

By Carly Johnson

Summer 2025

Navigating CELEBRITY BREAKUPS

Three case studies in tone, timing, and media strategy



WHY CELEBRITY BREAKUPS?

- Disrupt carefully crated public images
- Turn private pain into public spectacle
- Spark intense speculation and commentary



Break ups are **ripe** for **PR** strategy

JOE JONAS & SOPHIE TURNER



- Split announced in September 2023; they were married for four years and have two children.
- Initial response: Tabloids circulated stories portraying Sophie as a party girl.
- Joint statement: "This is a united decision... based on mutual respect."
- Aftermath: Sophie initiated a lawsuit to have the children returned to the UK; Joe's team was accused of leaking stories.

PROS: Effort to present a united front with joint statement

CONS: Media narrative spiraled out of control, likely due to inadequate coordination with statement & lawsuit



JOE JONAS FILES FOR DIVORCE FROM SOPHIE TURNER

EXCLUSIVE DETAILS

f 18.1K



As for why Joe filed for divorce ... a source with direct knowledge tells us this ... "She likes to party, he likes to stay at home. They have very different lifestyles."

September 6, 2023:

Statement Released

Joe Jonas responds to Sophie Turner's custody lawsuit

September 21 2023:

Sophie Turner sues Joe Jonas to have their children returned to England

September 5, 2023:

Joe Jonas files for divorce from Sophie Turner

Statement from the two of us:

"After four wonderful years of marriage we have mutually decided to amicably end our marriage. There are many speculative narratives as to why but, truly this is a united decision and we sincerely hope that everyone can respect our wishes for privacy for us and our children."

September 9, 2023:

Joe Jonas addresses rumors

People

Joe Jonas Seemingly Addresses Sophie Turner Divorce During L.A. Concert: 'It's Been a Crazy Week'

Joe Jonas makes a reference to the rumors and thanks fans before performing Hesitate in LA



bre @aantlerqueen · Sep 21, 2023

joe jonas not only filing for divorce as a surprise to sophie turner but also doing it while she was working out of the country AND keeping their daughters from her AND the media campaign that she's a bad, absent mother. STRAIGHTTTT to hell

Añj @MsAnjaliB · Sep 10, 2023

Honestly, Sophie is the one conducting herself with dignity in this fiasco. Joe is trying too hard to save his face.

Ariel Givner @GivnerAriel · Sep 10, 2023

Translation: "please pay attention to my smear campaign against Sophie Turner before word gets out about what I did to assist in the ending of our marriage."



ZACH BRYAN & BRIANNA CHICKENFRY



- Initial statement: Zach posted on Instagram: "Brianna and I broke up"
- Follow-up: Brianna releases statement, on her podcast, she gave more detail accusing him of emotional abuse
- Public reaction: Fans respected her honesty, but criticized Zach for alleged blindsiding and emotional abuse.

PROS: *Casual, relatable tone felt honest*

CONS: *Lack of a joint message fueled speculation about who was to blame*

People

Barstool Sports' Brianna Chickenfry Confirms She's Dating Zach Bryan: 'It's Fun, It's Casual'

Barstool Sports' Brianna LaPaglia Seemingly Confirms She's Dating Singer Zach Bryan: We're 'Hanging Out'

US WEEKLY

July 2023:

They start dating in July 2023

People

Brianna LaPaglia Accuses Ex-Boyfriend Zach Bryan of Abuse and Says He Makes Exes Sign NDAs: 'I'm Scared of Him'

November 7th 2024

Brianna claims Zach emotionally abused her



It makes me sick to my stomach listening to @BChickenfry talk about the emotional abuse she went through with Zach Bryan.

I hope everyone sees this and stops supporting Zach Bryan. You don't deserve the fame or money. Just straight trash of a human.

