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## Social commitment and sustainability in the winning campaigns at advertising awards

### Compromiso social y sostenibilidad en las campañas premiadas en festivales publicitarios

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#### Abstract

Awards form a part of the advertising ecosystem, rewarding communication strategies designed by agencies. However, more and more advertisers, in most cases with a strategy designed by agencies, echo in their discourse the social and environmental concerns of consumers. This study mainly seeks to analyse the presence of social commitment and sustainability in the list of advertising awards, both in the categories/subcategories and special prizes of these, and in the creative concept of the winning campaigns. The methodology is based on a content analysis of the list of winners of 29 advertising awards, which comprise 1,558 awards granted to 892 actions. Although not in every case, committed speech is rewarded in most advertising festivals with categories and subcategories related to social and environmental issues. In addition, the results reveal the prominent presence in the awards' list of winners of advertising strategies inspired by the commitment to society and the planet, not only in those related categories, but also in others. From the analysis of the creative concept of these actions based on the Big Ideal (Ogilvy), the main thematic blocks are identified: ecology, awareness of certain diseases, social causes and the visibility of diversity. Innovation, the use of digital resources and transmedia content are also aspects recognised in these campaigns, some of which also win special prizes at advertising awards.

#### Keywords

Sustainability; social advertising; creative strategy; advertising awards; corporate social responsibility; brand purpose.

#### Resumen

Los festivales forman parte del ecosistema publicitario, premiando las estrategias comunicativas diseñadas por las agencias. Por su parte, cada vez son más los anunciantes que, en la mayoría de casos con una estrategia diseñada por agencias, se hacen eco en su discurso de las preocupaciones sociales y medioambientales de los consumidores. El principal objetivo del estudio es analizar la presencia del compromiso social y la sostenibilidad en el palmarés de los festivales publicitarios, tanto en las categorías/subcategorías y premios especiales de éstos como en el concepto creativo de las campañas premiadas. La metodología se basa en el análisis de contenido del palmarés de 29 festivales publicitarios, que aglutinan 1.558 premios otorgados a 892 acciones. Aunque todavía no en todos, el discurso comprometido se premia en la mayoría de los festivales publicitarios con categorías y subcategorías relacionadas con lo social y medioambiental. Además, los resultados revelan la presencia destacada en el palmarés de los festivales de estrategias publicitarias inspiradas en el compromiso para con la sociedad y el planeta, no solo en aquellas categorías relacionadas, sino también en otras. Del análisis del concepto creativo de estas acciones a partir del Big Ideal (Ogilvy) se identifican los principales bloques temáticos: la ecología, la concienciación sobre determinadas enfermedades, las causas sociales y la visibilidad de la diversidad. La innovación, el empleo de recursos digitales y los contenidos transmedia son aspectos también valorados en estas campañas, algunas de las cuales acaparan además premios especiales en los festivales publicitarios.

#### Palabras clave

Sostenibilidad; publicidad social; estrategia creativa; festivales publicitarios; responsabilidad social corporativa; propósito de marca.

## 1. Introduction

Advertising festivals are an essential part of the structure of the advertising system (Gamés et al., 2016). Not only do they afford evaluation of the work of agencies in designing communication strategies for advertisers (De-Waal-Malefyt, 2013; Kilgour, et al., 2013; Polonksky & Waller, 1995), but they also reflect trends in advertising practice (Anand & Jones, 2008).

The evolution of the categories and subcategories of advertising festivals' list of winners may substantiate this (Castelló-Martínez, 2023a; Gamés et al., 2016), in particular in response to the digital revolution (apps, influencers, big data, artificial intelligence, augmented reality, programmatic purchase, social networks, etc.), to the consumer as the focal point of communication (user-experience, interaction, community- building, etc.) and the design of a transmedia discourse in a process of brand co-creation (Carcelén-García and Díaz-Soloaga, 2022) through techniques that, like branded content, enable integration of the company's values into educational, informative or entertainment content (Llorente-Barroso et al., 2022; Sanz-Marcos and Micaletto-Belda, 2019).

In this context, the advertising industry itself encounters difficulties when it comes to identifying the most appropriate criteria for assessing the communicative strategies submitted to festivals, especially between the dichotomies of creativity-effectiveness and divergence-relevance (De-Wall-Malefyt, 2013; Kapelians & Liebenberg, 2015; Kim, 2018; Tur-Viñes, 2018). On the other hand, submitting winning proposals to advertising festivals bears both reputational implications and health risks for agency professionals (Meléndez-Rodríguez & Roca, 2023), due to the pressure they are under.

Social issues and climate change are two of the main concerns of Spaniards (Centro de Investigaciones Sociológicas, 2023). If the list of festival-winners illustrates the reality of the paradigm shift in advertising communication that we are experiencing, does it pay equal attention to what brands are doing in response to these concerns? This is the question posed by this article. From this intersection arises the first research question:

RQ1. Do advertising festivals have categories/subcategories and/or awards that recognise advertising campaigns based on social and/or environmental commitment?

Brands echo consumer concerns in their discourse (Asenjo-McCabe, 2022), as is the case, for example, with the automotive sector and its defence of the environment (Castelló-Martínez, 2023b). Advertisers have realised that the advertising discourse that permanently promotes hyper-consumerism, hedonism, over-care or the endless search for experiences is not sustainable from an economic, social, environmental and even psychological point of view (Castelló-Martínez and Del-Pino-Romero, 2019: 610). This is why they strive to listen to what the IPG Mediabrands "Conscious Life" report calls "imperfect activists": consumers committed to their environment who strive to correct certain forms of consumption for the benefit of the planet and to feel better about themselves (Pérez, 2023).

