-bound



Correspondence with Film studios and streaming platforms - once a month
Media Coverage - once a month, 2 different coverage types

PR ACTIVITIES SCHEDULE

To combat the Issue at the Oscars 2022



Key Messages

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Everyone can have impulsive reactions and can mishandle their emotions. However Smith takes responsibility - starts therapy.



It's not only a joke towards one celebrity. It's making fun of all people who suffer from alopecia. People should stand up by their closest ones. It's also giving an example to younger generations to do so.



Issues shouldn't be resolved in a violent way. However, if that happens, the reason should be explained and apologies should be expressed.



One-time apology is not enough. Continuous improvement is needed. This is ensured by all actions taken by Will Smith.

FOR IMMEDIATE RELEASE:

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Improvements in Will Smith's actions noticed after his slap at the Oscars 2022.

Will Smith has made incredible efforts to unravel the triggers of his slap towards Chris Rock and to correct his behaviour onwards.

Los Angeles, USA, Nov 28, 2023 - During the 2022 Oscars, Chris Rock, the host of the event, made a joke of the bald head of Jada, Will Smith's wife, who suffered from alopecia. Will Smith became emotional and reacted outrageously, as he slapped Rock on the stage. Up till now, Will Smith has expressed his apologies to everyone affected and attempted profoundly to rebuild his career as an esteemed actor. He has been trying to show the world his real intrinsic good nature, which was negatively influenced by an impulsive one-time reaction.

The conflict broke out following Chris Rock's joke, while he was presenting the Best Documentary award. The comedian said he was looking forward to Jada Pinkett-Smith's appearance in G.I. Jane 2. Rock was making a reference to the well-known scene in which Demi Moore shaves her head while portraying a soldier in combat. This indirectly hinted the actress's widely known battle with alopecia.

Will Smith admitted he was touched emotionally and couldn't hold his feelings. Don Hahn, a film producer empathised with Will: "I hope it buys time for Mr. Smith to reflect and get help with the complicated issues that seem to haunt him." The actor expressed his regret and apologies to all people involved in the conflict: the attendees of the Oscars' Awards, the audience all over the world, Chris Rock, the Academy, his colleagues, and the family Williams. This was because he represented their history in the movie "King Richard", for which he won the Oscar's Award. Furthermore, he stated that his reaction was not indicative of his personality.

Consequently, he has undertaken monthly therapy coaching, which helps him resolve his internal conflicts. He Besides, his Talent Management Agency 360 released the podcast "Unravel the Truth" to reveal what caused the incident and why it was so hard for Will to hold his emotions.

Realising that Chris Rock was unaware of Jada's alopecia, made Will regret his actions even more. As a result, the actor communicated his respect towards how Chris Rock handled the situation both in person and on social media. The actor believes the response from Rock was the best possible response to Smith's unacceptable behaviour and expressed admirations to him. He proposed a future collaboration with the comedian, where both will come to terms with each other. The collaboration entails partnering in a charity for suffers from alopecia, and aims to show both professionals support this alopecia-affected community and have enhanced their relationship as colleagues.

-more-

Our Agency and Will Smith had correspondence with the Academy's Team to clarify the issue, take responsibility, and make sure future misunderstandings won't be the cause of inappropriate jokes.

Since the gloomy incident, all individuals at stake have witnessed progress in how he developed since then. Many are looking forward his collaboration with Chris Rock his future outstanding movies.

About Agency 360:

Our Agency is located in Chicago and has served decades as a marketing and communications trusted company. Our Clients Portfolio includes individuals from various industries such as entertainment, sports, non-profit, auto, dining, politics, and health. Our fundamental offerings include: public relations, holistic marketing, imaginative services, promotion, and online networking. Our enthusiasm lies in formulating all-encompassing communication strategies that leverage each of these services.

###

After the conflict that happened between Chris Rock and Will Smith at the Oscars 2022

- many media clarifications and apologies followed by the actor and his wife.
- He has taken responsibility for his actions and efforts to repair his image, reputation, and future behaviour. Namely, he has been exposing himself to monthly therapy coaching, which helps him resolve his internal conflicts.
- Also, his Talent Management Agency 360 released the podcast “Unravel the Truth” with a counselling professional to reveal to the public and all people affected what caused the incident and why it was so hard for Will to hold his emotions.
- Furthermore, the actor and the Agency has talked the issue through with the Academy to clarify the reason behind the incident, express regrets, and ensure no more inappropriate jokes will be used in the Oscars.
- As an additional step in reconciliation between Rock and Smith, and supporting communities out there, the two professionals planned collaboration in a charity supporting people who are diagnosed with alopecia.

