

The Salvation of A Publicity Agency

By Maritza Rodriguez Caraballo from Business, Society, and Government

Karen is starting to work as a junior accounting executive in the ABC Publicity Agency. She left a job well remunerated in another agency because of the challenge this new job presented. This agency is going through a very hard economical situation and desperately needed a new and big account to get out of the situation. The solution to their problems came when an important distributing company for edible products was interested in having the agency take care of the publicity of some of their main products.

During her first meetings between the two companies, everything seemed to go well and the company was incorporated into the client list of the ABC Publicity Agency. The account was assigned to Karen due to her excellent and impressive file. After doing the corresponding research about its market and account, Karen started designing theme proposals for the publicity campaign for a line of children's juices. At this time the company informed Karen that they wanted to use subliminal messages in their advertising.

The mission of the ABC Agency establishes they are client oriented and committed to work for society. At this point, Karen is at a crossroads. Should she make the client happy, even though the messages could be criticized by a sector of society, or follow society's norms? At the end, the mission establishes orientation to the client, but...also a promise to society. This agency has never practiced such duplicity before, but they need the client.

What to do?