

Communication Analysis of Crisis Response in "Dujiabanna Disgrace to China Event"

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Abstract: 2018 is destined to be an extraordinary year, with constant events and trifles, and unpredictable international trends. Among them, the humiliation of D&G, a famous international luxury brand, has had a significant impact on China and even on the international community. In 2018, D&G fell into the whirlpool of humiliation against China. D&G became the first international brand in history to arouse global concern and boycott because of racial discrimination. D&G's misplaced crisis management has become a negative case for all enterprises in the world. It is not difficult to see that almost all multinational enterprises will inevitably encounter a public relations crisis in the development of China due to the differences of cultures and systems of different countries. In response to the public relations crisis, we must respect Chinese culture and Chinese consumer groups from the bottom of our hearts, and actively assume the social responsibility of transnational enterprises themselves, so as to get the support of Chinese citizens and achieve real transnational development.

1. Introduction

In 2018, the video of corporate propaganda released by the well-known international luxury brand "Du Jiabana" (D&G), as well as the insulting remarks made by its designers, caused a great stir in international public opinion. Its humiliating topic has been on the top of search engines and social app hot search lists for several days, making it sink into the center of the public opinion scandal storm. Du Jiabana was ridiculed by the society as "the scene of a large-scale public relations accident of ancient epic class" because of his poor public relations ability in the crisis of public relations which insulted China. Facing the sudden public opinion crisis, Du Jiabana's public relations not only failed to calm the incident, but also turned the incident itself into a serious crisis threatening its survival. On the contrary, the stars in the entertainment circle in our country involved in this matter, whose consistent positive response is unanimously recognized and supported by all sectors of society, timely and accurate response to the crisis of public opinion is the key to leading the direction of public opinion. In the tide of "Internet +" era, public opinion needs to be fully valued. Timely response and proper strategy should be the essential quality for the development of transnational enterprises.

2. By Coincidence, a new crisis of public opinion erupted in disgraceful remarks.

The famous Italian luxury brand "Du Jia Banna" has attracted worldwide attention during the warm-up promotion of the fashion show to be held in Shanghai. Three promotional videos entitled "Eating with Chopsticks" released by Sina Weibo and its overseas accounts have attracted worldwide attention. The images, explanations, phrases and narrative techniques of the models in the videos are seriously suspected of discriminating against Chinese traditional culture. However, viewers of the videos have different opinions on the interpretation of the videos, and there is a wide range of controversy about the allegations of disgrace in the videos. But then, Du Jiabana's remarks on INS really hammered the "D&G" insulting remarks, which became the trigger of the case that the controversy transformed into a crisis of public opinion. Before any public opinion breaks out, it will experience the calm before the storm. At this time, it is a controllable period that affects the intensity of the crisis and the direction of development. Companies with basic knowledge of crisis

public relations will pay special attention to the early warning of public opinion. Through the research and judgment of public opinion, they can customize public relations strategies in time, which has reached the goal of resolving or reducing the negative impact of public opinion. When the crisis appeared in the propaganda videos as a sign, the models' "squint eyes" make-up, exaggerated body movements, the strange Chinese pronunciation of narration, and even the dull and stereotyped elements of Chinese style in the background all aroused the disgust of netizens, so they were considered to be degrading. Of course, this is not the first "low-level mistake" made by Du Jiabana in China. In April 2017, Du Jiabana released a series of marketing photos entitled "D&G Love China". This series of "unintentionally" models will wear luxurious clothes and compete with the plain-dressed Chinese people at the bottom of the stage. This behavior purely intentionally disgraces the Chinese people and promotes the so-called image in the hearts of Westerners. They rely on their "long" centuries of history to enhance their "nobility". The so-called sense of superiority of the clan and the superior. In dealing with the issue of insulting China, Du Jiabana just deleted Weibo, and the video is still retained in overseas media. They deal with problems in the same way as their ancestors, all of which reveal the arrogance and arrogance depicted deep in their bone marrow, such as the jumping in front of the dragon. Du Jiabana's blunt sense of crisis made them think "time will erase everything" in an understated way. But this time, with the cooperation of social opinion leaders and national spontaneous boycott, Du Jiabana, a well-known Italian multinational luxury company whose national food was plagiarized, was pushed to pieces. Yuan.

