

And Now With German 'Hops'

by Jorge I. Vélez-Arocho

It's 6:30 pm and Juaniquillo Pérez's wife just called his office to remind him that they had tickets to go together to see the drama "*Alarcón: Cien años en la misma lucha*". Juaniquillo is not sure he will be able to keep his promise with his wife. He is in a meeting from which he cannot leave without making the final decision if he is going to approve the new publicity campaign, "And now ... with German 'Hops'". The agency, Tiburón Advertising, S.E., recommends that there should be new advertisements emphasizing that their beer is special ... tastes better ... because it has "hops" ... German "hops". In fact, they suggest a public campaign centered on the 'Hops' girls, three young vivacious women who will sing the jingle they design.

Juaniquillo worriedly tells Petra Rica, the Marketing manager of Cerveceria Boricua: "You know that all beers use 'hops'".

Lisa Luperón, president of Tiburón Advertising, S.E. interrupts to emphasize, "Although we will say that ours has German 'hops', we won't say that the others don't use them."

"We have been hours deciding and we haven't yet reached a reasonable solution. I am late", thinks Juaniquillo.

Petra insists, "Juaniquillo, look, if the competition decides to announce that their beer has German 'hops' too, there is nothing you can do? They can claim the same as us".

"Our sales are declining. Now is the moment for us to have an aggressive campaign", says Lucho París, the manager of Finance and Accounting. He further insists that: "We can't raise the employees salaries and declare dividends if sales are kept at these levels".

In the middle of the discussion Juaniquillo receives a new message on his beeper. "Remember, Alarcon is waiting for us at 8:0 pm, Lucila. I am leaving work now. I'll be waiting". "I need help reorganizing and solving this problem soon or I won't be able to be with Lucila at 8:00 pm", he thinks.

What should Juaniquillo do and why?