

# 11 Things to Do When Your Company is Faced With a Recall

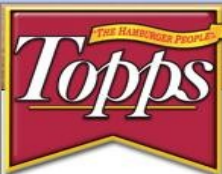
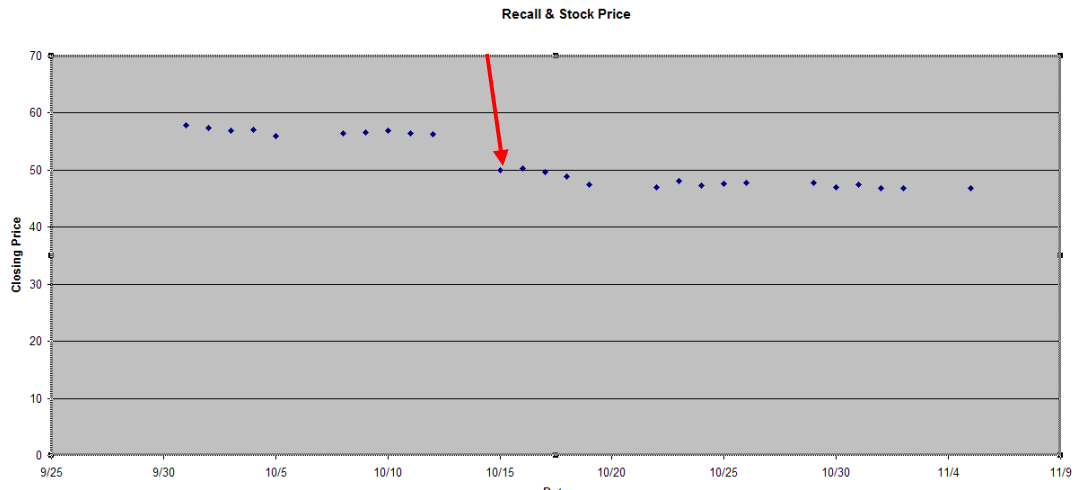


*“Toy retailers that are best able to respond to queries about toy safety and the recalls should have an advantage.”*

*C. Britt Beemer, America's Research Group*



# Financial Impact of a Recall



**The Hamburger People**

**TOPPS MEAT COMPANY ENDS OPERATIONS AFTER 67 YEARS**

**TOPPS MEAT COMPANY LLC EXPANDS GROUND BEEF RECALL TO HELP ENSURE CONSUMER SAFETY**

**LIST OF UPC CODES FOR RECALLED RETAIL PRODUCTS**

**FAQ: LEARN THE FACTS ON E. COLI O157:H7**



# #1: Create a Paid Search Campaign

- Create campaign on search engines
  - Create recall landing page
  - Google, Yahoo!, MSN, Ask
  - Industry specific engines (e.g. [GlobalSpec](#), [Business.com](#))
- Select brand and product specific terms
- Bid aggressively



# Mattel's Ad on Google

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Web Results 1 - 10 of about 1,080,000 for **mattel recall**. (0.24 s)

**Voluntary Mattel Recall** Sponsored Link  
[www.Mattel.com/Safety](http://www.Mattel.com/Safety) Has your toy been recalled? Find out at **Mattel's** official site.

Sponsored Links

**Mattel Recall**  
Learn more about the **Mattel Recall** & the safety of your child's toys  
[www.education.com](http://www.education.com)

**Mattel Recall**  
Has Your Toy Been Recalled?  
Find Out with the Free News Toolbar  
[News.Starware.com](http://News.Starware.com)

**Mattel Consumer Relations Answer Center - Recall Information**  
This list includes **Mattel** recalls announced since August 4, 1998. For general **recall** information on any consumer product, and for earlier **Mattel** recalls, ...  
[service.mattel.com/us/recall.asp](http://service.mattel.com/us/recall.asp) - 71k - [Cached](#) - [Similar pages](#)

**Mattel Consumer Relations Answer Center - Recall**  
To determine the recalled products in your country, please contact your local **Mattel** office or distributor. Please click here to look up the contact ...  
[service.mattel.com/us/recall/default.asp?recall\\_id=52430](http://service.mattel.com/us/recall/default.asp?recall_id=52430) - 26k - [Cached](#) - [Similar pages](#)  
[ [More results from service.mattel.com](#) ]

**Mattel/Fisher-Price Recall Information**  
Find FAQ's, affected product lists, and a message from the CEO regarding the recent toy **recall**. Get the facts from the only official source online.  
[www.mattel.com/safety/us/](http://www.mattel.com/safety/us/) - 15k - [Cached](#) - [Similar pages](#)

