

# ADVERTISING AND LATIN IMMIGRATION IN SPAIN. INSTITUTIONAL CAMPAIGNS AS A TOOL FOR INTEGRATION

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## ABSTRACT

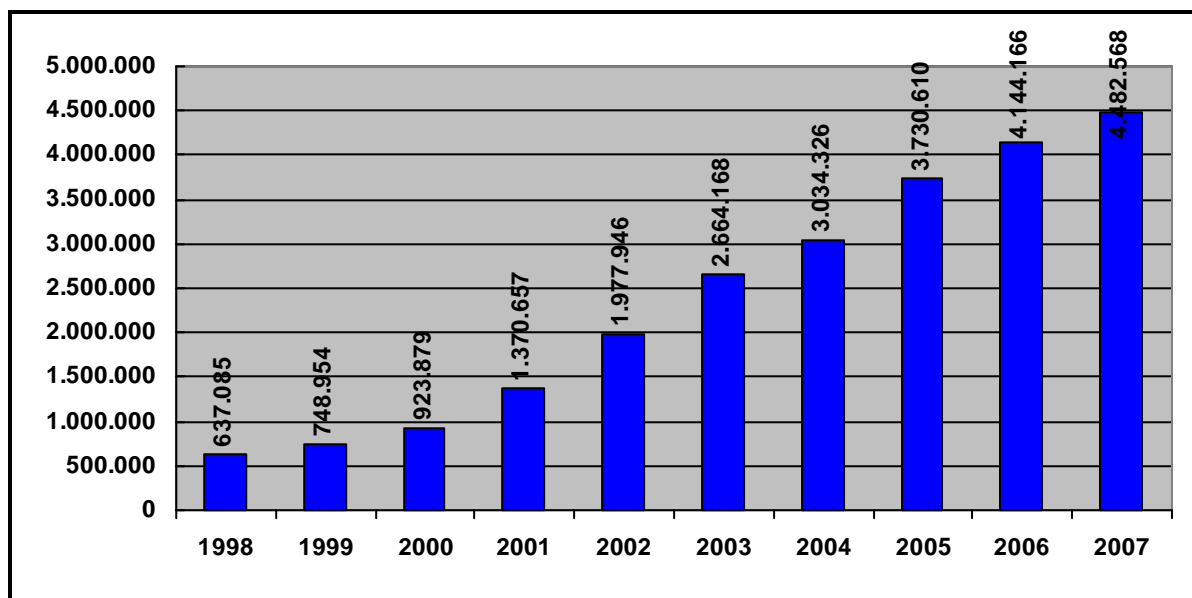
Immigration is a phenomenon with important social consequences in Spain. It has been produced by the quick increasing in numbers of the population over the last few years. The Public Administrations undertake a vital role in favouring integration of the new residents. They develop multiple services and communicative actions with this aim. The current paper is focused on studying both, the institutional campaigns undertaken by the Community of Madrid to contribute to the integration of immigrants, and to acknowledge what is the real image the immigrants have about it, where they stand among the Latin population. The methodological approach that was followed during the research is based on a qualitative approach. Helped by discussion groups, it has been possible to deeply study to what extent social advertisement efficiently contributes in the process of integration of Latin immigrants within the Community of Madrid.

**Key-words:** Social advertisement. Integration. Latin immigration.

## 1 AN APPROACH TO THE PHENOMENON OF LATIN IMMIGRATION

From the year 2000, Spain has experienced one of the highest immigration rates in the world<sup>1</sup> (higher than three to four times the average rate in the US and up to eight times higher than the French rate). After the US, Spain is the second country in the world receiving more immigrants in absolute numbers. Over the five following years, the foreign population

was multiplied by four, as a result, almost three million new inhabitants have settled in the country (Observatorio Permanente de la Inmigración). According to 2006 census, 9.27% of Spanish residents has a foreign nationality, which is almost 10% of the overall Spanish population (II Anuario de la Comunicación del Inmigrante en España: 2007/08).



**Graphic 1: Evolution of foreign population in Spain**

Anuario de la Comunicación 2007/08.

Madrid is Spain's capital and the second Autonomous Community in the country with a higher concentration of immigrants (21%), after the Catalan Community (22%). At present there are 183 different nationalities represented in Madrid, 44% of the immigrant population comes from Latin America (Ecuador, Colombia, Bolivia and Peru are by order of importance, the most numerous) (García Ballesteros, A., and Sanz Bernal, B.: 2004). The total number of inhabitants in the Community of Madrid reaches 6,380,238 from which 1,060,606 are foreigners, that is to say, 16.62% of the population registered in the Community of Madrid is of foreign origin.<sup>2</sup>

This acceptance process has been undertaken within a short period of time and has implied a considerable increase in the population, requiring action from the Public Administrations Offices, for it is a vital social phenomenon in at least two directions:

- ü For the Spanish population which has to be adapted to a new situation without record in our country as population coming from very diverse cultures, countries, etc, arrives. This requires an adaptation process from Madrid citizens. The capital

of Spain has been traditionally an open city, although its migrations were fundamentally from other regions within the country, and not from such a wide range of cultures.