Brand activism (Asenjo-McCabe, 2022) and corporate social responsibility are communicated, especially through the creation of content in owned and earned media (López-González et al., 2023). However, the social and committed discourse of brands is not exempt from questioning (Alvarado-López, 2009) and can be considered as woke-washing (Vredenburg et al., 2020). When it is based on environmental commitment, it can be perceived by consumers as greenwashing, i.e. a misleading practice that does not correspond to the reality of the company's behaviour (Jiménez-Sánchez et al., 2023).

The 2030 Agenda (United Nations, 2015), with its seventeen sustainable development goals, is the key reference on the path towards protecting the planet and equal prosperity. The consumption of goods and services represents one of the main causes of environmental degradation that most distances Spain from sustainability (Ministerio de Consumo, 2022). Consumers aspire to a model of life that is cleaner, healthier and more respectful of themselves, others and the world around them. Cámara-Hurtado (2021) defines the concept of a "planetary health diet" as one that considers the effect of dietary choices on both human health and the environment.

According to reports from the World Economic Forum (Mathuros, 2016), by 2050 there will be more plastic in the oceans than fish. The fashion industry is one of the most polluting industries in the present day due to the fast fashion model which has become popular, encouraging buying more and using less. Some data reveal that fast fashion (Anne, 2023) is an unsustainable model for the planet: we buy 60% more clothes than in 2000 but 40% of them are never worn. Companies such as Grundig, with the action devised by the agency *The Or A future without eco-anxiety*<sup>[1]</sup> (2023), Adolfo Domínguez, with the proposal by the agency *China Repeat more, think less*<sup>[2]</sup> (2022) or Baleària, with *The toy shop of the sea*<sup>[3]</sup> (2022) by the agency La Buena, connect their brand-positioning with ecological awareness.

Social problems are also visible in advertising strategies (Rodrigo-Martín and Rodrigo-Martín, 2012). Spain ended 2022 with 20.4% of its inhabitants at risk of poverty (Instituto Nacional de Estadística, 2023)

and has the highest level of unemployment and youth unemployment in Europe (ABC Madrid, 2023). Although there has been significant progress in reducing the gender pay gap, the balance is still a long way off, with worrying dynamics, such as the fact that the gap increases with age (Anghel et al., 2019).

Breaking with gender roles, the variety of family models or the visibility of diversity are also necessary issues in the construction of an egalitarian and tolerant society. This is what the brands Ariel, BBVA and J&B defend in their respective advertising campaigns: *Roles change, your laundry too*<sup>141</sup> (2021) - by the agency Proximity Madrid-, Financial health. *Better decisions*<sup>151</sup> (2022) - by PS21- and *She, a tale by J&B*<sup>161</sup> (2022) -El Ruso de Rocky-. Two new research questions arise from the review of these two realities:

RQ2. Among the advertising actions awarded at advertising festivals, are there any campaigns whose discourse is based on sustainability and social commitment?

RQ3. In which categories/subcategories are actions related to social engagement and sustainability recognised?

The willingness of companies and institutions to be transparent in their processes and to have a listening attitude towards a consumer who demands responsible, transparent and committed businesses (Benavides-Delgado and Fontán-Gallardo, 2018) has led them to employ a new narrative in which they actively exhibit their contribution to improving society, the environment and people's quality of life. In this process, the COVID-19 pandemic made them work even harder to transmit empathetic and conversational messages based on service, trust, relationship and commitment to the public (Fernández-Blanco et al., 2021; Xifra, 2020).

So-called useful brands or purposeful brands (Castelló-Martínez and Barrilero-Carpio, 2021; Havas Media, 2017; Milagro, 2021) are based on grounding strategy in research, providing personal and social value, sharing brand-stories, stimulating conversation and action, and connecting multi-platform experiences.

They are brands, considered to be communicative institutions (Rees-Roberts, 2020: 407), that try to create relationships and experiences with which to involve the consumer (Torres-Romay, 2015; García-López and Simancas-González, 2018), from the coherence between saying – storytelling - and doing – storydoing - (De-Miguel-Zamora and Toledano-Cuevas-Mons, 2018) and with a frank and lasting commitment. Nowadays, an increasing number of brands are even practising political activism (Manfredi-Sánchez, 2019) with the dissemination of campaigns and content that support values of a political nature or support certain social movements. The social role of advertising (Montañés-García, 2017; Villarás-Abad, 2018) and the cultural intermediary role (Bourdieu, 1986) of the advertising industry are thus perpetuated. The final research question asks the following:

RQ4. What is the creative concept of the award-winning campaigns in advertising festivals with a discourse based on social and/or environmental commitment?

The general objective of the study is to analyse the presence of sustainability and social commitment in the list of advertising festivals' winners. The specific objectives are:

- identify the categories/sub-categories and special awards of advertising festivals related to sustainability and social engagement.
- recognise advertising campaigns related to sustainability and social commitment among the winners of advertising festivals.
- study the creative concept of advertising actions related to sustainability and social commitment awarded at advertising festivals.