**Mattel - Voluntary Safety Recall Facts - Choose Your Language**  
Please carefully review your country specific **recall** details and share the facts about affected toys in your area with family and friends who may benefit ...  
[www.mattel.com/safety/](http://www.mattel.com/safety/) - 7k - [Cached](#) - [Similar pages](#)  
[ [More results from www.mattel.com](#) ]

**Mattel issues new massive China toy recall - Consumer News - MSNBC.com**  
**Mattel** recalled 9 million Chinese-made toys Tuesday, including Polly Pocket play sets and Batman action figures, because of dangers to children from lead ...  
[www.msnbc.msn.com/id/20254745/](http://www.msnbc.msn.com/id/20254745/) - 64k - [Cached](#) - [Similar pages](#)

**Barbie accessories part of latest Mattel recall - Consumer News ...**  
The third major **recall** by **Mattel** Inc. of lead-tainted Chinese toys has left the world's largest toymaker fighting to maintain its reputation as company ...  
[www.msnbc.msn.com/id/20592481/](http://www.msnbc.msn.com/id/20592481/) - 56k - [Cached](#) - [Similar pages](#)

**Mattel announces third toy recall based on lead concern - Sep. 5, 2007**  
The Consumer Product Safety Commission, in cooperation with **Mattel**, announced a **recall** of 844000 toys that contain excessive levels of lead paint Tuesday ...  
[money.cnn.com/2007/09/05/news/companies/mattel\\_recall/index.htm](http://money.cnn.com/2007/09/05/news/companies/mattel_recall/index.htm) - 41k - [Cached](#) - [Similar pages](#)

**Mattel CEO: 'Rigorous standards' after massive toy recall - CNN.com**





# VOLUNTARY SAFETY RECALL FACTS

[back to mattel.com](#)

[customer service](#)

[international consumers](#)

**Current Alert: 10/25/2007**

[alert archives](#)

## our commitment to safe toys

Nothing is more important than the safety of your children. We feel confident that the Mattel toys on shelves this holiday season are some of the safest, most thoroughly tested toys ever. We strengthened our production processes and testing procedures in factories worldwide to manufacture the high quality toys you expect.

Again, here is our mandatory 3-stage safety check of paint used on our toys:

- ✓ 1. All paint must be tested before it is used on our toys. No exceptions.
- ✓ 2. We have significantly increased testing and unannounced inspections at every stage of production.
- ✓ 3. We are testing every production run of finished toys to ensure compliance before they reach you.

We stand by our pledge to maintain prompt and open communication with you regarding affected toys. Your children are our children too, and their safety is our utmost priority.

That is our promise.

### MESSAGE FROM CHAIRMAN & CEO



### RECALL DETAILS & CURRENT TOY LISTINGS

Please review our updated information and share facts with family and friends who may benefit from the information. Click on the links below.

#### Products Affected By Lead Paint

10/25/2007

- › [Go Diego Go!™ Animal Rescue Boat \(1 product\)](#)

9/4/2007

- › [GeoTrax™ Engine \(2 products\)](#)
- › [Barbie® Accessory Sets \(7 products\)](#)
- › [It's a Big Big World™ \(1 product\)](#)

8/14/2007

- › ["CARS" Sarge Character \(2 products\)](#)



# Don't Let This Happen to Your Brand



medtronic

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Results 1 - 10 of about 5,840,000 for medtronic. (0.1)

## [Medtronic Recall Info](#)

[attorneypages.com/medtronic-recall](#) Victim of the **Medtronic** Fidelis defibrillator recall? Learn more.

## [Nov. 1 Medtronic News](#)

[www.MedtronicHeartLeadRecall.com](#) Free Case Review By Injury Law Firm That Filed 1st Recall Lawsuit!

## [Medtronic, the world leader in medical technology and pioneering ...](#)

**Medtronic** is the leader in medical technology providing lifelong solutions for people with chronic pain.

[Stock quote for MDT](#)

[www.medtronic.com/](#) - 22k - [Cached](#) - [Similar pages](#)

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[about Medtronic, Inc.,](#)

[Website, the world's leading ...](#)

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[Investor Relations](#)

## [Medtronic careers offer you a chance to provide lifelong solutions](#)

Join **Medtronic** in its mission to alleviate suffering for people with chronic pain.

[www.medtronic.com/employment/](#) - 25k - [Cached](#) - [Similar pages](#)

## [Medtronic Diabetes: Diabetes management products, education & support.](#)

Designs, develops, manufactures and markets advanced medication infusion systems for intensive management of diabetes such as insulin pumps.