- Ü For the immigrant community, which experiments the adaptation process proper to their new situation: change of culture, language, life, personal situation, family, new environment and so on.

The Spanish Nation is structured in Autonomous Communities, provinces and municipalities. Specific social competences are decentralized from the State to each of the Autonomous Communities. Among the assumed/transferred competences by the Community of Madrid in this transfer process from the Central Administration to the Autonomic Administration are the ones related to Immigration, which are managed by the Regional Immigration and Cooperation Ministry. The aforementioned Regional Ministry develops and coordinates programmes and actions which affect immigration and cooperation development fields/areas, as well as the elaboration of different proposals related to supporting, welcoming and integrating immigrant population within the Community of Madrid.

Most of these activities are explained in detail in the Plan for Integration of the Community, which aim is to promote social integration of immigrant population through actions in the field of Employment, Accommodation, Social Services, Health Services, Awareness, Participation, Co-development, Family and Youth.

Due to the high number of agents involved in the enjoyment of those services (National Houses, Immigrant Help Centers, NGO's, etc) the important degree of scattering of information and the services offered (which makes identification and access to them difficult for the final users), and the almost inexistent services for the immigrant based on electronic supply (services are given presentially, requesting the physical presence of the immigrant in the correspondent facilities), in the year 2006 takes place the development and settlement of the site *Inmigramadrid*- a site for the immigrant of the Community of Madrid, with a thematic orientation, which unifies all the information and services offered to the immigrant as well as the entities which offer their services to this section of the population.

The principal objectives pursued by the site are: to centralize all general information and information of interest on the subject of immigration (browser, news, reports, direct

accesses, etc); provides personalized information on the services offered classified by subjects (Residence, Employment, Accommodation, Health Services, Education/Training, and Social Services) They are grouped by phase or typology of services, in a way that the access to each of them will be agile and intuitive, to supply the immigrant community with a number of Personalized Interactive Telematic Services (legal support, subscription and access to bulletins, news, notice boards), and the creation of a multilingual web space (at the moment available in 4 languages: Spanish, English, French and Romanian).

Together with this initiative, the Regional Immigration Ministry has carried out a pioneer action that is exclusive to the Community of Madrid: the creation of 'national houses' also known as Centers of Participation and Integration of Immigrants (CEPI<sup>3</sup>), meeting points opened for immigrants of all nationalities and to Madrid citizens in general, where people mainly attend to leisure events, training courses or legal assistance sessions. Apart from these actions, the institutional campaigns broadcast periodically by the Community of Madrid must be highlighted.

These campaigns pursue two principal goals: on the one hand, to disseminate useful services for the immigrant audience, informing them about their rights and obligations as new citizens; and, in the other hand, to make aware both the immigrant audience and Spaniards, in order to achieve the most suitable insertion into society. Immigrants integration is fundamentally fulfilled by the acquisition of citizen rights, nevertheless, this process is slow and progressive. Institutional communicational actions are one of the main enablers within this process.

## **2 TYPES OF ADVERTISING CAMPAIGNS ADDRESSED TO IMMIGRANTS**

Nowadays, in general, it does not exist in Spain, a high number of advertising campaigns addressed to immigrant population. The majority of campaigns with this target audience come from either the Public Administrations which understand that advertising is a social task of integration that public institutions have to assume and develop, or from the private companies whose objectives are more mercantilist, as they try to offer their products or services to an audience who is susceptible to want them and can afford to consume them.

Following Martínez Pastor, E. (2007) classification, we propose a new typology of advertising campaigns addressed to an immigrant target depending on the emitter and on the final target of the advertising action.

## 2.1 INTEGRATING SOCIAL CAMPAIGNS:

The goal to achieve with these actions is double: on the one hand, to make the immigrant citizen a part of our society and, on the other hand, to show the Spanish citizen that a 'new resident' who starts to be incorporated into our society as any other inhabitant. Thus, these campaigns are addressed to both to the Spanish citizens and the immigrant population. In this sense, depending on the intended target, two subtypes of advertising campaigns can be found:

a) On the one hand, advertising campaigns whose main goal is to integrate the immigrant as any other citizen inside the Spanish society, showing the current social reality that is taking place in Spain. We could take as an example the Ministry of Work and Social Affairs Campaign developed in 2007 whose communication theme focused in transmitting immigrants integration in Spain to change the perception that Spanish citizens have towards them. The campaign aim was: 'Immigrant integration makes us all winners'.



