

Negative reviews about  
your company can fiercely  
impact its reputation....

# United Airlines Case Study



Dave Carroll, a musician, claimed his guitar broke while travelling by United Airlines. Over 9 months of efforts went in vain when the company didn't respond.



July 6th 2009, he posted a protest music video 'United Breaks Guitars' on YouTube. Within 4 days the video went viral with over **1.7 million views** around the world.



United Airline's  
stock price fell by 10%,  
costing stockholders about  
\$180 million in value.



Approximately **15%-16%**  
of tweets about the video were  
retweeted; much more than  
the Twitter average of 9%.



The entire episode was widely covered on blogs, Twitter and other websites - drawing attention of people and media alike - the kind that no brand would want to attract.



It's important to  
**monitor, control and  
manage** your online reputation  
or let an SEO company do it for  
you.



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