



Rebuilding credibility and launching a new chapter in the DC market

- REPUTATION MGMT
- SEO CAMPAIGN
- CONTENT CREATION**
- SUPPRESSION

CUSTOMER SUCCESS STORY

# Zoo Executive Overcomes False Narrative to Rebuild Reputation Ahead of New Launch



## Negative Media Visibility Reduced from Page 1 Placement

via Strategic SEO Suppression & Content Distribution



## Autocomplete Suggestion Redirecting to Negative Content Identified & Targeted for Removal

for Google Search Predictions



## High-Authority Positive Content Pipeline Established

for Thought Leadership, Press, and Branded Assets



## Foundation Built for Regional & National Visibility

through targeted content and publisher network distribution

### FROM MISREPRESENTED TO REESTABLISHED AUTHORITY

How a zoo executive overcame a misleading documentary and rebuilt his reputation ahead of a new business launch.

### ONLINE REPUTATION SCORE



Projected based on campaign scope

### THE STORY

A former zoo and museum executive was misrepresented in a documentary, triggering negative media that persisted in search results even after a successful defamation suit. With a new DC-area zoo venture underway, a reputation management strategy was deployed to suppress harmful content and rebuild a credible digital presence.

#### THE GOAL

- Suppress damaging media from branded search results
- Rebuild trust and establish a credible online narrative
- Position client as a thought leader ahead of a DC market launch

#### THE SOLUTION

A multi-channel reputation campaign built high-authority assets, suppressed negative results, and established thought leadership ahead of the client's launch.



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