

Research Article

# Enhancing shopping centers' media visibility

## Mejora de la visibilidad mediática de los centros comerciales

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### Abstract:

**Introduction:** In times of crisis such as a war, pandemic or meteorological hazard, companies face a double challenge: communicating with the consumer both from a commercial point of view and communicating to the consumer the instructions to follow derived from the risk situation. This research provides a conceptual and managerial overview of the components generating media impact in times of health crisis. **Methodology:** First, seventeen components are identified and grouped in three dimensions: *content*, *format* and *organisation*. We study the communication strategy of four shopping centres during the week of the reopening of the shopping centres after the COVID-19 pandemic lockdown of March-May 2020 in Madrid, Spain. Second, 164 news stories are analysed with a panel of experts and a principal component analysis, to determine the components of communication that present higher impact on media **Results:** Shopping centres media visibility in times of crisis, increase by using intuitive content that generates learning and security, in a format that details instructions clearly. **Conclusions:** It is a must for companies to have previously worked on building credibility and brand awareness, in order get space in media during crisis periods.

**Keywords:** risk communication; public relations; media; shopping centres; instructional communication; format; content; organization.

### Resumen:

**Introducción:** En tiempos de crisis como una guerra, una pandemia o un peligro meteorológico, las empresas se enfrentan a un doble reto: comunicarse con el consumidor

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# Shopping Centers And The Media Crisis Communication



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