



Avid/Digidesign
4536 Sandy St. Los Angeles, CA 90001
Michael Malinoski, Director of Public Relations
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Protools 8 Product Correction Plan

Situational Analysis: Digidesign, a sound recording equipment company, has released a new product call Protools HD 8. In the past Protools has become the industry standard for recording all things sound. It was found that this new program however has a major defect. When trying to log off of Protools the program freezes and ultimately causes the user's computer to crash. Because this particular product is the industry standard for professional studios Digidesign is losing a lot of credibility with other large corporations in the music, movie, and video game industries. Digidesign cannot lose its industry standard title and must deal with this crisis quickly and efficiently.

Goals: To inform the public of the problem, recall all the new Protools HD 8 programs, and perform crisis management in order to maintain credibility and keep studios buying new Protools products.

- Objectives:**
1. To recall at least 35% of Protools HD 8 copies sold so far by October 24.
 2. To identify and fix the problem and get the new product redistributed by October 29.
 3. Host an open house to introduce the new product, "Protools HD 8.5," by November 14, as well as to reassure the public that Digidesign is still an industry standard despite the crises. Participation of this event should be at least 25% of registered sound engineers.

Audience: The target audience is recording engineers, record labels, recording artists, video editing firms, video game manufacturing firms, and live sound companies. The majority of this audience is found in cities such as New York NY, Philadelphia PA, Los Angeles CA, Nashville TN, Columbus OH, and Chicago IL just to name a few. These people will typically be high school graduates with technical school degrees.

Strategies/Tactics: Digidesign will first run diagnostics and fix the problem and develop a new version of the program and hardware in less than two weeks time. Digidesign will then distribute a pamphlet to all major and Indie Record labels and all registered Protools users explaining the situation and how the recall will work. First the user must fill out the appropriate form on the back of the pamphlet, including name, address, Protools account name, and what other problems, if any, they have experienced with the new Protools program. The form includes paid postage and the mailing address to which the new disk and hardware are to be sent. Once this is complete Digidesign will then proceed to hold an open house at Asbury Park Convention Hall on Sunday, November 14 to publicly apologize for the malfunction and to show off the new Protools product, "Protools HD 8.5." This event will be co – run with the Media Research Center to ensure that the information is sent to the appropriate mediums. At this event there will be vendors selling the new Protools product to hopefully ease the financial blow. The event will include various speakers from the Audio Engineering Society who have received the revised program, workshops on how to use the new program, program help contact information, and of course a statement given by Gary Greenfield, CEO of Digidesign.

Evaluation Measures: The evaluation measures will be based on the timeliness of crisis management execution, number of items returned, and number of products returned during recall. It will also be measured by the amount of people who attend the Open House event. There will be an employee with a counter device to record the amount of people who have attended.

Budget: It is Digidesign's hope to make it through this crisis on a \$250,000. Digidesign also recognizes that the need far outweighs the cost and is willing to run over budget if necessary.

Media Choices: Along with help from the Media Research Center, Digidesign will also invoke medias such as pamphlet distribution, magazine articles (Rolling Stone magazine, EQ magazine, etc.) and internet websites such as www.avid.com, Digidesign's home website, Facebook, Twitter and LinkedIn.

Contact Info: For any questions on the execution of this plan please contact Digidesign's director of PR Michael Malinoski at digipr815@yahoo.com or call (404) 589-2526 ex 9.