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INSTITUTIONAL ADVERTISING IN SPAIN: ANALYSIS OF THE CAMPAIGNS OF THE GOVERNMENT ABOUT DOMESTIC VIOLENCE (2006-2015)

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ABSTRACT

Institutional advertising is one of the tools of the government to inform the public, to create opinions and to open discussions. In this article we have analyzed the institutional campaigns of the Government of Spain on domestic violence from 2006 to 2015 in order to determine the approach and evolution of these campaigns. In order to do that, we have used content analysis by reviewing the objectives of the campaigns, the materials used and their slogans. We discovered that campaigns have evolved, mainly in two aspects. First, they have gone from focusing on physical violence to reflect that domestic violence includes different types of abuse. Secondly, they have changed from asking for the actions of the victim and his/her entourage to seek the involvement of the whole society.

KEY WORDS

Institutional advertising - Communication Strategies - Campaigns - Domestic Violence - Spain - Ministry of Health, Social Services and Equality - Spot - Radio slot - Poster

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LA PUBLICIDAD INSTITUCIONAL EN ESPAÑA: ANÁLISIS DE LAS CAMPAÑAS CONTRA LA VIOLENCIA DE GÉNERO DEL GOBIERNO (2006-2015)

RESUMEN

La publicidad institucional es una de las herramientas que posee el Gobierno para informar a los ciudadanos, para crear opiniones, para abrir debates. En este artículo hemos analizado las campañas institucionales del Gobierno de España sobre la violencia de género, desde el año 2006 al 2015, para conocer el enfoque y la evolución de las mismas. Para ello hemos utilizado el análisis de contenido, repasando los objetivos de las campañas, los materiales utilizados, así como los distintos eslóganes de las mismas. Hemos descubierto que las campañas han evolucionado, principalmente en dos aspectos. Primero, han pasado de centrarse en la violencia física a reflejar que la violencia de género incluye distintos tipos de maltrato. Segundo, han pasado de pedir la actuación de la víctima y su entorno a solicitar la implicación de toda la sociedad.

PALABRAS CLAVE

Publicidad institucional - Estrategias Comunicativas - Campañas - Violencia de Género - España - Ministerio de Sanidad, Servicios Sociales e Igualdad - Spot - Cuña para radio - Cartel

INTRODUCTION

This paper contains an analysis of the campaigns against domestic violence developed by the Government of Spain, from 2006 to 2015, noting the approach and the evolution they have had.

We have resorted to legislation on institutional advertising in Spain. : The Official Gazette (. BOE, 2005, p 3) defines institutional campaigns such as:

- a) institutional advertising campaign, any activity oriented and arranged to disseminate a message or common objective, aimed at a plurality of recipients, using a paid or transferred advertising support and being promoted or hired by any of the subjects contained in Article 1 (the General State Administration or by the other members of the state public sector entities).
- b) institutional communication campaign, which, using forms of communication other than strictly advertising ones, is hired by any of the subjects listed in Article 1 for spreading a message or common goal to a plurality of recipients (BOE, 2005, p . 3).

In addition to defining institutional advertising, there are also interesting questions like "advertising and institutional communication must be at the strict service of the needs and interests of citizens, facilitate the exercise of their rights and promote their

duties, and they should not pursue inappropriate goals for the good use of public funds "(BOE, 2005, p. 1). Public utility as the goal of these campaigns involves the eradication of those which are designed to extol the work of the Government. It thus ensures that campaigns serve their rightful recipients, who are citizens, not who promote them (BOE, 2005, p. 2).

That is, institutional campaigns should avoid becoming campaigns that extol the work of the government, focusing on promoting citizens. Citizens can protest if they perceive that the law is being breached: "Without prejudice to the remedies provided for in planning, any natural or legal person affected in their rights or legitimate interests may request the immediate cessation or rectification of those campaigns that commit any of the prohibitions contained in this Act "(BOE, 2005, p. 4).

Besides, an advertising and communication plan will be annually made to include institutional campaigns and in which aspects such as cost, implementation period, tools used, and the bodies and entities concerned will be specified, as stated in the cited law.

"Institutional advertising is the communicative material in advertising formats issued by the State at various levels of public administration: local, regional and state. To this list of levels, we should also add the supranational institutions, which also generate advertising, as in the case of the European Union "(Pineda and Rey, 2009, p. 12).

