**How Pampers Battled Diaper Debacle**

So it was that a team of P&G executives and their PR firm Paine sprang into action with a full-bore communications strategy. Four or so employees are regularly stationed in the brand's listening post monitoring and categorizing new Facebook posts and other social-media chatter. Ms. Allen, who used to read through verbatims from the brand's call center weekly, said she now does so daily.

***Advertising Age 10.10.16***

<http://adage.com/article/news/pampers-battled-diaper-debacle/143777/?utm_visit=113450>