Target Audience: Needs & Channels

#1 Academy(AMPAS)



- Collaborations with actors for Initiatives
- Actors to promote the Oscars
- Diversity of members: various actors
- Adaptation to industry changes

- In person discussion: offline
- Collaboration: offline
- Press conference: offline
- Media Coverage: TV, offline and online Newspapers, socials: Twitter, Instagram. Podcast, YouTube, Linked In, Emails

#2 Chris Rock



- Emotional well-being
- Reputation management: restored respect
- PR strategy: Creating a good narrative
- Future career opportunities

- Media Coverage: TV,
- Online: Linked In, Twitter, Instagram, YouTube, Emails, Podcast
- Offline: Press Conference, Talks

NEEDS

#3 Smith's audience



- Clarification and explanation
- Consistency with values: Reassurance that the incident is not indicative of Smith's personality
- Positive actions, rebuilding trust

- Media Coverage: TV, Newspaper websites
- Socials: Twitter, Instagram, YouTube, Podcast

CHANNELS

#3 Film Studios



- Protecting the brand via good PR strategy
- Navigating the consumer perception
- Reassuring investors that the incident won't have detrimental impact on the studio

- Email correspondence
- Personal talks
- Media Coverage: Linked In, Instagram, YouTube

Investment

Per PR Activity

	Resources	Cost
Podcast	<ol style="list-style-type: none"> 1. Microphone 2. Headphones 3. Hosting platform 4. Marketing and Promotion 5. Expert in the podcast 6. Editing Platform 	<ol style="list-style-type: none"> 1. Free (phone usage) 2. Free (phone usage) 3. Anchor/Pod Beans=free 4. Marketing and Promotion 5. 17 euros/h 6. free via the app
Stand-up Comedy	<ol style="list-style-type: none"> 1. Time (1h per 1time) 2. Stand-up places to be booked 	<ol style="list-style-type: none"> 1. Free, because the comedians are the hosts 2. 150h per hour per place, 12 different places per year = 15 012 euros a year
Press Conference	<ol style="list-style-type: none"> 1. Two “that provides audio-visual equipment, a projector, technical support, administrative support, catering services, parking” (Office Evolution, n.d.) 2. Security 3. Speakers 	<ol style="list-style-type: none"> 1. 2 times a year, 2 hours each Per venue per hour: 187.5 -> 4h x 187.5 = 750 euros per year (Office Evolution, n.d.) 2. 1000 3. 3 speakers x 1000 euros for 2 conferences = 3000
Media Coverage	<p>Once a month, 3 types of coverage a month-></p> <ol style="list-style-type: none"> 1. Instagram - 6 times a year 2. Twitter - 6 times a year 3. Linked In - 6 times a year 4. TV shows - 6 times a year 5. Newspaper - 6 times a year <p>*Own content means: by Will and Jada</p>	<p>Once a month, 2 types of coverage a month-></p> <ol style="list-style-type: none"> 1. 2 Own, 2 Earned: by celebrities & studios, 2 Paid: Macro influencers: 5 000(post), 10 000 year (Geyser, 2023) 2. 2 Own, 2 Earned, 2 Paid: influencers: 1000(post), 2 000 a year (Geyser, 2023) 3. Own, Earned (by Will, Jada, Williams’ family, Will’s therapist, film studios, Academy) 4. Earned 5. Earned and 2 Paid (1500x2=3 000)
Monthly Therapy	Therapist’s services	<p>100 euros per session (Lauretta, 2023)-></p> <p>2 times a month x 12 months = 200x12 = 2400 euros a year</p>
Total Cost	----->	22 182 euros a year

EVALUATION & MEASUREMENT

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The campaign will be successful if the following results are obtained:

Podcast

- Number of unique listeners: 200 000
- Rating: at least 4.5
- Numbers of unique downloads of the episode: 500

Stand-up Comedy

- Will Smith and Chris Rock collaborate in the future after these stand-ups
- Will Smith and Chris Rock manage to comfortably discuss any thoughts, issues, feelings they have
- They support each other in their own initiatives in person and on various media
- They build a solid foundation of friendships and continue that outside of working hours

Press Conference

- Press Releases in 15 newspapers x 2 = 30 press releases/News articles
- Featured on 5TV channels x 2= 10 times broadcasting of the conferences

Media Coverage

On all posts/executions:

1. Instagram - 3.5. Engagement rate, 3 million Reach, 2.000 Likes, 250 Comments
2. Twitter - 1.5% Engagement rate, 2.5 million Impressions, 1.5000 Likes, Reply rate: 150 replies, Retweets: 150
3. Linked In - 1.5 million Post views, 2.5.% Engagement rate, 200 new connections that year
4. TV shows - Viewership Rating, Social Media Engagement (after a show airs), Churn Rate
5. Newspaper - Newspapers sold out (total: 1 million) + Online: Unique visitors, Time on Page, Bounce Rate, Scroll Depth

Monthly Therapy

1. Monthly Assessment from the therapists based on her/his conversation with Will
2. No abusive or conflict behaviour in the next 1 year after the therapy is finished by Will Smith

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