October 2024

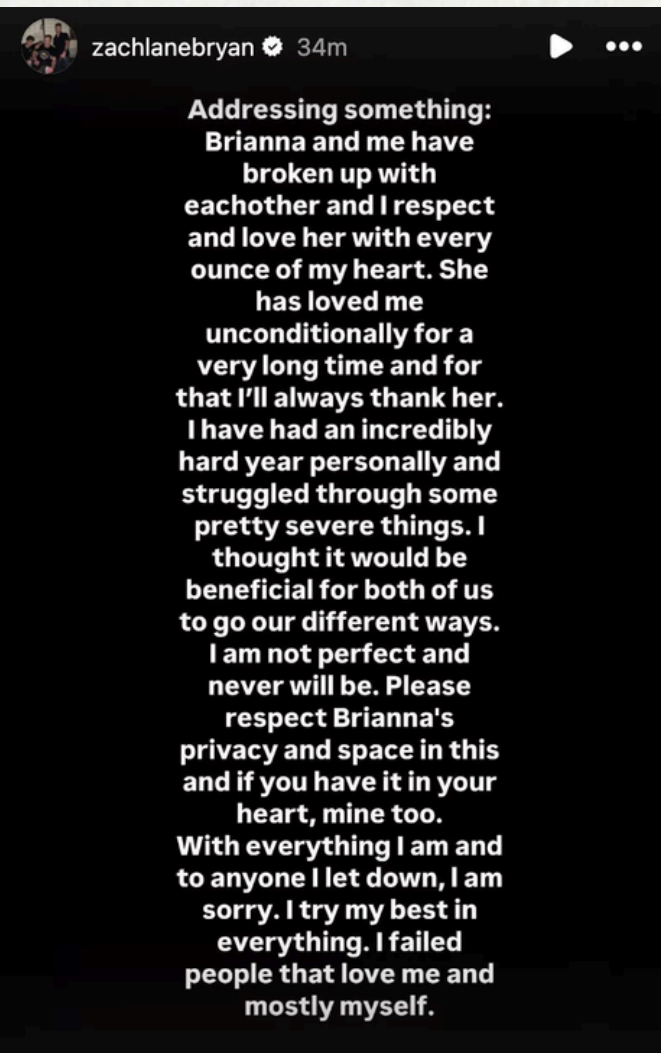
Bryan confirms they went their separate ways



Nitish🌟 @ImRealNitish · Oct 22, 2024
Wait... the guy who cheated on his ex gf with Chickenfry, just cheated on Chickenfry?! No way!

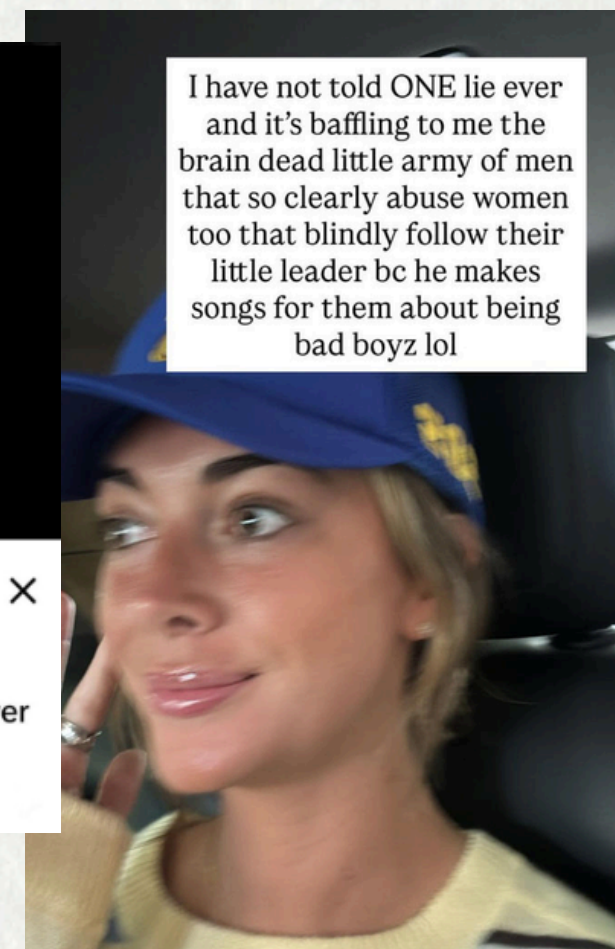
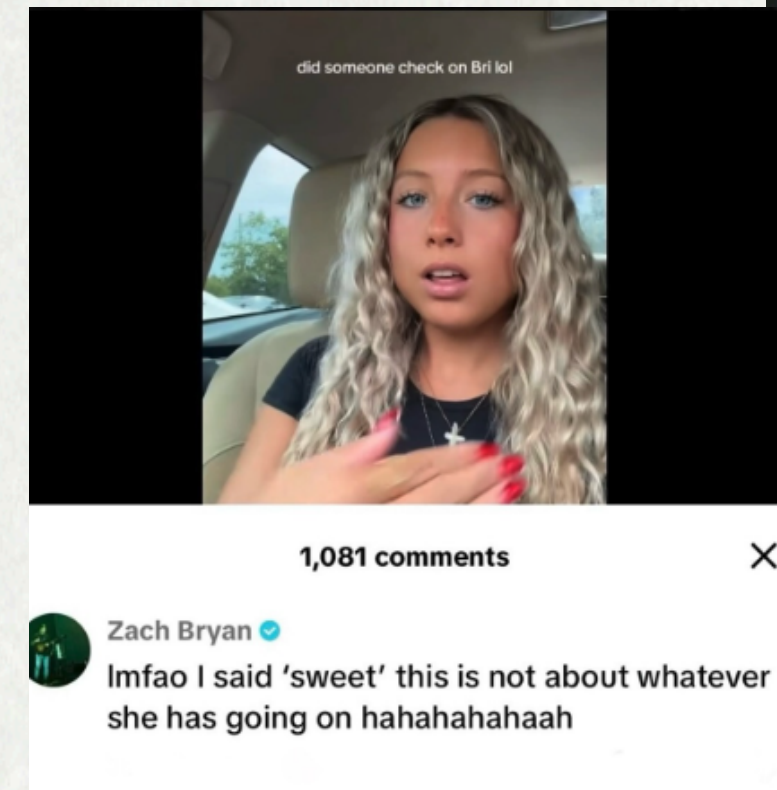
k | @ivysgardensong · 4h
why is zach bryan crashing the fuck out and why are people always defending him???? like it's very clear and obvious he's a very narcissistic and abusive man on account of ALL his exes not just briannachickenfry but people hate her so much they defend him out of spite its crazy.