Alicia necesita que Mirta cuide a su padre.  
Mirta necesita que Carmen recoja a su hijo en el colegio.  
Amadou, el novio de Carmen, necesita trabajo.  
Y, mira por dónde, Alicia necesita un cocinero.

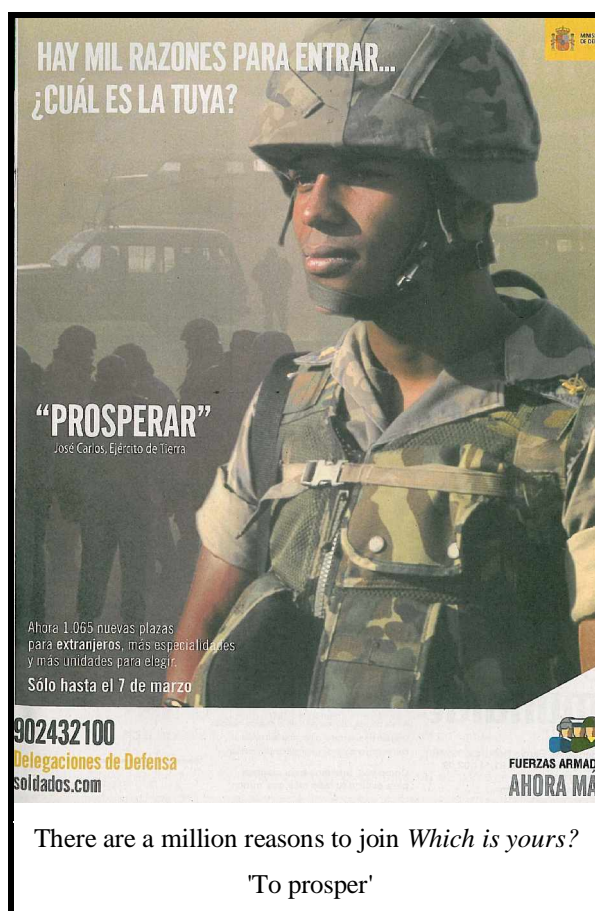
**Con la integración de los inmigrantes todos ganamos**

Ganamos en crecimiento económico, en calidad de vida, en diversidad cultural.

**Todos diferentes. Todos necesarios.**

Alicia needs Mirta to look after her father. Mirta needs Carmen to pick up her son from school. Amadou, Carmen's boyfriend needs a job. And, what a coincidence!, Alicia needs a cook. **Immigrant integration makes us all winners'** All different. All necessary.

b) On the other hand, advertising campaigns broadcast by the different Public Administrations that, above from addressing the Spanish audience, pursue the immigrants themselves develop social awareness and integrate in Spain, assuming the different rules or customs of the country. Some examples are Traffic campaigns, water-saving or blood donation schemes promoted by the Community of Madrid, and the campaigns of the Ministry of Defence.



**Example of campaign developed by the Ministry of Defence**

## 2.2 COMMERCIAL CAMPAIGNS

Are those promoted by private companies and addressed to the immigrants with the only aim being the immigrant to buy and consume their products and brands, thus, these campaigns are a result of mere mercantilist interests. Within this section, three subtypes are framed depending on whether they are only addressed to an immigrant target or whether the Spanish citizenship is also included as target audience in these campaigns:

a) Ethnic advertising campaigns exclusively addressed to the immigrant citizen. They are usually campaigns promoted by companies which commercialize very specific products that are consumed almost exclusively by immigrants. These type of campaigns are usually absorbed in specific media addressed to the immigrant population (i.e. Latin and Chinese newspapers, etc) whose audience is very segmented by home country. Examples of this type of campaigns are advertisements shown in the Free Latin Newspaper that belongs to the brand 'Goya' (which sales typically found in Latin America), money sending campaigns by Moneygram, or in the advertising at Latin Music venues in Madrid.

 <p><b>ALIMENTACION LATINA ULISES</b> Paseo de Goya 7 - Local 2-D Esquina Paseo De La Estación Mostoles Teléfono: 916 133 555 - Madrid</p> <p><b>DISTRIBUIDOR DE PRODUCTOS GOYA®</b></p> <p><i>Latin Groceries ULISES Product Distribution</i> <i>'To prosper'</i></p>	 <p><b>EL CAMBIO más Feliz!</b></p> <p>Mejoramos el cambio para tus envíos a <b>COLOMBIA</b>. Con MoneyGram, los tuyos reciben MÁS.</p> <p>Envía tu dinero a Colombia desde €4,90*</p> <p>Llega en 10 minutos** La manera segura y rápida de enviar y recibir dinero en todo el mundo.</p> <p>CAMBAMOS S.A. CARULLA INTERNET FICHINCHA VIVERU CHANGE CENTER MoneyGram 902 40 31 40 Envío Internacional de Dinero</p> <p><i>The happiest change. We improve the change for your remittance to Colombia Send your money to Colombia from €4.90. It will arrive in ten minutes</i> <i>'To prosper'</i></p>
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**Example of different campaigns shown in 'Latino' free newspaper**

b) General campaigns developed by companies where advertising is the same regardless of the target: be it national or immigrant. In this section we do not find a lot of examples of companies following this strategic approach, for a lot of brands are unknown to

the immigrant population, because they are not marketed in their countries of origin and brands prefer to communicate differently to address this new audience. Nevertheless, despite of existing a few of these cases, we highlight two examples, one by *Ikea* and the other one by *Dodot*, whose advertising is the does not vary be it for Spaniards or immigrants, and what they do to reach both audiences at the same time is to look for and choose different mediums: general and specific, addressed to the immigrant population.