## 2. Methodology

The study is based on the content analysis of the list of winners of the 29 national advertising festivals, as shown in table 1:

**Table 1: List of festivals**

A crear	Dircom Ramón del Corral	Letra
Agripina	Eficacia	Los Anuncios del Año
Alce	El Chupete	Luxury Advertising Awards
Anuaría	El Sol	Nacionales de Creatividad

Aspid España	Genio Innovación	Nacionales de Marketing
Best In Auto	Impacte	Open Creatiu
Best In Beauty and Care	Inspirational Festival	Publifestival
Best In Food	JCDecaux de Creatividad exterior	Salud Festival
Best In Travel	La Lluna	Smile Festival
De Marketing y Comunicació en el sector asegurador	Laus	

Source: author's own preparation

In 26 of them (89.7%), the edition held in 2022 was analysed. In the case of *A crear*, as it is a biannual event, the 2021 edition was analysed. *Anuaría* held the 2022 awards ceremony in March 2023 and *Open Creatiu* did not hold an awards ceremony in 2022, so the June 2021 edition was analysed.

The 29 festivals have 1,558 awards (with an average of 53.7 per festival): 1,281 (82.2%) correspond to 746 categories and subcategories, 96 are special awards (6.1%), 121 are awards for young talent (7.8%) and 60 awards (3.9%) were not presented. These awards are given to a total of 892 actions (681 with one award and 211 with more than one award), which make up the sample of the study. The 211 actions with more than one award total 663 awards (42.6%).

The final sample is composed of these 211 actions plus those that received one or more awards in categories/subcategories related to social commitment and/or sustainability (82 campaigns, with 97 awards in these categories). Out of these 82 actions, 39 receive a single award and the rest (43) are duplicates already registered in the actions with more than one award. Therefore, the final sample is made up of 250 actions (28%), totalling 702 awards (45%).

In order to identify the categories/subcategories related to engagement and thus answer the first question, all those whose nomenclature includes generic concepts on engagement and/or purpose (commitment, awareness, purpose, responsibility and value/values), terms related to ecology (environmental, environment, sustainability and sustainable) or others on social engagement (diversity, inclusion and social) are recorded. In this last block, the adjective social/social is excluded when it accompanies the name network/networks.

In order to answer the second and third research questions, a comparison is made between the actions awarded in the categories/subcategories related to commitment and those with more than one award in other categories. In this way, it is recorded whether the actions awarded in categories/subcategories linked to social commitment and/or sustainability are also recognised in other categories/subcategories, analysing which these are. Conversely, this comparison also makes it possible to identify whether there are actions recognised in categories/subcategories that are not directly related to social and/or environmental causes but which, nevertheless, also have a social and/or environmental commitment in the brand discourse.

Finally, to answer the fourth research question, the *Big Ideal* model of the Ogilvy agency ([www.ogilvy.com](http://www.ogilvy.com)) is applied. The *Big Ideal* emerges from the intersection of two elements: the cultural tensions of the environment and what best defines the brand's value and personality. It is, therefore, useful for finding a creative concept by merging the communication axis with a consumer trend. It is formulated as follows: "Brand xx believes that the world would be a better place if...".

Data collection and analysis was performed between March and June 2023, with the data recorded in Excel. All advertising campaigns referenced in the results are available in their order of appearance in the Notes section<sup>71</sup>.

### 3. Results

#### 3.1. Categories, sub-categories and commitment-related awards

Of the 29 festivals, 22 (75.9%) have categories and/or subcategories related to commitment among their list of winners. The total number of categories (52) and subcategories (12) linked to social and/or environmental commitment (64) represents 8.6% of all categories and subcategories (746). The 104 awards in this area represent 6.7% of the total number of awards registered (1,558). The most popular frequency is 1 award, with 7 festivals, followed by 5 and 3 awards, with 3 festivals in each case.

97.1% of the awards (101) come from categories/subcategories and 3 awards are special (2.9%). These 3 special awards are made at the Premios Eficacia (Effectiveness Awards) (special recognition for the promotion of diversity and inclusion for Amazon's Prime Video action), at the PubliFestival (agency with best social value, awarded to Isobar) and at the Salud Festival (agency with best social value, for Innocean Spain).

Out of the 104 awards, 7 (6.7%) did not go to advertising campaigns. The award in the Sustainability category of the Best in Travel festival was not awarded. The National Marketing and Genius awards recognise the work of four brands (Dove, Down España, Too Good To Go and Mutua Madrileña) in innovation in social impact campaigns and social marketing and, as stated above, PubliFestival and Salud Festival recognise the work of two agencies. The remaining 97 prizes (93.3%) were awarded to 82 different actions. Table 2 shows the distribution of these 97 prizes awarded to advertising actions for each festival.

**Table 2. Awards in categories and subcategories on social commitment and sustainability**

Festival	Category / Subcategory	Awards	Festival	Category / Subcategory	Awards
A crear	CSR: action, campaign, strategy	1 (1%)	De marketing y comunicación en el sector asegurador	Mejor campaña de RSC	1 (1%)
Agripina	Social	1 (1%)	Nacionales de Creatividad	Content / To raise awareness	2 (2,1%)
Alce	SDGs: sustainability and environment	2 (2,1%)	Publifestival	Best execution in project or social action	1 (1%)
	Social campaign	3 (3,1%)		Best social value in public relations action	1 (1%)
Anuaría	Best social interest campaign	1 (1%)		Best strategy in project or social action	1 (1%)
Best in Auto	Values	3 (3,1%)		Best contribution to brand development in a social project or action	1 (1%)
Best in Beauty & Care	Sustainability	2 (2,1%)		Best effectiveness in project or social action	1 (1%)
Best in Food	Sustainability	3 (3,1%)		Best use of the message in a project or social action	1 (1%)
Dircom Ramón del Corral	Communication of purpose and brand / Purposeful communication	1 (1%)		Best social value in a social event	1(1%)
	Sustainability and ESG / Social commitment	1(1%)		Best creativity in a project or social action	1(1%)
	Sustainability and ESG / Environmental commitment	1(1%)		Best social value in advertising campaign	1(1%)
	Sustainability and ESG / Good governance and ESG	1(1%)		Best social value in innovation	1(1%)
	Sustainability and ESG / Sustainability Report	1(1%)		Best social value in TV spots	1(1%)

