

WHAT IS CRISIS PR V.S. TRADITIONAL PR?

CRISIS PR

TRADITIONAL PR

Red Banyan has two distinct teams with two distinct skillsets to meet the unique needs of our clients.



DECISIVE

Champion clients and take charge before crises spiral out of control



FAST

Deploy swiftly to prevent full-blown disasters



TAILORED

Craft strategies for clients based on their unique circumstance



IMMEDIATE RESULTS

Seize the moment when the stakes are high and rapidly resolve complex circumstances



RAZOR-SHARP MESSAGING

Craft and employ precise wording to address mission-critical challenges



PROACTIVE

Shape narratives by getting ahead of the story



ASSERTIVE

Act decisively to counter social media meltdowns and cancel culture, preparing clients to effectively make their case



GOAL ORIENTED

Achieve long term strategy with actions now and in the future



STRATEGIC

Creatively develop tactics to achieve goals



BRAND BUILDER

Shape brands and businesses through strategic messaging



DELIBERATE

Look for the most compelling way to talk about a person or a company



MODERN

Develop key talking points and pitch stories to the media while also leveraging social media, podcasts, influencers and events.



PROACTIVELY PATIENT

Aggressively look for appropriate stories and times to insert clients into the news cycle



REACTIVE AS APPROPRIATE

Responsive to requests for inbound media, orchestrating the narrative to benefit our clients