Este domingo **IKEA** en Madrid abre sus puertas y sus armarios y sus cajones...

Tienes 3 tiendas IKEA en Madrid para elegir:  
**IKEA ALCORCÓN:** A-5 Salida 14, dirección Móstoles-Pinto.  
**IKEA S.S. DE LOS REYES:** A-1 Salida 19, dirección Burgos.  
**NUEVO IKEA MADRID ESTE:** A-3 Dirección Valencia, Salida 10. Ensanche de Vallecas.  
 Horario domingos y festivos autorizados de 10:00 a 22:00 h.

**IKEA**  
www.IKEA.es

Next Sunday, Ikea in Madrid is opening its doors, its cupboards, its drawers...

¡Eureka!

Nuevas Toallitas Dodot Sensitive, las toallitas que cuidan  
 Gracias a su exclusiva loción recuperan rápidamente el pH natural de la piel de tu bebé, previniendo irritaciones.

FÓRMULA EXCLUSIVA

Camomila + Aloe Vera + Extracto de Leche

ESTUDIOS CLÍNICOS Y DERMATOLÓGICOS DE DODOT SENSITIVE POR LA ASOCIACIÓN ESPAÑOLA DE PEDIATRÍA LO CONFIRMAN

Pídenos muestras gratis en el teléfono gratuito 900 10 20 95

24 toallitas GRATIS

**DODOT** toallitas

Eureka! New Dodot Sensitive wipes, the caring wipes

**Example of different campaigns shown in 'Latino' free newspaper**



c) Hybrid or dual campaigns in which the company makes a specific advertising for Spaniards and develops another adapted one when addressing an immigrant target. It is understood that the last target has a series of peculiarities which make them to be treated, regarding communication tools, in a different way from the Spanish citizen. These kind of campaigns require a previous knowledge of the immigrant acquired through specific research to be able to efficiently adapt the brand market segment to the characteristics of the immigrants in order for them to receive, understand and feel more identified with the campaign. A lot of companies are aware of the increasing importance of the immigrant population, thus, they are creating and developing products/services as well as specific communication actions addressed to the immigrant population. There are several examples as the ones by the company *Vodafone* in which under their brand positioning: 'It's your moment, it's Vodafone' has created a series of campaigns with the aim to offer a new service to the immigrant called 'My Country' which consists of phonecalls at economic prices to different parts of the world.



**vodafone**

**Sólo con Vodafone  
tienes las mejores tarifas**

Habla con lo tuyos por sólo 18 cénts./min. con la Tarifa Mi País

Según la Comisión del Mercado de las Telecomunicaciones,  
nuestro precio medio por minuto es un 11% más bajo que el de la competencia.

Infórmate en el 1444 o en [www.vodafone.es/lidertarifas](http://www.vodafone.es/lidertarifas)

**Es tu momento. Es Vodafone.**

Only with Vodafone you have the best rates. It is your moment. It is Vodafone.

**Example of different campaign shown in the 'Latino' free newspaper.**

### 3 THE IMMIGRANT AS A CHARACTER OF ADVERTISING CAMPAIGNS

It is true that there is still little presence of people from different cultural groups as main characters of advertisements, sometimes, when they appear in the narration landscape they are not treated as action-made characters, but they are condemned to a supporting role. Following the classification explained in the previous section, the presence of Latin main characters as the main characters in advertising campaigns varies depending on the pursued aim and the addressed target. Thus, it can be extracted that:

- a) In these integrating social campaigns it is quite usual to find immigrant characters in the ads. This representation of people from different nationalities helps the integration of those in a more natural way by being reflected and identified. It also helps Spain to be regarded as a multicultural country where people from any part of the world is welcomed (Martinez Pastor, E., and Vizcaíno-Laorga, R.: 2008). In this sense, the ad claim of the Community of Madrid: 'The Adding of Everyone' summarizes this approach.
- b) In these commercial campaigns it is not frequent to find immigrant characters as main roles, except in those cases in which the products that are sold are exclusive for them (and sometimes the ad is so focused in showing the product and its characteristics that no character is ever shown). In hybrid or dual campaigns, where brands develop an specific communication action for the immigrant population they use models sharing similar features to build a better identification between the objective audience and the product/service which is offered in the ad.