Festival	Category / Subcategory	Awards	Festival	Category / Subcategory	Awards
Eficacia	Best demonstration of social brand purpose	2 (2,1%)	Publifestival	Best social value on web spots	1(1%)
	Best NGO campaign	2 (2,1%)		Best social value in social media campaigns	1(1%)
	Special Recognition for the Promotion of Diversity and Inclusion (*Special Award)	1(1%)		Best social value in integrated campaigning	1(1%)
El Chupete	Social campaign	5 (5,2%)		Best execution with social value in project or social action	1(1%)
El Sol	Brand activity and experience / Special type actions - Corporate and social responsibility	4 (4,1%)		Best social value on the web	1(1%)
		Public Relations / Corporate Social Responsibility	3 (3,1%)	Best social value in online self-promotion	1(1%)
Impacte	Sustainability	3 (3,1%)		Best originality in a project or social action	1(1%)
	Social	5 (5,2%)		Best innovation in social project or action	1(1%)
	Diversity	3 (3,1%)		Best social value in health care	1(1%)
Inspirational Festival	Corporate social commitment planet	2 (2,1%)		Best social value in a project or social action	1(1%)
	Social responsibility people	4 (4,1%)		Best creative social event	1(1%)
La Lluna	Creative / Social campaign	3 (3,1%)		Improved effectiveness in contributing to brand development in social projects or actions	1(1%)
	Specials / Ideas for a sustainable world	3 (3,1%)	Salud Festival	Best social value in health media action	1(1%)
Laus	Contribution	9 (9,3%)			

Source: Prepared by the author based on the list of winners of the festivals.

The festival with the most categories in this field, with the same number of awards, is PubliFestival, with 23 awards (23.7%). This is because it is a social advertising festival and the nomenclature of most categories includes the adjective social. It is followed by Impacte, with 11 awards (11.3%) in 3 categories, Laus, with 9 awards (9.3%) in 1 category, and El Sol, with 7 awards (7.2%) in 2 categories and 2 subcategories. Completing the top positions are Inspirational Festival, La Lluna, the Alce awards, the Dircom Ramón del Corral awards and the El Chupete festival. Inspirational Festival makes 6 awards (6.2%) in 2 categories, as does La Lluna, which distributes them in 2 categories and 2 subcategories. The Alce, Dircom Ramón del Corral, Eficacia and El Chupete festivals each present 5 awards (5.2%). The latter does so in a single category: social campaign.

With regard to the nomenclatures of the categories and subcategories, the words most frequently repeated in them are social (44), the generic value/values (17) and sustainability (10), related to ecology. Responsibility, purpose and commitment appear 5, 3 and 3 times, respectively. Table 3 shows the distribution of occurrences of the 12 concepts initially defined as well as 5 other generic concepts linked to the theme identified subsequently: contribution (1), good governance (1), ESG (5), SDGs (1) and NGOs (1). The most popular frequency is one occurrence, with 9 concepts, followed by 5 and 3 occurrences, with 2 concepts in each case.

**Table 3. Commitment-related concepts in the name of categories and subcategories**

Group	Concept	Appearances
Generics	Contribution	1 (1%)
	Good governance	1(1%)
	Commitment	3 (3,1%)
	Awareness-raising	1(1%)
	ESG	5 (5,1%)
	ODS	1(1%)
	NGO	1(1%)
	Purpose	3 (3,1%)
	Responsibility	5 (5,1%)
	Value/Values	17 (17,3%)
Ecology	Environmental	1(1%)
	Environment	1(1%)
	Sustainability	10 (10,2%)
	Sustainable	1(1%)
Social	Diversity	2 (2%)
	Inclusion	1(1%)
	Social	44 (44,9%)
Total		98

Source: Prepared by the author based on the list of winners of the festivals.

The 3 terms related to social initiatives account for 47 occurrences, the 10 generic terms cover 38 titles and the 4 terms on ecology are repeated 13 times. In total, these 17 terms appear 98 times within the 64 categories and subcategories of the engagement-related festivals. Of particular note are the names of the two categories of the Inspirational Festival (Corporate social commitment planet and Social responsibility people) as well as the special category Ideas for a sustainable world of the Lluna. The concept of inclusion appears only in the special prize of the Effectiveness awards (Special recognition for the promotion of diversity and inclusion). The term diversity appears in this award and in one Impacte category. In all the 29 festivals, there is only one category dedicated to NGOs: Best NGO campaign in the Effectiveness awards.

### 3.2. Comparison between categories/sub-categories and award-winning actions related to commitment

82 actions were acclaimed at the advertising festivals in categories and sub-categories related to engagement. This figure represents 32.8% of the sample of actions and 9.2% of the universe of actions. Of these, 39 (47.6%) received a single award in the entire list of awards, being the one received in categories and sub-categories of this theme, and 43 actions (52.4%) received more than one award: 4 campaigns with 2 awards exclusively in categories linked to engagement and 39 actions receiving, on the one hand, 50 awards in categories/sub-categories related to engagement and, on the other hand, 95 awards in 86 categories of the festivals' lists of awards in categories/sub-categories not related to engagement.