3. Self-humiliation and escalation of the crisis of the Joker

Du Jiabana's greatest gain is the loss of China's big cake. After the disgrace of the real hammer "D&G", the stars in the fashion show showed unexpected unanimity and almost played the role of opinion leader. When the public opinion was detonated on the Internet, the relevant stars responded to the public opinion at the first time. Through a rigorous declaration, they drew a clear line with Du Jiabana by refusing or canceling the contract, and the gecko cut off the economic interests of the two. This kind of public relations strategy eliminates the public's conjecture about the interests of the relevant public figures and Du Jiabana. On the other hand, it also helps to evaporate the role of positive opinion leaders. The rapid spread of public opinion through the network, after the magnification of the star effect, the public's anger and national enthusiasm are further stimulated, which upgrades the incident to a network-wide public opinion crisis. Once topped the hot search list of major search engines and social networking sites. As the carrier of this public opinion, Du Jiabana should have taken the initiative to publish news in order to control the right to speak. However, until all the stars refused the invitation of Fashion Week, Du Jiabana, whose crisis consciousness was as dull as Koala's, delayed the deletion of Weibo as their ancestors, and issued a response to "the theft of designer's account and official account". Soon after, the fever of the incident was even higher than that of any Italian President Sergio Oden, and the negative emotions on the Internet became more intense. Under strong condemnation, Du Jiabana's "smart" public relations were more labeled "funny" and "routine". So far, Du Jiabana's sales in China have increased. It has fallen sharply with its status.

4. Inpoliteness and arrogance, the clown's survival crisis

Crisis public relations, attitude and responsibility are the core of its subject. What the public asks for is a sincere apology, just like a child who has made a mistake. If he sincerely confesses to his father, his father will forgive him a lot. When sincere apologies are delayed, the more powerful the public will be, constantly blaming the enterprises involved, leading to the escalation of public opinion, increasing the difficulty of enterprise operation and bankruptcy risk. Late in the night of November 21, 2018, Du Jiabana issued an English message through INS to deal with the second crisis. It was a tragedy for enterprises and staff to mention only the cancellation of Fashion Week. However, there is no mention of the insult to China, the apology to China and the people. International public opinion has accused him of being "arrogant as an ignorant and rude child". In

the face of further fermentation of public opinion, Du Jiabana not only did not re-crisis public relations, but began to delete comments, and its practice was severely condemned by foreign netizens, saying that "their performance is terrible, let me feel ashamed". Negative and arrogant attitudes are not only strongly resisted on the Internet, but also severely suppressed in the real world. With the rapid development of the Internet, the boundaries between virtual and reality have long been blurred. From the beginning of the refusal of fashion shows by various stars, network public opinion is closely linked with reality. Traditional media enter the field of public opinion to follow up and report on it. On the other hand, boycott activities escalate and business crisis turns into survival crisis. The Ministry of Foreign Affairs has clearly responded that it does not want to rise to the diplomatic level at this time, but China's external solidarity seems very terrible. Taobao, Jingdong and other major e-commerce platforms have come off the shelves of Dujiabanna products, not only in the Chinese market has been sanctioned, Italian Chinese collectively to Dujiabanna headquarters to protest, British e-commerce YNAP also announced that all its brand goods, Hong Kong Calendar Group issued a statement will re-examine the future cooperation with the brand.

5. False words and sophistry, the clown brand image is almost destroyed

Under a series of pressures, the two founders of Dujiabanna presented "sincere apologies" by means of apology videos, and at the end of the video, they specifically expressed their apologies in Chinese, which is really a model in the apology field. However, this does not mean that the cousins would buy it. In the international view, Du Jiabanna is not a sincere apology, but submission to the "lewd authority" of the RMB, had to "bow to your knees", ugly face is exhaustive, which also declares that Du Jiabana's brand image in the hearts of consumers collapsed.

6. Conclusion

As Vogue's Chinese editor-in-chief Zhang Yu said, "Du Jiabanna is an early warning. China's 1.4 billion population is undoubtedly a very strong purchasing power group, but if you touch the bottom line, the anger of hundreds of millions of people in social media can not be sustained by any enterprise." It is impossible for transnational development to bypass China as the second largest economy in the world. Transnational enterprises must respect Chinese consumers, establish a reasonable early warning mechanism, take responsibility and communicate sincerely, so as to get public recognition and truly realize the development of brands in China.

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