Cortés defined institutional advertising as:

A form of communication of public authorities broadcast through any media, in areas where commercial advertising is inserted, the purpose of which is to educate positively or gain acceptance of a code of conduct and / or values aimed at improving social relations of individuals among them and citizens with social, physical and natural environment. (Cortés, 2007, p. 228).

It is clear that institutional advertising is carried out by the State, through its various levels, with the aim of improving society. While Garcia goes a step further in defining institutional advertising. It should be understood as a process of communication between citizens and government, so that the political participation of citizens is ensured and the effectiveness of their rights as members of society (Garcia, 2009, p. 124) is guaranteed. That is, institutional advertising should be a place where we communicate, understand the problems of our time and seek solutions in a participatory manner.

We are interested in Moragas's classification of institutional campaigns. Those discussed here are clearly institutional advertising campaigns because their issuer is the Spanish State and they would also fall, according to Moragas, into social

campaigns (Moragas, 2005, p. 72), since they seek rejection and prevention of domestic violence.

Pineda and Rey distinguish between institutional propaganda advertising "that institutional advertising that aims to serve the interests of the government (at its different levels: local, national, etc.), of political parties (in charge of the government or not) or of any other instance of power that can benefit from it "(Pineda and Rey, 2009, p. 15). And institutional advertising of service or public interest " this type of advertising by state administration that serves the general interests of citizens and which is free from clear partisan positions " (Pineda and Rey, 2009, p. 20).

After these theoretical notes on institutional advertising, we have consulted specific articles on campaigns against domestic violence developed within the framework of the Spanish state, and we found an article that analyzes the institutional campaigns against domestic violence from 2008 to 2011.

So as to determine the effectiveness of these campaigns, an exhaustive control of their degree of penetration in the population is necessary. The more operating control that can be done is to assess the penetration of the campaign in the target population at the end of it. If penetration is followed up in such control, is it possible to determine the pressure level at which an increase no longer occurs, allowing decisions on future campaigns on their duration and the most convenient levels of investment (Camarero and Mark, 2012, p 25).

True, it is very difficult to determine the degree of influence of institutional campaigns in reducing the number of victims of domestic violence, as influenced by numerous factors in the increase or decrease in the number of victims, although monitoring to assess the degree of penetration of the campaign in question would help to decide which direction should future campaigns take.

This study shows that, actually, we know the information on domestic violence through television (advertising, reports and news). But institutional campaigns fail to change the way people think. It is stated that campaigns should be created framed in in-depth studies on domestic violence to achieve greater efficiency. Concluding that "in general, policies to eradicate violence against women, in particular awareness campaigns on television, despite their media potential, have not been effective at all " (Camarero and Mark, 2012, p 26).

2. OBJECTIVES

The overall objective of this paper is to know how the institutional campaigns against domestic violence in Spain are, how they have been focusing and how they have evolved. So we have analyzed the institutional campaigns by the Government of Spain from 2006 to 2015.

3. METHODOLOGY

We used the technique of content analysis. It has created an analysis template applicable to all campaigns against domestic violence disseminated by the Government of Spain, a template that consists of the following sections:

Title:

Slogan:

Campaign materials:

Spot.

Poster.

Radio slot.

Campaign goal. Taken literally from the website of the Ministry of Health, Social Services and Equality. <http://www.msssi.gob.es/campannas/portada/home.htm>.

After developing the analysis template, we have consulted all campaigns against domestic violence conducted at national level by the government of Spain from 2006 to 2015, available on the website of the Ministry of Health, Social Services and Equality:

<http://www.msssi.gob.es/campannas/portada/home.htm>

The necessary information is attached to this website to complete the sections of the analysis card.

4. DISCUSSION

Analysis of institutional campaigns against domestic violence (2006-2015)

4.1 The law wins against ill-treatment (2006)

Slogan: "The law wins against ill-treatment."

Campaign materials:

Spot. We see a woman who has denounced her husband for ill-treatment and has won the trial. Then we see the same story from the perspective of the husband. Finally, the story is told from the point of view of all others (neighbors, friends, etc.). These three stories make up three spots lasting 30 seconds each. All three are available in Spanish. Neutral colors, Spanish subtitles, a voiceover (which tells the story) and music are used for the spot.