A list of these 82 actions, which accumulate 97 awards in categories/subcategories linked to commitment and 192 awards in the overall list, representing 27.4% of the awards in the sample and 12.3% of the total number of awards (1,558), is included in the annex. The 11 actions with more than one award in categories and subcategories related to engagement account for 26 awards (26.8%). These are shown in table 4.

**Table 4. Actions with the most awards in the categories and subcategories on social engagement and sustainability**

#	Action	Advertiser	Agency	Awards
1	Bihar, choosing tomorrow	BBK	LLYC	3 (3,1%)
2	Illusion School	MK Media	MK Media	3 (3,1%)
3	Equals?	Asociación Española contra el Cáncer	Isobar	3 (3,1%)
4	Second Act	Actiu	GettingBetter	3 (3,1%)
5	The 100 cranes challenge	Takeda	MK Media	2 (2,1%)
6	Bulk	Bolsalea	Utopicum	2 (2,1%)
7	Carlota's house	La casa de Carlota	-	2 (2,1%)
8	Objects after	Grupo Casaverde	Utopicum	2 (2,1%)
9	Enhanced reality	Fundación A. Bosh / Fundación Aladina / Fundación Small	Contrapunto BBDO / Havas Media / Bridges_	2 (2,1%)
10	Living nets	Abanca	Accenture song / Proximia	2 (2,1%)
11	We are family	Debra Piel de Mariposa & Casa Ronald McDonald	El cuartel creativo	2 (2,1%)

Source: Prepared by the author based on the list of winners of the festivals.

*Bihar, choosing tomorrow* (2021), by the agency LLYC for BKK, *Illusion School* (2021), by the agency MK Media, *Equas?* (2022), by Isobar for the Spanish Association Against Cancer and *Second Act* (2022), by GettingBetter for Actiu, each won 3 awards. The first is also prominent among the 39 award-winning actions both in categories/subcategories related to commitment and in other categories/subcategories: *Bihar, choosing tomorrow* (2021) accumulates, in total, 14 awards, in the categories and subcategories that can be seen in table 5. It is the second-most-awarded campaign in the universe of 892 actions, after *Invaluable Food* (2022), by Leo Burnett for Madrid Fusión, which has 19 awards.

**Table 5. Awards for the Bihar, elegir mañana Action (2021)**

#	Type of category/ subcategory	Festival	Category	Subcategory	Award
1	Social purpose	Anuaría	Best social interest campaign		Gold
2		El Sol	Public Relations	Corporate Social Responsibility	Gold
3		Impacte	Sustainability		Gold
4	Other	Eficacia	Best regional/local campaign		Gold
5		Eficacia	Best branded content action		Silver
6		El Sol	External		Gran Prix
7		El Sol	Non-conventional formats	Large format: large- scale events and similar	Gold



#	Type of category/ subcategory	Festival	Category	Subcategory	Award
8	Other	El Sol	Media	Best use of large-format outdoor: events and other large media	Silver
9		El Sol	Public Relations	Media impact	Silver
10		El Sol	Innovation	Outdoor innovation	Silver
11		El Sol	Innovation	Innovation in Public Relations	Silver
12		El Sol	Innovation	Media innovation	Gold
13		JCDecaux	Brand experience		Gold
14		Nacionales de Creatividad	Ideas		Gold

Source: Prepared by the author based on the list of winners of the festivals.

*Second Act (2022)* and *Equals? (2022)* are also in the top positions, with totals of 8 and 5 awards, respectively. The first campaign is recognised in the Alce awards in the SDG category: sustainability and environment, and in La Lluna in the Social Campaign and Ideas for a sustainable world. The five awards received in categories other than social and/or environmental commitment come from the Moose awards: corporate identity, art direction, graphics, global campaign and branding.

The action *Equals? (2022)* received three awards at the Publifestival related to commitment: best social value in a television spot, best social value in a web spot and best social value in social media campaigns. It also won the award for best effectiveness in an advertising campaign and best execution in an outdoor graphic piece at the same festival.

Three other actions among the award-winners in engagement categories/subcategories (with one award each) also received six awards in other categories and subcategories. *Table for 3 (2022)*, by Grupoidex for Stoller Europe, won silver in Ideas for a sustainable world at the La Lluna festival. It was also recognised at the same festival for branded content, integrated campaign, public relations, campaign strategy, insight and audiovisual production.

*Principles to recover the principles (2022)*, by the agency Rosebud for Confecomerç, won gold in the Social Campaign subcategory of the Creative category at La Lluna. It also received awards in the same festival in press and magazines, integral campaign, illustration, copy and effectiveness, also receiving the festival's grand prix.

*The plastic museum (2021)*, created by Shackleton for esPlásticos, won gold as a social campaign at La Lluna. This action was also recognised at the National Creativity Awards (in the Ideas category) and at El Sol for environmental design, innovation in outdoor, innovation in public relations, innovation in strategy and creativity and public affairs, crisis management and lobbying.

At a later stage, the typology of the 86 categories and subcategories is analysed in which the 39 actions awarded in sections on social commitment and/or sustainability also receive awards (95). Table 6 shows the themes of the most popular categories:

**Table 6. Themes of other categories in which award-winning campaigns are also awarded in engagement categories**

Thematic categories	Awards
Craft	10 (10,5%)
Innovation	10 (10,5%)
Public Relations	9 (9,5%)

Thematic categories	Awards
Creativity	7 (7,4%)
Integrated/global campaigns	7 (7,4%)
Design	6 (6,3%)
Branded content	6 (6,3%)
Digital and mobile, social networks, real time and Internet of things	6 (6,3%)
Outdoor	4 (4,2%)
Effectiveness	3 (3,2%)
Graphics	3 (3,2%)
Ideas	3 (3,2%)
Strategic thinking	3 (3,2%)
Film and TV	3 (3,2%)

Source: Prepared by the author based on the list of winners of the festivals.