It is important to highlight the way in which 'the immigrant character' is approached, when it appears in the ads sometimes their reality can be evaded in an inadequate way and we can make the mistake of showing an image that can be too idyllic, might offend them or might reflect him in an unsuitable way (Rey, J.: 2008). Thus, the need for research which allows us to know them as people and not only as consumers or specific targets. Although the goals pursued by commercial brands and the Public Administrations are well different, this knowledge is very useful for both because it will favour the development of more noticeable, relevant communication actions, and more efficient as a consequence (Gaona Pisonero, G.: 2007).

#### 4 RESEARCH GOALS AND METHODOLOGY

The current paper is framed within a wider research Project, assigned by Madrid Regional Immigration Ministry, which goal is to study the effects of advertisement in the community of Latin immigrants, together with knowing to which extent advertisement helps to immigrant social integration.

In particular, we explain in this paper one of the sections that examine the perceptions of the immigrant community in answer to the institutional campaigns developed by this body, as well as the image and brand positioning of the 'Community of Madrid' among the Latin audience.

The methodological approach of our choice has been a markedly qualitative approach, mainly because the search of the habits, attitudes and feelings of a community of people that are full of details and nuances, will be impossible to cover by quantitative research techniques (Ibañez, J.: 2003). The general methodological development followed in this research has been the following:

1. Situation social studies. In the first place, based on the bibliography and the existing documentary sources-articles, reports and investigations made by public and private entities– we have elaborated a first approach to the theme that has been preferably sociologic, although we have used economic and statistic approaches in some aspects, to try to understand the migratory phenomenon that our country has experienced, to know its guidelines, the profile of immigrants and their issues.
2. Content analysis of graphic advertisement campaigns, placed in specialized media, addressed to the Latin immigrant from January to June 2008.
3. Insight interviews made to different professionals and specialists who are connoisseurs of the Latin immigrants situation, the media and advertising world during the months of March and April 2008.
4. Discussion groups with immigrants. In the field work we have made 8 discussion groups, along the month of July 2008; in which the participants have been selected regarding three different variables: sex, age, and time of permanence in the Community of Madrid, as we have detailed in the following graphic.

AGE AND SEX	NUMBER OF YEARS OF RESIDENCE			
	FROM 1 TO 3 YEARS		FROM 4 TO 8 YEARS	
Young adults from 16 to 23 years old	Men (Group 1)	Women (Group 2)	Men (Group 5)	Women (Group 6)
Adults from 24 to 38 years old	Men (Group 3)	Women (Group 4)	Men (Group 7)	Women (Group 8)

**Graphic 2. Discussion groups with immigrants**

## 5 RESEARCH RESULTS

### 5.1 GENERAL PERCEPTION OF ADVERTISING

There is one element which is clearly stressed at the moment of approaching this theme in the discussion groups: the advertisements Latin immigrants see in Spain through the different media, differ a lot from the advertisements they are used to see in their respective countries. This situation has two different sides: one quantitative, referred to advertisement saturation, and the other one, qualitative, of communication contents and codes, more complex and detailed, which arises after the first one.

The first issue that spontaneously arises is the quantity of advertisement that they support through the different media, and, very specially, on television. Without a hint of doubt, the advertisement pressure they have experienced in their countries of origin is much inferior to the pressure they experience in our country. And we already know that this is a common phenomenon in the whole world: as the level of income increases, the saturation advertisement level increases hand in hand, for not only the media incorporates more quantity of advertisement, but this reaches the audience through new and more numerous channels, increasing the perception of 'pressure'.

In a second plan, the Latin immigrant perceives very different advertisement in terms of quality. Advertising campaigns are perceived as more aesthetic, with a better finish and with a greater communication intention. In some cases, there is also pointed out the level of 'show' of the campaigns, doubtless referred to the great productions they sometimes witness.

This seems logical, if we take into account that the level of rhetorics in Spanish advertisement is very high; messages are more elaborated, they look for the selling following less obvious paths. And, on the other hand, the production budget for shooting and finishing the campaigns is higher in our country.

Another element qualitatively important in the advertisement scenario to a general level is the high weight of institutional advertisement that they witness in our country. They are not used to see so many campaigns from the Central Administration, from the Autonomous Communities, from the Municipalities, neither campaigns from private companies that look for a social aim (energy-saving, environmental awareness, etc.)

Advertisement in their countries is almost exclusively dedicated to commercial campaigns –services seem to have a more limited presence than in Spain– and the appearance of institutional campaigns constitute an exception. Thus, they seem to show a slight confusion at first towards social campaigns ('What are they trying to sell me here?') that progressively disappears as soon as they get used to this reality.

