

Maskota SA de CV in Pet Care (Mexico)

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Abstracts

In 2015, Maskota SA de CV faced a severe public backlash, as a video was shared on social media showing an employee giving improper treatment of animals. This led to a boycott of the company, damaging its reputation and sales performance. In mid-2015, the employee offered a public apology to help clear the company's name. This event led the company to promote its pet adoption programme called +Amor ("More Love"). Since then, Maskota has been focusing on providing healthcare tips, organising char...

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