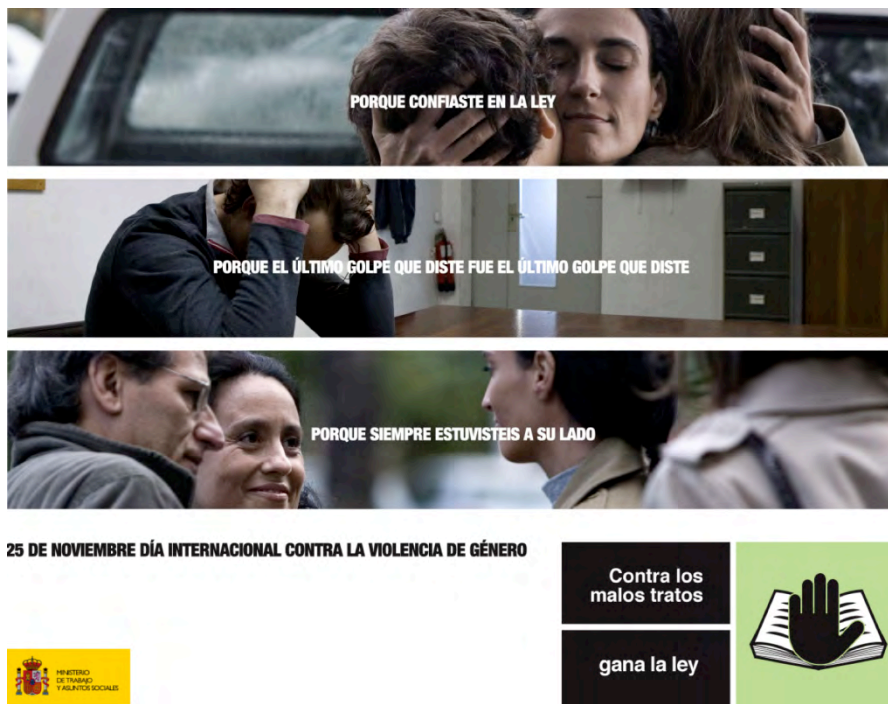


Photo 1: The law wins against ill-treatment. Source:
<http://www.msssi.gob.es/campanas/campanas06/ganaLey.htm>

Poster. In the same line as the spot, the poster uses three images depicting the three stories told in the audiovisual material. The idea that reporting cases of ill-treatment is useful and works is transmitted

Through three widescreen photographs, the three audiovisual spots are represented in one image. A representative phrase of the spot is added in each image. Uniting the three phrases manages to convey the same idea transmitted by the spot. At the bottom, the logo of the Ministry is displayed and the logo created for this campaign on the slogan "The law wins against ill-treatment " is attached. A text that reminds us that November 25 is the day against domestic violence also appears.

Radio slot. The same narrator and music as in audiovisual pieces is used; therefore, there are three different versions, the same as spots. Though some phrases are removed and "November 25, International Day against domestic violence, the law wins against ill-treatment" is added. The duration of the radio slots is 25 seconds, slightly less than the spots.

Campaign goal. Inform and raise awareness on the implementation of the Comprehensive Law on the fight against domestic violence.

4.2 Phone 016, at the first sign of ill-treatment, call (2007)

Slogan: "At the first sign of ill-treatment, call, 016. Do not wait for domestic violence to leave this sign."

Campaign materials:

Spot. The sign of a heart monitor is used to convey the message that can prevent the killing of more women by their partners thanks to the new telephone service of information and advice on domestic violence.

We hear on the spot:

"For gender violence to never leave this sign (death is represented through the heart monitor), society has this one (we hear how a call is made). 016, tell me? (A woman sighs) Quiet, we're going to help. At the first sign of ill-treatment, call. Phone 016. It can mean another life. Government of Spain "

In the last image of the spot, the services offered by 016 and their availability 24 hours 365 days a year appear.

In total, the spot has duration of 20 seconds. We have to say that it is available, in addition to Spanish, in Catalan, Galician and Basque. And in all those different versions depending on the language, the spot is accompanied with subtitles in the language in which it the audiovisual piece is.

