

# Media management: Cargo interests have the most to lose



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Cargo brands are usually more public-facing, more easily damaged and more vital to business success than the brands of the shipping companies which carry these cargoes. It is a stretch to apply the general average principle to reputation losses, but certainly everyone benefits if the shipping company stands up and takes the burden of communicating to mitigate the losses of the whole.



If a container vessel loses a container overboard, the reputational impact on the liner company is usually limited, but when plastic bottles of cleaning liquid from that container start washing up on beaches with a recognisable logo on display for the smartphone cameras, the soap company will come under pressure.

In this webinar [Dustin Eno](#), COO & Crisis Response Manager at [Navigate Response](#) explores the complex communications relationships between shipping companies and the household brands they work with every day.

Please click [HERE](#) to access the recordings and the [slides](#).