



Crisis and Litigation Communications

Crisis and litigation communications demands tested experience and judgment. How an organization reacts during and after a crisis can substantially impact brand and reputation.

Our multidisciplinary team has been at the center of helping companies navigate high-profile crisis situations and complex legal matters for decades. We leverage a deep understanding of the political, legislative, regulatory, and media environments, and maintain strong ties with stakeholders across the health care system, to guide companies through reputational threats. Our expertise allows us to support highly regulated organizations on issues ranging from government investigations and major product recalls to product liability cases, including some of the largest and most complex mass tort litigations.

Reservoir is a trusted partner in navigating complex issues and highly sensitive matters that garner intense public attention.

We work with communications and legal leaders, often including outside counsel, and partner with them to create and execute communications strategies and the infrastructure necessary for the sensitive task of engaging with stakeholders on challenging issues. We balance transparency with legal, fiduciary, and prudential constraints.

Every situation is unique, and we tailor our approach to meet each client's needs. We listen carefully and leverage our expertise against strategic considerations to design and implement a bespoke approach that rises to the moment while managing longer-term repercussions.

OUR WORK

Reservoir has extensive experience guiding companies through highly complex challenges, including:

- Government investigations and public policy issues
- Product liability litigation
- Product recalls and safety concerns
- Consumer boycotts and protests
- Cybersecurity breaches
- Consumer activist and activist investor campaigns
- Negative media coverage and digital campaigns
- Change management and executive transition

CONTACTS

Clare Krusing | ckrusing@reservoircg.com

Kristen McCaughan | kmccaughan@reservoircg.com



RESERVOIR
COMMUNICATIONS GROUP
RESERVOIRCG.COM