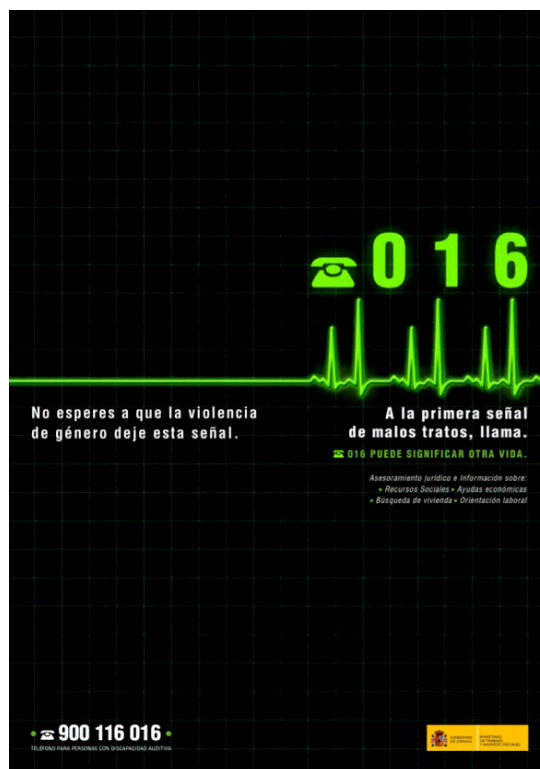


Photo 2: Phone 016, at the first sign of ill-treatment, call. Source:

<http://www.msssi.gob.es/campanas/campanas07/telefono016.htm>

Poster. The poster is in line with the spot. The idea that using this phone can be the difference between life and death is transmitted. In addition, it shows, as in the spot, what services this number offers, such as legal advice and information on social resources, financial aid, housing placement and career counseling. As usual, at the end of the post, the Ministry logo is attached and, in this case, the directory assistance and legal advice on domestic violence is also present.

Radio slot. The same audio as in the spot in Spanish is used with the same sound effects, although it lasts 16 seconds.

Campaign goal. Dissemination of telephone information and legal advice on domestic violence.

4.3 To the abuser, zero tolerance (2008)

Slogan: "To the abuser, zero tolerance."

Campaign materials:

Spot. Three 20-second-lasting ad spots have been developed for this campaign, each in Spanish. In all of them there is the same background music and Spanish subtitles are used. At the end of all, on a black background, the phrase "To the abuser, zero tolerance" is shown, while a woman's voice says the first part of the sentence and a man's voice says the second part. Then the logo of the Ministry and 016 appear while a woman's voice says: "Ministry of Equality, Government of Spain".

In the first spot, "When you mistreat a woman, you stop being a man," contempt of coworkers for an abuser is observed.

In the second spot, "Don't you dare touch me, EVER", a series of women who show no fear of anyone and claim their rights appear. Women of different nationalities who even speak in another language appear.

In the third spot, "Mom, do it for us, ACT", a series of children asking their mothers to report abuse for their sake appear.



Photo 3: To the abuser, zero tolerance. Source:

<http://www.mssi.gob.es/campanas/campanas08/toleranciaCero.htm>

Poster. Three posters in the same line with audiovisual pieces. Phrases representing each spot, along with the campaign slogan are attached below. Black and white is used in photographs of people and, as usual, the logo of the Ministry and, in this case, also 016 are attached.

Radio slot. The same audio as in the spots starring women is used (only the phrase in Chinese from one of the spots starring women is removed). In the case of the spot starring the abuser, the radio spot varies as the audiovisual piece lacks speech at the beginning, because rejection to the abuser is shown through images and, in the radio slots, this silence is replaced with phrases intended for the abuser. The duration of the different slots is 20 seconds and 19 seconds in the case of the slot starring children.

Campaign goal. Rejection and social isolation of the abuser.

4.4. To ill-treatment, everyone at once (2009)

Slogan: "To ill-treatment, all at once".

Campaign materials:

Spot. In this campaign, with three similar spots where the order of scenes and part of the slogan changes, we see a series of gestures that go unnoticed to ordinary people, like raising one's hand to hail a taxi, throwing a backpack on the floor, opening the door of a house or asking for the bill in a bar by raising one's hand, do not go unnoticed to certain women, who are frightened. In the spots, a narrator explains that many women live in fear every day and that it is everyone's duty to prevent them from being scared. At the end, there is a piece of news in a newspaper which states that "In Spain, 1 out of 10 women is a victim of domestic violence", while the narrator says To

abuse, all at once, a phrase that also appears onscreen. The logo of the Ministry of Equality (which is also quoted by the narrator) and 016 appear. The language in the spots is Spanish, subtitle in Spanish and there is background music.