## 5.2 MOST VALUED ASPECTS IN ADVERTISEMENT. THE MUSTS OF A GOOD AD

When advertisement and the features it contains or should be contained in a good ad were discussed in the discussion groups of Latino immigrants, the following ideas can be pointed out:

- ü They express that advertisement should have to be purely descriptive and informative. They point out this aspect because as newcomers to the country, it constitutes a source of fundamental information to know the commercial brands and also to identify the Administrations and know their main initiatives.
- ü They like campaigns which are well produced (for example, on television, the ones that show a high level of postproduction), the ones that incorporate humour and the ones which challenge them with an intelligent interpretation. That is to say, those campaigns which are solved with originality are those which most call their attention and they come out as markedly notorious. Campaigns which use celebrities also stand out.

Although these resources awake their attention and their memory notably, that does not guarantee they necessarily remember the brands advertised.

- ü Although they like these type of creative resources and campaigns which have a witty approach, the discourse analysis of the groups allows to observe that they

interpret advertisement messages in a more literal way than the Spanish audience, and even that, in occasions, they do not fully understand the message.

Ü The presence of Latin characters –or, in its default, an ethnic variation – rises their interest and credibility in the campaigns.

Nevertheless, to close these insights, if we take a step further and dig a little bit more, it is evident that when all the resources we have described so far – creativity, intention, humour, feeling, the presence of celebrities...– are not perfectly servicing the product, the ad is well remembered, but they are not always able to identify the brands. Sometimes not even they type of products or services that were advertised.

This is a common problem in advertising in general –ads are remembered, but not the brands– and it is strongly linked with ads message saturation. We have come to the conclusion that it also has a significant value among Latin immigrants for the number of times we have detected it. Maybe some cultural or idiomatic misunderstandings reinforce this general problem in the case of Latin immigrants.

A last *must* highly estimated by the immigrant Latin community they report in detail, without distinction of sex or age, is the fact that they like to be seen reflected in the ad, through the presence of Latin characters.

Apart from guaranteeing their attention and making them feel identified with these campaigns, their presence rewards and gratify them, for it is an unconscious appeal to *de facto* equality. General campaigns addressed to all publics where Latin characters appear are spontaneously highlighted. They are based on social issues like integration campaigns made by the Community of Madrid. Also, there are other commercial campaigns with a more promotional content like Carrefour's and other big surfaces.

Their attention is attracted not only by Latin characters, but also by all the elements that have to do with their country: concert posters with singers of their countries, travels to their countries of origin, their national flag at a hotel's hall, etc.

Thus, we think that, although they openly insist on liking to see Latin characters in advertising in general, this fact must be interpreted to a certain extent as an indirect search of prominence, acknowledgement and equality. And, despite this shows and guarantees notoriousness and identification, it is a subject that must be treated very carefully when planning and developing advertisement campaigns not to have the reverse effect.

By extension, multicultural campaigns and those reflecting ethnic variety attract their attention. These type of campaigns seem to be a benchmark for them for the values of equality among people from different racial communities that they seem to promote.

Indeed, all type of campaigns in general media showing cultural, ethnic, religious diversity, etc, are very rewarding for them. This happens for various reasons: because they feel they take part of an universal community more than of a minority in a foreign country; because they perceive that they transmit and spread integrationist models which overcome racial differences from a very wide perspective, and because they feel backed in their daily search of an actual equality.

### 5.3 VALUES AND IMAGES LINKED WITH THE BRAND 'COMMUNITY OF MADRID'.

In the first place, let us see the picture of some general aspects about the Community of Madrid as a 'brand'. Group members value very positively that the Community of Madrid provides services to citizens, including immigrants, and that it organizes specific initiatives addressed to the latest. In general, the duty of the services offered by the Community of Madrid are interpreted as an unequivocal action with the aim of integrating immigrant people.

Latin immigrants do not have a very precise idea about what kind of institution is the Community of Madrid at an administration level. Always in an indirect way, they differentiate it from the Municipality of Madrid and from the Central Government, always with a certain difficulty. Its services help them to fully and notoriously configure it, in opposition to the Municipality and the Central Government:

Comparatively, the Community of Madrid is more perceived as a service provider entity for integration than the Municipality of Madrid, although the latest has also done advertising campaigns addressed to the immigrant audience in general media with an important audience share.

On the other hand, the slogan of the Community of Madrid campaigns 'The Adding of Everyone' arises at once spontaneously. It is widely recognized as the slogan of all its campaigns and advertisement actions. It appears covered with civic, supportive and positive connotations. From the immigrant's perspective, a new dimension is added due to their integrating meanings, because from their point of view, the slogan 'The Adding of Everyone' also refers to the incorporation of the immigrant community.



To put it in a nutshell, we can check how the Community of Madrid is acknowledged by Latin immigrants as an entity which provides social services, some of them addressed to favour equality. They are widely familiar with its campaigns slogan, which is surrounded of positive connotations. The image of the Community of Madrid is so strongly rooted within the immigrants' mind that all the social awareness campaigns are associated to the Community of Madrid even if the emitter is another Public Body.