*Craft* includes various aspects, such as casting and direction of actors, copy, editorial design, illustration, audiovisual production, art direction, photography and music. Innovation is also recognised in different areas: digital and mobile, strategy and creativity, outdoor and public relations, among others.

Other sections in which these actions are also recognised are related to digital and mobile: real time and the Internet of Things, social networks and creative data, and artificial intelligence. Some of the award-winning actions are *Fires (2021)* – by the agency R/GA for Cerveza Patagonia-, *Carbon footprint (2021)* – by 2BTUBE/PS21 /BBVA Creative for BBVA – and *E-nterpreters (2022)* – by Fahrenheit DDB for Pilsen Callao-.

Finally, the rest of the actions in the sample (168 campaigns, by eliminating from the sample of 250 the 82 awarded in engagement categories), not awarded in engagement-related categories but receiving more than one award in the entire award scheme, are reviewed to identify those that also have an engagement discourse. Among them we found 32 campaigns (19%) with a discourse based on engagement. This figure represents 12.8% of the sample and 3.6% of the universe. There are 103 awards, representing 14.7% of the sample and 6.6% of the universe; these can be seen in table 7. Among these campaigns, the most popular frequency is 2 prizes, with 17 actions, followed by 3 prizes, with 6 actions, and 5 prizes, with 3 actions. In cumulative absolute frequency, 23 of these 32 campaigns (71.9%) receive 2 or 3 awards.

**Table 7. Actions with committed discourse among the award-winners in other categories**

#	Action	Advertiser	Agency	Awards
1	Airbag Alive collection	DGT	Ogilvy	3 (2,9%)
2	Ban lung cancer	Bristol Myers-Squibb	VMLY&R HEALTH	2 (1,9%)
3	Rare diseases campaign	Ferrer	ADN Comunicació	2 (1,9%)
4	Fishing championship	AB INBEV / CORONA	We Believers	4 (3,9%)
5	Cardioconnect	EI Al Pharma	Bubblegum	3 (2,9%)
6	International Breast Cancer Day	Asociación Asamma	Momik	2 (1,9%)
7	The future: challenge and opportunity	Novo Nordisk	POPIN_	3 (2,9%)

#	Action	Advertiser	Agency	Awards
8	The link that binds us together	Acciona Corporativo	Padre Group	2 (1,9%)
9	The world's oldest job	Acufade	Mientrastanto	2 (1,9%)
10	You're a gamer and you don't know it	Multiópticas	LLYC	6 (5,8%)
11	It's diabetes. It's your life	Alianza por la diabetes de Boehringer Ingelheim y Lilly	Lewis Communications	3 (2,9%)
12	Gestaverse	Reality born	Hawkins	2 (1,9%)
13	Guide to Cardiac Surgery	Departamento de Cardiología Hospital Gregorio Marañón	Estudio La Negraíta	2 (1,9%)
14	There's a desire for village pride	J&B	El Ruso de Rocky	2 (1,9%)
15	Imperfectxs	Estrella Galicia	Atresmedia Publicidad	2 (1,9%)
16	Sexual violence is not a film	Ministerio de Igualdad	Disset	2 (1,9%)
17	Films of the end of the world	La caseta	La caseta	2 (1,9%)
18	What's done, it's done	Wallapop	Jesús Revuelta / Mono Madrid	5 (4,9%)
19	The 36	DGT	Ogilvy	5 (4,9%)
20	Mission to Uranus	Colon Cancer Coalition	BeautifulBeast	2 (1,9%)
21	Muchoyo. Childhood has a voice	The children's revolution	Zinkia, Arena Media, Collage	3 (2,9%)
22	Indigenous storytellers	ABInBev / Corona	We Believers / e-Trac	8 (7,8%)
23	Natural Bar	ABInBev / Corona	David Madrid / David Bogotá	7 (6,8%)
24	Let's not put up obstacles	Ayuntamiento de Madrid	F33	2 (1,9%)
25	For a future with water	Reckitt	Arena Media / Havas Creative	2 (1,9%)
26	Recycle glass with art and compass	Ecovidrio	BabyDog	2 (1,9%)
27	Respect your world	Laboratorios Montplet	Bubblegum Health	4 (3,9%)
28	Number Syndrome	ASDRA	Wunderman Thompson Argentina	3 (2,9%)
29	The art of self examination	MACMA	David Buenos Aires	7 (6,8%)
30	The battle inside	CRIS contra el cáncer	Cheil Spain	5 (4,9%)
31	Trajectory	Cruz Roja	TBWA	2 (1,9%)
32	Living without stopping	Janssen	MK Media	2 (1,9%)

Source: Prepared by the author based on the list of winners of the festivals.

*Indigenous storytellers* (2022) – by the agencies We Believes and e-Trac for Corona – with 8 awards across the board, *Natural Bar* (2021) – by the agency David for Corona – with 7 awards and *The art of self-examination* (2022) – by David for MACMA – with 7 awards are the three most awarded actions in this section.