The different spots slogans are: "I have no fear. At the sound of his keys, "" I have no fear. For the future of my children" and "I have no fear. To live my life." The first spot lasts 22 seconds, the second lasts 42 seconds and the third 22 seconds too.



Photo 4: To abuse, all at once. Source:

<http://www.msssi.gob.es/campannas/campanas09/TodosUna.htm>

Poster. Made for this campaign, there are three posters following the line of spots. As always, the logo of the Ministry is attached as well as 016. I must say that the posters for this campaign are available, in addition to Spanish, in Catalan, Galician,

Radio slot. With the same music and the same speaker as in the spot, the three radio slots adapt what is shown in the audiovisual pieces, so we hear the voice of a woman saying "I'm not afraid of ..." instead of seeing with images what scares the ill-treated women. The three slots have duration of 15 seconds.

Campaign goal. Increasing awareness of the problem of domestic violence in society. It aims to generate social rejection to domestic violence and transmit, through the message of the campaign "I'm not afraid", a positive and hopeful message to women being victims of violence, feeling that all society is behind them to protect and support them.

4. 5. Show a red card to the abuser (2010)

Slogan: "Show a red card to the abuser".

Campaign materials:

Spot. The series of spots made for this campaign, the duration of which extends

to 1:55 (we cannot know exactly how long each spot is because they are shown together on the website of the Ministry), use many faces recognized in Spain. Men and women including actors and actresses, presenters, journalists and other familiar faces, talking to camera and whose words help us to know the signs of ill-treatment, the consequences and situations that are triggered by this problem. The male characters say words spoken by the abusers, while the female characters say phrases that have to do with the fear felt by women. Then one of the male characters asks a question to the abuser: "Do you think that's being a man? No, I don't." In another part of the series of spots, the male characters tell how an abuser ill-treated his wife. In the end, all these characters come together to show a red card to the abuser. As usual, at the end the Ministry of Equality, Government of Spain is quoted, also showing the logo as well as 016 and this time also the url www.sacatarjetroja.es This website currently links to a website of sports. The whole audiovisual is subtitled in Spanish, which is also the language used. Music is used in all audiovisual pieces.



Photo 5: Show a red card to the abuser. Source:

<http://www.msssi.gob.es/campanas/campanas10/tarjetaRoja.htm>

Poster. With a minimalist design, in line with the campaign, the metaphor of a soccer referee is used since we must show a red card to the abuser. As always, the logo of the Ministry and 016 are attached. It also binds to the website www.sacatarjetroja.es, but now, when looking here, we come to a website about sport. In addition, in the links on the website of the Ministry on this campaign (Join the Movement and Radio), when clicking, it shows that the page has not been found. We must also say that in the web shows an image, in addition to the poster, in which popular people who may have starred or not the audiovisual pieces such as Pedro Almodóvar, Emma Thompson or Amaia Montero, appear showing red cards to the abuser.

Radio slot. As we have said, when clicking the website of the Ministry, in the section on this campaign on the Radio option to listen to the slot, the page on the website of the Ministry does not appear.

Campaign goal. Urge citizens to get involved and show rejection to violence, and more specifically to abusers, from the meaning of the Red Card: he who does not play fair is outside society.

I must say that, among the campaigns of 2010 by the Ministry of Health, Social Services and Equality, there is one more dedicated to domestic violence, although it is made in collaboration with Save the Children Foundation, so we have not analyzed it in this paper.

4.6 Do not skip signals. Choose to live (2011)

Slogan: "Do not skip signals. Choose to live".

Campaign materials:

Spot. Three different spots were made for this campaign, each with a 20-second-lasting version and a 40-second-lasting version, where three cases of women being victims of domestic violence are shown. In each one, they reflect different forms of harming a woman: hurting her self-esteem, threatening her and isolating her. The different spots end with the locution "Choose to live" and show the number of care for victims of domestic violence. In addition to the logo of the Ministry.

The spots are available in Spanish and all are accompanied by a interpreter who translates sign language. Regarding subtitles, in addition to Spanish, the spots are also available with subtitles in Catalan, English, Basque, French and Galician. I must say that, in the case of Catalan, Basque and Galician, in addition to subtitles in those languages, the voiceovers of spots are also translated into such co-official languages of Spain.

