**The Cost of Apologizing for Facebook, Uber, Wells Fargo**

Uber, Wells Fargo and Facebook have all launched apologetic campaigns in recent months to try and win back consumer trust after various brand crises. Uber invested nearly $10 million in apology ads since May, Facebook has spent $30 million on TV ads and Wells Fargo has paid out close to $21.5 million, per iSpot.

***The Drum (Scotland) 5/30/18***

<http://www.thedrum.com/news/2018/05/30/uber-and-facebook-are-learning-the-hard-way-saying-sorry-costly-business>

Image credit:

<http://techstory.in/wp-content/uploads/2017/03/travis-kalanick-fights-with-uber-driver.jpg>