The most popular categories/subcategories in which these campaigns with a committed discourse, which are awarded, are those related to digital communication, social networks and the use of influencers; branded content and transmedia content; creativity, originality, innovation and disruption; the use of media and strategic thinking. Also noteworthy are those linked to the use of data, programmatic and artificial intelligence. The action *You're a gamer and you don't know it* (2021), by LLYC for Multiópticas, received 6 awards. Among them, disruption was recognised at the National Creativity Awards, the most original and disruptive strategy at the Effectiveness Awards and innovation in strategy and creativity at the El Sol Awards.

Accordingly, we may state that the campaigns with a committed brand discourse amount to 114, with 295 awards, which represents 45.6% of the sample and 12.8% of the universe of actions and 42% of the sample and 18.9% of the universe of awards. In terms of the type of advertiser, 39 are actions by associations or foundations (34.2%), 61 are campaigns by private companies (53.5%) and 14 (12.3%) belong to public institutions.

### 3.3. The creative concept of actions with commitment-based discourse

Applying the formula "The world would be a better place if..." as proposed by the Ogilvy agency, among these 114 actions we find different creative concepts. For 31 actions (27.2%), the world would be a better place if we took care of the environment. The 3Rs (reduce, reuse, recycle), responsible water consumption, ocean pollution, plastic abuse, promoting the consumption of sustainable products or climate change alarm are the most popular themes in the advertising discourse. In addition to the actions *Bihar, choose tomorrow* (2021) and *The plastic museum* (2021), referred to above, others worth mentioning in this section are *What's done, it's done* (2022), by Mono Madrid and Jesús Revuelta for Wallapop, and *Bulk* (2022), by Utopicum for Bolsalea.

In 26 cases (22.8%), the discourse is based on the idea that the world would be a better place if we raised awareness of certain diseases, made them visible and/or raised funds to research them. Rare diseases, depression, diabetes, stroke, psoriasis and, above all, cancer are the most frequently mentioned diseases. The Colon Cancer Coalition's *Mission to Uranus* (2022) campaign for BeautifulBeast and *The art of self-examination* (2022) are among the most awarded campaigns in this type of cause.

On the other hand, social causes, such as immigration and the demand for housing for all, appear in 17 actions (14.9%). For these advertisers, the world would be a better place if we all worked to build a tolerant and egalitarian society. *Table for three* (2022) or *The oldest job in the world* (2021), by the agency Mientrastanto for ACUFADE, are two of the actions that reflect these issues.

The defence of inclusion and the visibility of the diversity of different groups (people with disabilities or LGBTIQ+ groups, for example) are also identified in 12 actions (10.5%), such as in *Degree inclusive* (2022), by Wunderman Thompson Argentina for Unilever/Degree, or in *#RealVoicesOfPride* (2022), by the Edelman agency for FELGTBI+.

These four types of causes (sustainability, diseases, social and inclusion) add up to 86 campaigns (75.4%). Other causes that appear more than once are solidarity with La Palma after the volcano catastrophe, sexual abuse and violence, bullying, promotion of local commerce, prevention of traffic accidents or the defence of gender equality. In the latter case, an outstanding campaign is *#HuelgaDeJuguetes* (2022), MRM Spain for the Ministry of Consumer Affairs.

Finally, in the sample of 250 campaigns, certain actions have been identified with more than one award that, despite not having received recognition in engagement categories/subcategories or having a discourse directly related to social or sustainability issues, deserve to be highlighted. These are advertising campaigns in which purposeful brands connect with consumer concerns. The defence of maturity in adulthood, real beauty and the empowerment of women appear in actions such as *Mirror, mirror* (2022), by Kids agency for Bruñó, *It's on us* (2021), by Lola MullenLowe for Dove, or *Living in reality* (2021), by Mi querido Watson Comunicación for Seguros Santa Lucía.

The purpose of connecting people to make the world a better place is the creative concept in the actions *Guernica purpose* (2022), by McCann Spain for Iberia, *I want to see you better* (2021), by Sioux&Cyranos for Ruavieja, and *Xmas Truck Saver* (2022), by WeBelievers for AB Inbev/Modelo. In *Tears* (2022), the brand Pikolin defends, with the help of the agency Oriol Villar, the search for what we are passionate about and what we find gratifying. The agency GettingBetter devised *Healthy Streamer* (2022), a campaign in defence of healthy eating.

#### 4. Discussion and conclusions

The analysis performed in the fieldwork allows us to answer the research questions posed. In relation to the first question, the majority of advertising festivals (75.9%) have categories and subcategories that reward advertising campaigns whose discourse is based on commitment. Although the social aspect is what is most recognised, the bias of the Publifestival (23 of the 44 appearances of the term social correspond to categories of this festival) shows the weight of values and sustainability as the areas in which this type of advertising campaign is most rewarded.

With regard to the second research question, which asks whether among the advertising actions awarded at advertising festivals there are campaigns whose discourse is based on sustainability and social commitment; these actions exist not only in the list of advertising festivals' winners, but their presence is not residual: they represent one in eight campaigns in the universe of 892 actions and one in five in the universe of awards (1,558). We can affirm that advertising festivals reward advertising discourse based on the social and ecological aspects. This is confirmed by 45.6% of the campaigns and 42% of the awards in the sample. There are two reasons for this:

- campaigns recognised in specific categories and sub-categories on social engagement and sustainability not only win awards in this area but are also awarded in other categories and sub-categories of the festivals (this pertains in 47.6% of the cases, with 95 additional awards, so that 15.6% of the sample of actions and 4.3% of the universe of actions receive awards in both engagement and non-engagement categories/sub-categories).

