



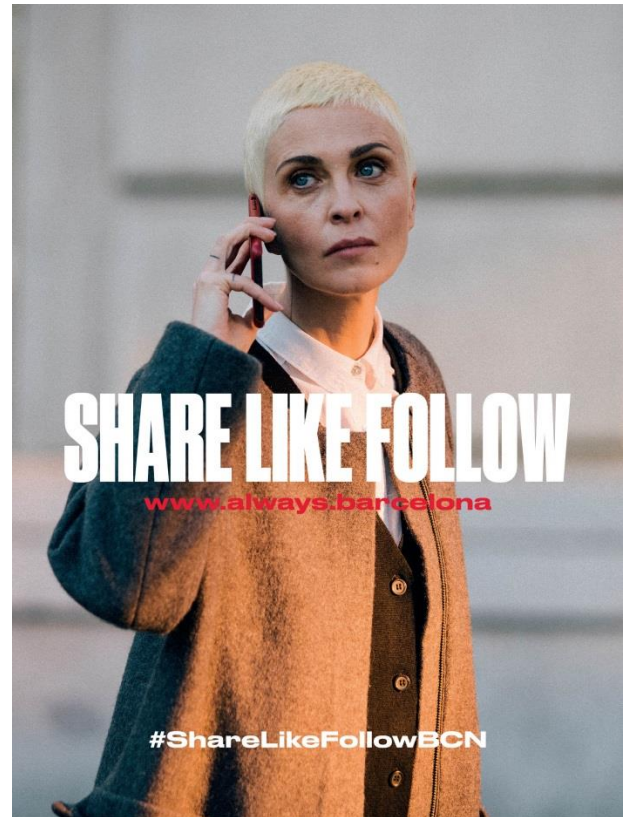
Share Like Follow Barcelona

- » **Barcelona is launching a three-month international reputation and image campaign to coincide with the Mobile World Congress**
- » **The campaign is the fruit of a collaborative project between the city's institutions and people. Campaign ambassadors, with leading organisations such as FC Barcelona and Sònar, will help to popularise the image of a strong, united city to the world, a magnet for economic activity**
- » **The digital campaign is based on the concepts Share Like Follow, commonly used to share messages on social media, with the hashtag #sharelikefollowBCN**
- » **Share Like Follow will be published on more than 170 online media platforms across the world, as well as other travel, business, finance and technology platforms**
- » **The campaign incorporates the website www.always.barcelona, aimed both at Barcelona citizens and visitors to the city, where you can find information on developing a business, investing, coming to study or conducting research**

Barcelona launched the Share Like Follow Barcelona campaign, consolidating its international reputation and projecting the image of a vital and strong city, a magnet for the generation of economic activity. The campaign begins by taking advantage of the international interest generated by the Mobile World Congress about to be held in the city. As of today you can watch an advert and two video clips. Throughout the campaign, which will last 3 months, new audiovisual clips will be released. The City Council will invest a total of €300,000 in the media plan.

» **Choral city campaign**

The Share Like Follow Barcelona campaign is the fruit of collaboration between hundreds of people and organisations in the city that have reflected on Barcelona's image and have placed the need for the city to respond to the current perception of Barcelona firmly on the table.



Barcelona City Council is therefore launching this choral campaign with the aim of everyone joining in and making it their own. It will be a campaign with no logos that showcases a diverse, cohesive and powerful city sending out a shared message from Barcelona. Important people, organisations and businesses from the city were involved in the launch. They will act as ambassadors for the campaign for official duties, but the desire is for citizen participation to make it grow, broadening the campaign's message to the world. The first ambassadors are: Sònar, FC Barcelona, Boqueria Market, Betevé, The Institute of Photonic Sciences (ICFO), Museu Nacional d'Art de Catalunya (MNAC), Fira de Barcelona Trade Fair, Mobile World Capital Barcelona, Institut Ramon Llull, Universitat Oberta de Catalunya (UOC), Barcelona Airport – El Prat (AENA), Barcelona Global, Barcelona Chamber of Commerce, Zona Franca Consortium, Port of Barcelona, Seat and Telefónica, but over the next few days other social, cultural and economic players in the city will be added to that list.

Within the framework of the Barcelona Brand project, driven by the Commissioner for Economic Promotion, Business and Innovation, Lluís Gómez, a project has been taking shape over the course of several months that aims to identify the values of 21st century Barcelona. It is a city project involving all the players and sectors in Barcelona: administration, business, organisations and citizens. Individual interviews and industry workshops have been conducted for this purpose with the main representatives of businesses and organisations across the city.



Around 130 representatives of sectors such as knowledge and education, culture, health, biosciences and quality of life, social and solidarity economy, urban model, technological innovation, entrepreneurship, economic dynamism, commerce and tourism have taken part. These people have also been asked to actively share the campaign.



» **Share Like Follow Barcelona. 3 concepts, 35 stories and more than 130 audiovisual clips**

The campaign promotes the concepts Share Like and Follow, used to share messages on social media. It will be developed through a series of videos telling the stories of 35 people from Barcelona, the campaign's protagonists, in everyday situations.

By combining these videos into groups of three, more than 130 audiovisual clips will be produced to be shared through social media (Instagram, Facebook, Twitter, LinkedIn) with the



hashtag #sharelikefollowBCN, as well as through national and international media platforms contracted to the plan over the 3 months of the campaign. Although it focuses primarily on digital channels, given its eminently audiovisual nature, the campaign will also have a physical presence in the city, with outdoor advertising at the airport, on fences at the entrance to Barcelona, OPIs (light-up publicity boards), banners and buses in the run up to and during the Mobile World Congress.

Share Like Follow has 3 phases:

- Initial (from 20 to 25 February) prior to hosting the MWC: Launch of the advert and two audiovisual clips.
- Visibility (from 26 February to 1 March): new audiovisual clips released to coincide with the inauguration of the MWC.
- Reputation and impact (from 2 March to the end of the campaign): the campaign will continue to be strengthened by releasing new audiovisual clips.

The campaign will be conducted in Catalan, Spanish and English with a strategy of segmenting audiences that varies across the different phases.

Internationally, advertising is planned in more than 170 online media platforms around the world, as well as other travel, business, finance and technology portals in places like the United Kingdom, France, Germany, the Netherlands, Belgium, the Nordic countries, the United States, Mexico, Canada, Japan, South Korea, China and India.

Nom-Nam came up with the original idea behind the campaign and the strategic and creative development has been run by Folch Studio with the help of branding consultant SUMMA. The audiovisual clips were made by White Horse with the production company Broadcaster.

» **always.barcelona**

The campaign has a website, ***always.barcelona***, which works to position the city and as a **framework for future reputation measures and campaigns**. The traffic generated is directed through the website www.always.barcelona, aimed both at Barcelona citizens and potential visitors to the city, where you can find information on developing a business, investing, coming to study or conducting research.

» **Share Like Follow, in figures**



- ✓ 3 months long
- ✓ Publicity on more than 170 online media platforms around the world
- ✓ More than 130 audiovisual clips
- ✓ 300 banners and 160 OPIs (light-up publicity boards) across the city
- ✓ 22 digital OPIs at Barcelona Airport
- ✓ 3 digital posters on the journey from the airport to Plaça Espanya
- ✓ 24 active publicity ads based on geographical location
- ✓ 8 active publicity videos in international press
- ✓ 8 types of offline material across the city
- ✓ €300,000 investment in the media plan