#### 5.4 AN ANALYSIS OF THE MOST SIGNIFICANT ADVERTISING CAMPAIGNS OF THE COMMUNITY OF MADRID

In this paper, we have tested different recent campaigns of the Community of Madrid and even some of them which were 'on air' at that point, and we have also tested some campaigns which are not so recent in time, like 'People paints flag', for its contents are fully in force and because that will enable us to measure different qualitative aspects as the survival of the memory in time and the possible assumption of the values and concepts advertised in some integration campaigns, which have slower internalization and response mechanics than commercial campaigns.

It is important to point out that non-commercial public services campaigns –as the Community of Madrid ones– are not so common in the countries of origin of Latin immigrants; thus, they follow them with a pinch of surprise, attentive and also quickly being accustomed to languages and codes which, as a start, they are not familiar with. They are also



surprised by the use of 'hard' language by the Administration and other social institutions in social education and awareness campaigns as it happens, for example, in the campaigns by the Traffic General Management (DGT) or by the Foundation of Help for Fighting Drug Abuse (FAD).

It should be highlighted that the extreme importance of advertising campaigns is partly due to the great economic effort addressed to the field of communication by the Community of Madrid. In this sense, the Community of Madrid has invested during the last controlled financial year (2006) a received quantity<sup>4</sup> of 15.6 million euros. Furthermore, a significant increase of 64% over the invested quantity was experienced the previous year, which places it as the third national advertiser in importance in the 'Campaigns of Public Interest' sector.

Next, we are presenting the most important results extracted from the most significant advertisement campaigns post-tests undergone by the Community of Madrid.

#### **5.4.1 Campaign 'People painting flag' . Regional Immigration Ministry**

It is a highly recognized campaign. This is very meaningful because it was advertised some time ago on television and we found not record that it has been rerun, although it has been intermittently used by *Canal Metro Madrid*, that is, on the television screens located in the platforms of some underground stations of the city of Madrid.

After watching the ad that was tested by the discussion groups all the attendants stated having watched it before, and before watching it, some of the interviewed mentioned it spontaneously, associating it to integration campaigns. In general lines it is the ad they like the most, among all those which have been put to test in the different groups. It is also the spot that has reached the best punctuation –10 points out of 10, in several cases– and it is the most valued one.

It is appreciated as positive and interesting and some of its features are pointed out: its music, the colours, the happy tone, the good representation of the characters at an individual and collective level. Regarding this last point, the constructive coexistence shown among people belonging to different ethnic groups who are team-working and having fun together is also underlined.

The message transmitted by the lyrics is stressed. Also the positive and pleasant music of the *jingle* which recalls to some members of the group the rhythms of their countries. It has had a notorious impact on the immigrants because they see themselves reflected on the ad. They simultaneously are projected in it and assume it as a way of integration, that is to say, they believe it helps them to integrate and feel as an active agent of the Community. They have extremely liked the song lyrics because they have, regarding their expression, a profound meaning and transmit the idea of racial variety.



As we have stated, they do not know about Spanish administrative structure and they do not have references about it in their countries of origin. That is the reason why they find difficulties when spotting the range of geographical action and competences of the Community of Madrid. Some of the interviewed doubt and think the campaign could have been developed by a different entity, as for example the Municipality of Madrid. Nevertheless this confusion quickly disappears.

In this respect, the red flag with white stars motto seems to act as a very accurate signal to identify the Community of Madrid campaigns and to achieve its correct authorship allocation. They also feel very actively supported by the Community of Madrid, something never mentioned in the case of the Municipality.

#### 5.4.2 Campaign ‘Chewing-gum against racism’

This campaign was tested with the youngest age groups (18-23 years, and 24-38 years) for this is its main target audience. A little over half of the interviewed immigrants stated they watched it on a local public television channel –Telemadrid– which was the only channel where it was advertised.

**INGREDIENTES:**  
**SIN AZÚCAR**  
**5% DE: NO, NO CREO QUE SEAS DIFERENTE.**  
**ESENCIA DE TOLERANCIA**  
**15% DE: LOVE LOVE LOVE**  
**EXTRACTO DE IGUALDAD**  
**Y PERFUME DE ESPERANZA**  
**COLORANTES UTILIZADOS: TODOS LOS DEL MUNDO.**

**Regeneración**  
 El dulce contra el racismo.  
 Prueba la diferencia de verdad igualita.

**EM**  
**COM**

Ingredients: Sugarless, 5% of no, i don't think you're any different, essence of tolerance, 15% of love, love, love, extract of equality and perfume of hope added colourings, all you can find in the world

The campaign works better among young people, who understand it well and react positively towards it. Nevertheless, we must clarify that this campaign is not only addressed to the immigrant community, but also to the Spanish youth, to promote among them the avoidance of racial alienation. Its code is rather difficult to understand: from our point of view, it stands halfway between sport items campaigns and fashion campaigns.

