

Individual Case Analysis: How Public Relations Saved Justin Bieber's Career

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How Public Relations Saved Justin Bieber's Career

Justin Bieber is a Canadian singer and song writer discovered via YouTube in 2008 at just 12 years-old by Scooter Braun. Soon after discovery, Bieber signed a record deal with Usher Raymond and released his first single "One Time" in 2009. The single was a worldwide hit and became certified platinum in Canada and the United States. Following his global hit, he released his first album titled, "My World". This album accredited him being the only artist to have seven songs from a debut record on the Billboard Hot 100 (A&E Television Networks, 2020). Bieber reached superstardom at age 15 and became one of the most successful and sought-after artist in the world (Adib, 2009). Bieber's fame came with a price effecting his entire life like never seen before. Due to reaching superstardom at such a young age, the entire world had a front row seat of Justin's' rebellious teenage years and overall effects of such fame at such a young age.

The media was the judge of Biebers' life, following him through every up and down. Media outlets slowly damaged his reputation and career by catching him at his worst, giving them their next cover story. Despite all the success Bieber has achieved and millions of dollars he has donated to charities throughout years, he has made numerous mistakes growing up. Due to his mistakes, his public relations team had to do damage control to ensure his future success. For example, Bieber's public relations team had to overcome a major PR nightmare on March 4, 2014 after Bieber was arrested in Miami Beach, Florida for driving under the influence, resisting arrest, and driving without a driver license. Bieber received poor publicity through all media outlets, lost fans, and raised suspicion from the public about possible drug addiction (Duke,

2014). Through the help of Bieber's PR team, he was able to change his image in a positive way and regain respect and support from the media and fans.

At a young age, Justin Bieber felt the pressure of being the perfect individual and a role model for those everywhere. Unfortunately, the international icon did not have the opportunity to make his mistakes behind closed doors like many other teenagers his age. Instead every outburst, illegal action, and fault has been a focal point for media outlets for the world to judge. In 2014 Bieber hit rock bottom at the age of 19. He was arrested in Miami Florida on a DUI charge and resisting arrest (Lewis, 2017). After the incident Biebers' public relations team brainstormed ideas on how to save his reputation. One of the first steps he took at recovering his career was donating \$50,000 to a youth charity in 2014 in exchange for dropping his DUI charge (Duke, 2014).

In 2015 Bieber's PR team made strides creating his new image. The management of this crisis came down to Justin wanting to change allowing this new image to become a success. He proved he wanted to change through his actions and promotion of his new album. The first step he took to revamp his image was a television appearance on "Ellen" in January 2015 organized by his PR team. During his appearance, he apologized for his arrogant and conceited behavior. Bieber continued to explain he is not the person he was pretending to be and admitted he acted like someone as a cover up for the emotions he was experiencing growing up with such fame and success in the music industry (Strecker, 2015). After his appearance on "Ellen", he posted a confessional video on Facebook explaining his apprehensions of exposing himself and openly talking about his emotions with fans as he did not want people to react negatively (Strecker, 2015).

Another step Bieber's public relations team made was booking an appearance on The Comedy Central Roast making Bieber take a series of insulting joke from comedians in March of 2015. This was a great PR move because it allowed Bieber to accept his past mistakes in a healthy comedic way. It also showed he was able to control his actions and emotions from successful individuals while coming to terms with the severity of his actions. At the end of the show Bieber gave an apology describing his disappointment in his past actions and they do not define who he is. Bieber finished his apology by saying "I am a kind-hearted person who loves people, and through it all I lost some of my best qualities and for that I'm sorry. But what I can say is I am looking forward to being someone you can all look at and be proud of someone you can smile at and see some of yourself in" (Lipshutz,2015). With Bieber successfully surviving the Comedy Roast it helped him continue to build his new image allowing him to repaint his character through media outlets.

Throughout Bieber's adolescent years, he has made appalling mistakes that have negatively affected his career. The negative effects caused him to be seen as arrogant, conceited and reckless. Bieber and his team used effective PR strategies to help successfully change his career for the better and regain confidence from his fans. The rebranding of himself after his 2014 crisis allowed him to gain respect from the world and his fans- rewarding him success and love. Due to his rebranding, Bieber won his first Grammy from his hit song "Where Are U Now" becoming the first person to reach 10 billion views on YouTube He also set 8 Guinness World Records from this song. I believe Bieber's PR team did a remarkable job rebranding his image and portraying Bieber's true character. His PR team had perfect timing on planning his appearances and promotions throughout the world to prepare for his upcoming tour (billboard, 2016).

Overall, I think Justin Bieber and his public relations team did a fantastic job revamping his image in 2015 and the strategies they used helped his career flourish to what is now. If it was not for Bieber wanting to change his life, he would not be as successful as he is today. Justin Bieber has always been loved and adored by his fans regardless of circumstances and will continue to do so. The PR tactics that were used helped save Justin Bieber's career and turn him into a mature individual he is today.

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