[www.minimed.com/](#) - 7k - [Cached](#) - [Similar pages](#)

## [Physio-Control - Lifesaving Starts Here](#)

2007 Physio-Control, Inc., a division of **Medtronic**, 11811 Willows Road NE, PO Box 97006

Sponsored Links

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## [Medtronic Recall Attorney](#)

Victim of the **Medtronic** Lead Recall We can help. Call us - 888-487-5342  
[www.advocatelawgroup.com/medtroni](#)

## [Medtronic Recall Lawsuit](#)

Defective defibrillator lawsuit. Free Consultations: 1-800-856-6405.  
[www.The-Medtronic-Pacemaker-Law](#)

## [Medtronic Recall Lawsuits](#)

Do you have an ICD or CRT-D with a Sprint Fidelis lead? Find Out More.  
[www.YouHaveALawyer.com/Medtroni](#)

## [Defibrillator Lawsuits](#)

Steinberg Law Firm PC is accepting Defective Defibrillator Lead cases.  
[www.medtronic-lawsuit.com](#)

## [Medtronic Leads Lawyer](#)

If you have a **Medtronic** Lead defibrillator, contact us!  
[www.hollislawfirm.com](#)

## [Defibrillator Attorney](#)

**Medtronic** Defibrillator Lead Alert

Recall Info?



# From Two Years Ago!?

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## IMPORTANT PATIENT MANAGEMENT INFORMATION

November 2005

Dear Doctor,

In accordance with Medtronic's commitment to keeping you informed about the performance of our products, we write to advise you about an issue with a specific subset of Sigma<sup>®</sup> series pacemakers that may fail due to separation of interconnect wires from the hybrid circuit. This failure mechanism may present clinically as loss of rate response, premature battery depletion, intermittent or total loss of telemetry, or no output. There have been no reported patient injuries or deaths due to this issue.

Medtronic is communicating this information to the appropriate regulatory agencies.

### **Affected Devices**

There are approximately 28,000 active implants, with approximately 6,650 in the US, out of an initial implant population of 40,000 worldwide. The specific model and serial numbers of affected devices you are following or have implanted are attached to this letter. Affected serial numbers are available online at

<http://SigmaSNList.medtronic.com>.



## #2: Domain Names

- Use bulk domain name registration service (e.g. [BulkRegister](#), [DomainsNext](#))
  - Register correct and incorrect spellings
- Redirect traffic to appropriate page on site



# #3: Recall Link on Your Homepage

- Above the fold
- Stand out



ABOUT US | OUR TOYS | INVESTORS & MEDIA | CAREERS | CONTACT US | CUSTOMER SERVICE | RECALL INFORMATION | SHOP  
Use of this site signifies your acceptance of Mattel's Website Terms and Conditions and [PRIVACY POLICY](#). © 2007 Mattel, Inc. All Rights Reserved.



# #4: Video

- Top brass addressing public
- Post to [YouTube](#), [Digg](#), [Yahoo! Video](#), [shortbrain](#), [vsocial.com](#) etc.
  - Tag with relevant keywords
- Consider video advertising
  - Atlas Media Console, SpotXchange
  - Target your demographic



# #5: Online Press Release

- Search engine optimized
  - Keywords in paid search campaign
  - Embed video
  - Link to recall landing page
- [PRWeb](#), [Vocus](#)



# #6: Online Media Buys

- Consider replacing traditional creative with recall message
- [Google](#) (content & site-targeted), [Yahoo!](#), [Advertising.com](#), [ValueClick Media](#), [Tribal Fusion](#)



# #7: Radio & TV

- Google radio
  - Targeting by DMA, genre, demographics, daypart
  - Mixture large and small stations
  - Mention recall URL twice in :30 slot
- TV
  - Commercial production from \$500
  - From low to mid \$20s per spot
  - Recall URL in spot



# #8: Influencer Bloggers

- Use [BlogAds](#) or [PayPerPost](#) to identify top bloggers within your target market
- Monitor bloggers
  - Do-it-yourself
  - Use a [service](#)
- Share your story



# #9: Your Corporate Blog

- It's not business as usual
- Consider supplementing existing blog with a recall specific blog hosted on WordPress
- Share your plans
  - Open up for comments & questions
  - Respond, be transparent



# #10: Advertise on Blog Network

- Pick network with demographics similar to your customer base
- Link directly to your recall landing page



# #11: Saturate the Media

- Nimble
- Quick
- Comprehensive



# Additional Resources

- CPSC “Good Practices”
- CPSC Website Notification Guidelines
- CPSC Recall Handbook
- CPSC Office of Compliance 301-504-7913  
or at [sect15@cpsc.gov](mailto:sect15@cpsc.gov)