Although the interviewed were taken aback at first, when they were asked to explain the ad, we realized/confirmed that they fully understood its rhetoric but however abstract intention.

In general, they like the ad and they recognize integrating gestures, attitudes and values within it which are formulated and supported among others by celebrities. Without a shadow of a doubt, once they have watched it, it is crystal clear for each of its members that integration is the aim.

They believe this kind of actions are the most suitable for institutional communication—which aim is to inform and make aware— and they think they fit into the Community of Madrid work sector, yet they also realize that these kind of advertising actions will not be able to change the situation in the short term.

Despite the ad being signed by several institutions, all of them with a similar level of prominence, the Community of Madrid is at once awarded with it. Its logo listed together with rest of the signees without any particular stress.

This phenomenon has been observed in other commercial and social campaigns: the main advertiser in a sector or activity tends to gobble up all the advertisement campaigns broadcast within that sector in cases when they do not hold a clearly recognizable emitter, yet, in this case, this suggests the identifying strength of the Community of Madrid as a result of its advertising work. It was only after a second watching of the ad, that the interviewed could notice the presence of other signee entities and they recognized some of them by their logo, as for example, the Spanish Federation for Sports.

## 6 CONCLUSIONS

The Community of Madrid is the public entity that most memories and bonds has established with the Latin immigrant community.

This situation results in a clear reality: the image of the Community of Madrid is better introduced, much stronger and more intense than that of the rest of the public institutions of Madrid (as for example Madrid Municipality). It shadows the importance of the latest and 'steals' its authorship, especially in campaigns with a remarkable social focus.

- Ü All the ads of the Municipality focused on the social arena, are automatically associated with the Community. This has happened even with the campaigns for the hosting of 2012 Olympic Games.

Ü Nevertheless, despite the brand 'Community of Madrid' counts with the highest notoriety in comparison to the rest of public institutions, it is important to point out that the functions each of them undertake, are not acknowledged correctly. Thus, where they stand is not clear or defined in any case.

The study of their main advertisement messages both in general terms and in detail, shows the effectiveness reached by the Community of Madrid in some of its campaigns, some of which have been very useful for the following reasons:

- Ü the messages of support for the immigrants to accelerate their integration.
- Ü the offer and spread of the services provided to this community, that newly arrived to Madrid, could be unaware of; and
- Ü because in terms of profitability of the Community of Madrid public image, it is configured as a necessary and deeply-rooted institution to the citizenship.

In view of the good results achieved in the analysis of the selected campaigns, we have learnt that:

- Ü public administrations hold a relevant role in the integration process of the immigrant,
- Ü within the different actions that are undertaken, social advertisement is a key factor to achieve the immigrants' insertion and to make Spaniards aware of this reality.
- Ü the Latin likes to be reflected in institutional campaigns and to feel included in those as any other citizen. Yet, the use of stereotypes that picture them in an unbecoming situation must be avoided,
- Ü the claim 'The Adding of Everyone' is a good example of integrating city-brand strategy.
- Ü when the messages are exclusively addressed to the immigrant audience, it is more effective to insert them in the ethnic media, because they consume it on a regular basis.

## NOTAS DE FIM

- <sup>1</sup> The causes which explain this raising are diverse: on the one hand, a better socioeconomic situation of the country, and, on the other hand, a more benevolent regulation; specifically, in December 1999 the Parliament passed the current Organic Law for Foreigners 4/2000. The rising number of immigrants detected from then on had motivated the later passing of the "Strategic Plan of Citizenship and Integration 2007-2010.
- <sup>2</sup> Report on foreign population registered in the Community of Madrid Regional Immigration and Cooperation Ministry, Madrid, April 2007, p.13 and January 2008, p.2.
- <sup>3</sup> At present, there are 14 Centers for Participation and Integration of Immigrants (CEPI) placed in the Community of Madrid (the first one was opened in 2006, the Hispanic-Ecuadorian one), with the aim to promote co-existence and participation of the immigrants, as well as to spread these countries' culture within the society of Madrid. Furthermore, these centers act as a cultural referent for each of the countries of origin of the foreign residents. CEPIs provide academic, cultural and sports activities; career guidance workshops, training, and jobhunting advice, legal and psychological consultancy, as well as programmes addressed to underaged as the 'Integrating School', which offers educational support and leisure activities on a regular basis and out of the school timetable. CEPIs have served 131,738 people from January to June 2008, which is 40% more than in 2007, when 186,000 people were served through the whole year.
- <sup>4</sup> The measure system used for this source (Infoadex) does not measure the real investment made by the advertisers, but the quantity received. Thus, it shows us the real advertisement pressure put on the audience.

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