

The biggest PR fails and brand disasters of the last decade

 By [Ade Lewis](#)

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Being a big brand means having a lot of responsibility when it comes to reputation and portraying a positive image to the rest of the world. But, even the most famous and iconic companies can make mistakes and get it disastrously wrong. And to make it worse, the whole globe is watching and the media are hot often on your tails to report any slip-ups.



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But is there such a thing as bad PR? By analysing the biggest [PR fails](#) and brand disasters over the last decade and looking at search interest peak at these times using Google Trends, I reveal what companies were really affected by their most disastrous and cringe-worthy moments, and what brands went unscathed.

The top five companies that faced the biggest search volume increase on Google are:

ABOUT ADE LEWIS

Ade Lewis is digital marketing agency that works with websites, customers and markets to provide SEO Consultancy.

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