In the first spot called *Self-esteem*, we observe how a woman is humiliated by a man because she has gone to a job interview and he tells her that her dress has done more for the interview to go well than her skills as a qualified person for the position. The spot ends with her leaving her home, leaving the abuser alone.

In the second spot called *Threat*, we see the children of a woman being a victim of domestic violence, they listen to their father threatening their mother and he even threatens to take their children away. The spot ends with the mother asking for help to 016.

In the third spot called *Isolation*, we observe that the abuser deprives his wife of freedom, forcing her to stay home, preventing her from meeting with a friend. Finally, we see how the woman turns to her daughter for help.



Photo 6: Do not skip signals. Choose to live. Source:
<http://www.msssi.gob.es/campanas/campanas11/eligeVivir.htm>

Poster. Three posters are made. Each poster shows one of the protagonists of each spot, together with a phrase in which it is argued why they have decided to end their abusive situation. In addition to the slogan "Do not skip signals. Choose to live ". And the usual logo of the Ministry and 016.

Radio slot. No radio slots are found in the section dedicated to this campaign on the website of the Ministry of Health, Social Services and Equality.

Campaign goal. That both victims and their environments can detect the various manifestations of such violence and act. Prevention through awareness is a key in the fight against domestic violence and this campaign is presented in this framework of action, in which the complicity of the whole society seeks to eradicate violence against women, inform victims of their rights and of the instruments provided for their protection, and achieve social rejection batterers.

4.7. Domestic violence, THERE IS A WAY OUT (2012)

Slogan: "When you mistreat her, you mistreat me".

Campaign materials:

Spot. Three spots were made for this campaign, each lasting 20 seconds. One of the spots stars Imanol Arias, another stars Juanjo Artero and the last one stars Mario Casas. In all three spots we can hear, through voiceovers, accusations and mistreatment by a man to his wife, meanwhile, we see that the lead actor, in each case, is in the foreground, listening to these quarrels. In the case of spot starring Imanol Arias, the actor even represents that he is receiving the blows the husband gives to his wife. The spots end when the actors say "if you mistreat her, you mistreat me." And we finally listen "for domestic violence, there is a way out" with the logo of the Ministry and 016. In addition to visualizing the image shown in the campaign poster, which does not follow what was done in other campaigns. That is, the protagonists of the

spots or specific elements of the campaign are not shown, but it is a different picture we can see just below.

The three spots are in Spanish with subtitles in the same language. In addition, there are also available versions of the spots subtitled in Catalan, Galician and Basque.



Photo 8: When you mistreat her, you mistreat me. Source:
<http://www.msssi.gob.es/campanas/campanas13/haySalida.htm>

Poster. Through a simple design, the evolution of the moods of a battered woman who manages to get ahead is recreated. Under the "There is a way out" of the campaign, a hopeful message is transmitted. As we have mentioned, the poster differs from the formal style of audiovisual works, which is a novelty.

Radio slot. Two advertising spots are made for this campaign. The first, "If you mistreat her, you mistreat us all", lasts 20 seconds. We hear a conversation of an abusive man threatening his wife. Then a voice says: "If you mistreat her, you mistreat us all, domestic violence is a problem of the whole society." Then a woman's voice says that, last year, many women got out of abuse and invites to call 016. Finally, the Ministry of Health, Social Services and Equality of the Government of Spain is quoted.

The second slot, "Domestic violence is a problem of the whole society" is the same as the previous one, except that the opening words of the abuser to the victim change.

In both slots, the insults of the abuser to the victim are fragments of the conversations we hear in the spots.

Campaign goal. A message of hope to women being victims of violence, "break the complicit silence" surrounding them because "THERE IS A WAY OUT": More and more women leave that horror behind.

4.8 There is a way out tor domestic violence (2013)

Slogan: "If you mistreat her, you mistreat me."

Campaign materials:

Spot. This campaign continues with "There is a way out" started in the 2012 campaign. The spot shows the evolution of the face of a woman who goes from being a victim of domestic violence to getting over it, through the use of screen split into sections in order to show the different images of the evolving woman. While a voiceover reminds what the signs of domestic violence are and there is a way out of this problem. The images of the women are initially displayed in black and white and then in color, when the woman has gotten out of trouble. In addition, the spot is accompanied by background music. It ends with the slogan "There is a way out", the image that represents this phrase, created for the 2012 campaign and the logo of the Ministry, as well as 016.