This is like his 3rd cheating/break up scandal. Brianna chickenfry is a goofball too, but ZB is a serial manipulator of people



July 2025

Bryan Makes a Rare Public Comment Aimed Directly at Chickenfry




KATY PERRY & ORLANDO BLOOM


- Rumors begin to circulate, a source tells PEOPLE a month before official break up announcement
- Statement: Issued via joint rep: "Committed to co-parenting... mutual love and respect."
- Public response: Press noted emotional concert performances, Orlando's cryptic Jung quotes.

PROS: Professional, controlled joint narrative. Clarified rumors. Actions reflect breakup statement.

CONS: Delay in confirmation from reps created media vacuum and unnecessary speculation.



 **eri*.88. (Parody)** @eternalcumslimz · Jun 24
Parody account
Her album flopped, trip to space backfired, tour is a laughing stock and now no man 🤔🤔

 **Alisha** @alisha777_111 · Jun 25
I am not believing anything the media says about **Katy Perry** and Orlando Bloom **break up** until they come out and say it so crazy people really falling for anything but I love you mother ❤️

 **Aisha Ali-Khan** @aak1880 · Jun 24
I reckon this was on the cards ever since Katy Perry did her Blue Origin space flight. Apparently Orlando Bloom didn't support her at all amid the backlash she got when she landed 🙄

 **orlandobloom** · Follow

"Loneliness does not come from having no people about one, but from being **unable to communicate** the things that seem important to oneself"

— Carl Gustav Jung

July 3rd, 2025

Reps Address Split

July 9th, 2025

Katy and Orlando Spotted on Family Vacation

June 26th, 2025

Speculated and then Confirmed Breakup

People

Exclusive

Katy Perry and Orlando Bloom's Relationship Has Been 'Breaking Down' for Months: 'Pretty Much Done' (Exclusive Source)

Us WEEKLY

CELEBRITY NEWS

Katy Perry and Orlando Bloom Split, End Their Engagement After Nearly 10 Years Together

"Due to the abundance of recent interest and conversation surrounding Orlando Bloom and Katy Perry's relationship, representatives have confirmed that Orlando and Katy have been shifting their relationship over the past many months to focus on co-parenting,"

"They will continue to be seen together as a family, as their shared priority is —and always will be— raising their daughter with love, stability, and mutual respect."

July 2nd, 2025

Orlando Bloom Posts Cryptic "Break up Response"

USA TODAY

Orlando Bloom, Katy Perry breakup: Couple to focus on co-parenting daughter Daisy

Parents



Orlando Bloom and Katy Perry Show Us What Healthy Co-Parenting Looks Like in New Family Photos



parents 3w
Orlando Bloom's latest family photos with Katy Perry offer a quiet reminder that co-parenting is about showing up, staying connected, and keeping your children at the center of it all. ❤️
#parents 📸: @orlandobloom

| Couple | Timing | Statement Type | Media Control | Public Reaction |
|----------------|-----------|----------------------------|-----------------|----------------------|
| Joe & Sophie | Immediate | Joint (via Instagram) | Poor | Divisive |
| Zach & Brianna | Sudden | Individual (via Instagram) | Loose (podcast) | Mixed |
| Katy & Orlando | Delayed | Joint from Rep | Moderate | Positive/sympathetic |

TAKEAWAYS

Best Practices:

- Issue joint, aligned statements early
- Avoid leaked narratives or third-party sources
- Balance professional tone with personal authenticity
- If needed, use interviews/podcasts but follow up with clarity

My Strategy:

- For Zach & Brianna: draft a joint IG story
- For Joe & Sophie: tighter legal/media coordination early
- For Katy & Orlando: release statement before major public appearances tour begins to avoid emotional overspill