

COOPER BREWERIES' SPEECH

Student's Name

Course

Professor's Name

University

City (State)

Date

CapstoneWriting.com

Cooper Breweries Speech

Good morning/afternoon, thank you, everyone, for being here today, I am so and so from University. Thank you once again for sacrificing your precious time to attend this session, I promise it will be great. I am here today to discuss details effective management practice and strategy. The example that the paper will focus on is the recent media coverage on a negative light the advert that caused discomfort among in the nation; I am talking about Cooper Breweries ad dubbed *KEEPING IT light* which the company denied it collaborated with the Bible Society to mark an anniversary since the formation of the NGO.

It is not normal when two men privately discuss an issue like gay marriage, as Bowden puts it over a bottle of beer in a pub or whichever place they might find themselves in. But when you involve cameras, a moderator and prominent figures like a Member of Parliament then the conversation will undoubtedly draw suspicion or criticism. Coming at a time when the nation was divided on the controversial gay marriage debate, the ad was ill-advised in many aspects. The negative reception that the company received was expected; I think had they done some small background check on the issue, the short debate would not see the light of the day either on social or mainstream media.

The company became concerned when several bars in Australia boycotted stocking products from Cooper Brewery after an ad featuring an upcoming product. Aside from the same-sex marriage controversy, the outcry was on the collaboration between church and beer manufacturing company. It all started when the two members of parliament begun debating on what they termed as "civil and respectful debate." On the video, a debate between two Members of Parliament features with an affiliate of Australian Bible Society acting as a moderator. In the short ad, Mr. Wilson points out first that the marriage act should be implemented to include

people regardless of the gender. Countering this claim is Mr. Hastie who states that he is in support of the current definition of the marriage.

Towards the end of the video, ladies, and gentlemen the two clutch the product, cooper beers. It is on this backdrop that the majority of Australian population thinks that the company is against gay marriage. The movement to boycott became so popular that a week later most of the drinking spot supporting same-sex union had abandoned most products from the breweries. On their defense, fellow attendants, Cooper Breweries distanced itself from the ad, pointing out that they had not sponsored it. The statement from the management indicated that Bible Society on *KEEPING IT light* acted alone. There is an irony in Cooper denying the claim however since after everything calmed down, the company celebrated the anniversary of the society with beer cans having bible verses.

The two debaters featured in the video reacted to the boycott by bar owners in disbelief claiming that the move is absurd. They added that debate on same-sex marriage should come up more often since it is a controversial topic. From my understanding of what the contentious discussion, I would recommend that four solutions that may limit the reoccurrence of failure in future. The fault may not necessarily be on the topic of same-sex marriage since there is a host of controversial social issues. The first mistake the company made was collaborating with bible society without prior consultation on the possible outcome of the same. Majority of the customers using Cooper Breweries products are not conservative Christians. Partnering with one of the most prominent Christian organization to promote a product would not go well with the liberals. The top management or the public relation department should have put into consideration the possibility of upsetting the other groups (Constantin 2016, p 4).

Secondly, ladies and gentlemen, communication is a very crucial aspect of effective marketing (Schilling & Schulze-Cleven, 2009, p517). The content of the video should be in line with the current social stand on a given issue. For example, it does not make sense distinguished ladies and gentle to boldly take a position on a thorny topic that was a national issue without upsetting the status quo. About the effective communication is doing background checks and research on the subject before publishing the same. Adverts fail even before airing in some cases due to inadequate background checks (Lackman & Lanasa, 2013, p 103). Cooper Breweries from the analysis of the ad did not or poorly carry out a background check.

In a few words, ladies and gentlemen the organization faced public wrath due to a weak story on a simple advert. From the advert, it is important to note that the advert did not factor in some essential marketing strategies as highlighted in the PowerPoint. Same-sex marriage is a critical topic for the nation hence coming up with an ad that criticizes the same tells a lot about the laxity on the side of the people who carried out the advert. With the few remarks ladies and gentlemen I would like to conclude the presentation.

References

- Schilling, MS, & Schulze-Cleven, PJ 2009, 'Beyond matrices and black-box algorithms: setting marketing priorities with Marketing Strategy Conferences', *Journal of Marketing Management*, vol. 25, no. 5-6, pp. 571-590.
- Constantin, C 2016, 'The importance of sales forecasting in establishing marketing strategies', *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, vol. 9, no. 1, pp. 3-8.
- Lackman, C, & Lanasa, J 2013, 'Competitive Intelligence and Forecasting Systems: Strategic Marketing Planning Tool for SME's', *Atlantic Marketing Journal*, vol. 2, no. 2, pp. 98-110.