The spot is available in Spanish, Catalan, Galician and Basque, accompanied in each case by subtitles in the appropriate language. It lasts 20 seconds.



Photo 9: There is a way out of domestic violence. Source:

<http://www.msssi.gob.es/campanas/campanas13/haySalida.htm>

Poster. The posters do not follow the line of the spot. They star the athlete Martin Fiz and the Olympic silver medalist of taekwondo Nicolas Garcia. In both, the message "If you mistreat her, you mistreat me" is launched. The logo of the Ministry and 016 are attached as usual, but this time there is also an attached image with a QR code to download the Free APP.

An image is also attached to be disseminated through Whatsapp with the sign "There is a way out" used since 2012.

No radio slot is attached.

Campaign goal: to convey a message of hope to the victims of this violence and their

environment and to involve the whole society in ending domestic violence as a common goal.

4. 9 Tell it, there is a way out of escape domestic violence (2014)

Slogan: "Tell it, there is a way out of domestic violence".

Campaign materials:

Spot. Again, it continues with "There is a way out" begun in the 2012 campaign. In the spot, we see a young girl running through a maze during a rainy night. At the same time, a voiceover threatens and criticizes her. Then she decides to call a friend on her cell phone and tell her she has to tell her something. Another voiceover says: "If your guy treats you like this, you tell it, there is a way out of domestic violence. Government of Spain". At that time, the girl appears on a sunny day talking on the phone and smiling. There are three versions of the same spot, with the only difference that a girl calls a friend for help, in another version she calls her mother and in the last one she 016 (telephone helpline for victims of ill-treatment). At the end of the spots, the logo that has accompanied the campaigns of its kind since 2012 appears, with the representation of the evolution of the faces of a woman who has come out of this problem, besides the logo of the Government of Spain and 016 phone number for care to victims of abuse.

The rainy night and the sunny day are used to highlight the situation of distress and happiness, respectively. Like the music, which passes from transmitting burden to conveying joy.

The spots last 20 seconds and are subtitled and translated into sign language. The language used in the spots is Spanish and subtitles are in Spanish, although the spots are also available in Spanish with subtitles in Catalan, Basque, Galician, Valencian, English and French.



Photo 10: Tell it, there is a way out of domestic violence. Source:
<http://www.msssi.gob.es/campañas/campanas14/haySalida016.htm>

Poster. Posters featuring the same girl in the spot are used. After the girl, we see a maze with the designated way out, which shows "There is a way out" visually. She appears in the foreground with the phone on her ear, representing that she is asking for help. And the same logos are attached in the spot, besides the hashtag #hay salida016 and a logo that invites you to download the FREE App.

The posters are available in Castilian, English, French, Catalan, Basque, Galician and Valencian.

Again the image to Whatsapp that was annexed in previous campaigns and represents "There is a way out" is attached.

Radio slot. Being 20 seconds long, this slot shows the same story as in the spots, only the voiceovers is prolonged for the story without images to make sense. The slot is available in Spanish, Catalan, Basque, Galician and Valencian.

Campaign Objective: To prevent domestic violence in the couple, it is essential to raise awareness about the importance of detecting the first signs of abuse in

relationships established during adolescence and the serious consequences it can have both in the short and long terms.

4. 10 If your guy frightens you, tell it (2015)

Slogan: "If your guy frightens you, tell it."

Campaign materials:

Spot. Again it continues with "There is a way out" begun in the 2012 campaign. The protagonist of the 2014 campaign appears again this time advising a friend to end up a relationship in which she is constantly controlled. She tells her bad experience in a relationship (using a cut of the 2014 spot) and explains that she told her mother and called 016, which made her go out of that problem. She convinces her friend, hanging up the phone when his current partner calls her. The girls hug one another and we hear a voice saying "there is a way out of domestic violence. Government of Spain ". And logos corresponding to "There Is a Way Out", to the phone for assistance to victims (016) and to the Government of Spain appear again.

Like the previous ones, the spot is in Spanish, subtitled in Spanish and has sign language translation. The audio is in Spanish, although spot versions are offered in Spanish with subtitles in Catalan, Basque, Galician and Valencian. It lasts 25 seconds, although there is a longer version lasting 1 minute.



Photo 11: If your guy frightens you, tell it. Source:

<http://www.msssi.gob.es/campanas/campanas15/haySalida016.htm>

Poster. Virtually the same cartel as in 2014 is used, with the difference that the girl starring the lead role is showing her cell phone, inviting victims to call 016,

while, in the previous one, she had the phone on his ear. It is available, in addition to Spanish, in Catalan, Basque, Galician and Valencian.

Radio slot. In the radio slot, we hear virtually the same as in the spot. While the duration is slightly shorter, 20 seconds because some phrases are removed.

Whatsapp image to previous years is also attached.

Campaign goal. To prevent domestic violence in the couple, it is essential to raise awareness of the importance of detecting the first signs of abuse in relationships established during adolescence and the serious consequences it can have both in the short and long terms (same goal as in the 2014 campaign).

5. CONCLUSIONS - RESULTS

After analyzing institutional campaigns against domestic violence that have taken place from 2006 to 2015, we drew a number of conclusions.

First, I must say that the slogans of the campaigns either launch messages of hope or ask the victims, their environment or the whole society to act against domestic violence and recognize the signs of abuse, which is not only physical violence.

Regarding campaign materials, all have spots, in addition, most of the campaigns have more than one. Seven out of the ten campaigns have more than one spot, the spots being either variants of the same spot or different spots, but always in the same line of the campaign. The spots usually last 20 or 30 seconds, some of them also have a longer version of this audiovisual piece. Music is present in most of them. And in relation to the languages used, all spots are available in Spanish with subtitles in Spanish. Some of them also have simultaneous sign language translation. And compared to other languages, often the spots are accompanied by subtitles that translate the information we hear into the co-official languages of Spain, into English or French. And there are even spots the audio of which is available in the co-official languages. And in relation to the stories of the spots, they either call the attention of the victim to ask for help to get out of her situation or ask society to reject the abuser or act (as it is everyone's problem) or they are aimed at victims so they can detect any signs of abuse.

All campaigns have posters. These usually have the same theme of the spots, using the same elements as the audiovisual pieces. Though there are exceptions, as in the campaigns of 2012 and 2013. In these cases, the signs are not related to the audiovisual pieces. We must also say that, from 2013 on, in all campaigns an image representing "There is a Way Out", the slogan used in all campaigns since 2012, is attached.

Regarding radio slots, the vast majority of campaigns has slots except for the campaigns of 2010 (we assume there was a slot, but when clicking it, an error page appears), 2011 and 2013. The slots are the audio versions of the spots, but with a slightly shorter duration.

On the objectives of the campaigns, in general, they are often about getting rejection to the abuser by everyone and involvement of society, conveying a message of hope and support to victims and getting the victims and other people to detect any signs of domestic violence and act. Except for two of them that are more informative, particularly those of the campaigns of 2006 and 2007 that were to report on the implementation of the Comprehensive Law on the fight against domestic violence and disseminate the telephone service of information and advice on domestic violence, respectively. It should also be noted that the last two campaigns focus on the importance of detecting any signs of violence in adolescent relationships.

We must also say that, on more than one occasion, people from showbiz or sports are used to star in campaigns such as in 2010 (many famous people show a red card to the abuser), in 2012 (the spots feature actors) or in 2013 (two athletes appear on campaign posters).

In conclusion, after analyzing the ten campaigns launched by the Ministry of Health, Social Services and Equality, over 10 years we see how they have evolved and approach them. The first campaigns focused on physical violence, neglecting other types of abuse that are bad too. Although, from 2009 on, campaigns begin to see the different types of abuse underwent by women. From the start, the campaigns show not only the victim but also the children and the environment of the victims, asking them to act. Although it is from 2009 on when campaigns target all society to reject and act upon this problem. It is also important to note that the last two analyzed campaigns focus on issues of domestic violence in adolescent couples. And it should be noted that, since the beginning, in the analyzed campaigns, a message of hope to the victim is transmitted.

As we see in our analysis, it is from 2009 on when a turning point occurs in the campaigns, which begin to focus on all types of abuse, not just physical abuse. In addition, since 2009, attention of the whole society is drawn to act against this problem. Another turning point occurs in 2014, as campaigns are aimed at teenagers.

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*Los objetivos de cada campaña han sido extraídos literalmente de la web del Ministerio de Sanidad, Servicios Sociales e Igualdad. Recovered from <http://www.msssi.gob.es/campannas/portada/home.htm>

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