- conversely, throughout the list of advertising festivals' winners, numerous campaigns can be identified which, despite not having received recognition in specific categories and sub-categories for their commitment to society and the environment, have a creative concept inspired by it and have been awarded for other aspects.

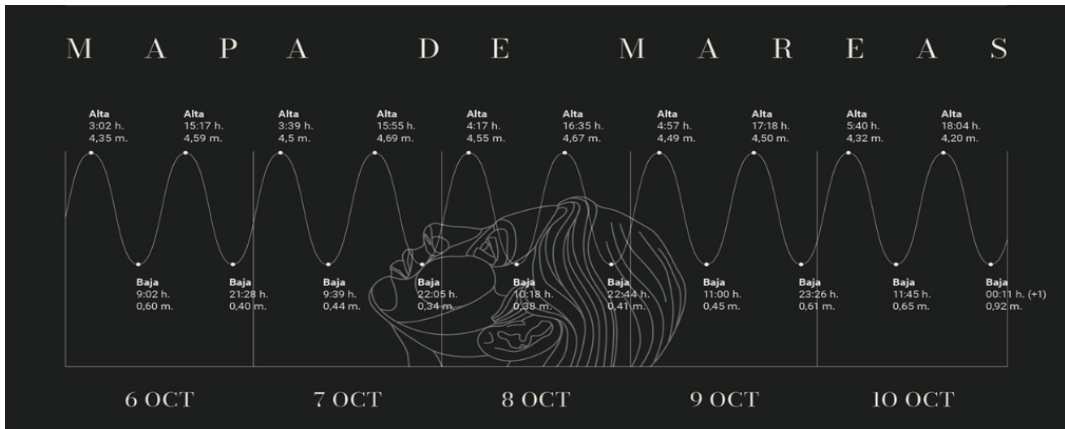
In both the first and second cases, among the other categories and subcategories in which advertising campaigns with commitment are distinguished, we find innovation and branded content to be common elements. In the first case, the actions are awarded prizes for public relations, creativity and integrated campaigns, in particular. In the second, they do the same in digital, social media, disruption, transmedia, use of data, artificial intelligence, strategy and execution. Hence, in response to the third research question, actions related to social commitment and sustainability are recognised both in categories/subcategories linked to these themes and in others, especially those related to branded content and innovation.

These results corroborate previous studies by Gamés et al. (2016), who identified innovation as one of the five macro trends addressed by advertising festivals, along with digitalisation, new alternatives, integration and results. The *plastic museum* campaign (2021) received innovation awards at El Sol for outdoor, PR, strategy and creativity.

The importance of branded content in the list of advertising festivals' winners, in this case as a category in which advertising campaigns with a committed discourse are also recognised, follows the findings of Llorente-Barroso et al. (2022) and Sanz-Marcos and Micaletto-Belda (2019). The awards obtained by these strategies in categories on digital, social networks, *transmedia* or artificial intelligence confirm the thesis of López-González et al. (2023) on the commitment to the communication of corporate social responsibility through unconventional techniques.

It is noteworthy that the second-most-awarded campaign in the entire universe of 892 campaigns is *Bihar, choose tomorrow* (2021), with 14 awards (including best branded content action). Bihar means tomorrow in Basque. The strategy invites reflection on how our decisions can change the future, in particular if we continue to use unsustainable models. The campaign revolves around two actions: a short film and an outdoor placement. The short film poses a plausible scenario that, although it may seem like science fiction, could be real in the not-too-distant future. As for the outdoor environment, a large sculpture was placed in the Bilbao Estuary in the form of a bust of the girl who is the protagonist of the short film. The girl's face would be shown or hidden depending on the rise and fall of the tides of the estuary - as can be seen in figure 1 - as a metaphor for how today's society can either sink future generations or pull them up.

Figure 1. Tidal map of the *Bihar Sculpture, choose tomorrow* (2021)



Source: <https://xn--elegirelmaana-rkb.bbk.eus/>

Another noteworthy issue is that these types of actions are awarded the major prizes at advertising festivals. This was the case for *Principles to recover the principles* (2022) at La Lluna and *E-nterpreters* (2022), grand prize in innovation at El Sol.

In relation to the final research question, referring to the creative concept of award-winning campaigns in advertising festivals that have a discourse based on social and/or environmental commitment, the analysis has focused on sustainability and care for the planet as the most popular cause among these actions (27.2%). Most of these campaigns come from private companies. However, it is closely followed by another issue that was not initially considered: raising awareness of certain diseases and rendering them visible, a cause to which associations and institutions largely devote their discourse.

Advertising communication, as a space for advocacy, has a great responsibility towards society. According to Asenjo-McCabe (2022: 332), with brand activism "the brand puts its resources, attributes and personality at the service of a general good with the aim of generating social change and a positive human impact". Brand activism (53.5% of the campaigns identified are from private companies) revalidates the social function of advertising strategies, which can contribute to making certain issues visible and raising awareness about them.

By advocating sustainability, social welfare, diversity or equality, brands seek to convey values with which to respond to social demands, trying to spread a consistent, committed and transparent message. According to IPG Mediabrands' "Conscious Life" report, 89% of consumers expect companies to be actively involved in social causes and 88% believe that companies are better able to generate positive environmental change than governments themselves (Pérez, 2023).

From the answers to the four research questions posed, it can be concluded that, at present, responsibility has a prominent presence in creative strategies. This is reflected in the list of advertising festivals' winners, which not only award prizes to persuasive communication actions with purpose, but also adapt their sections, categories and subcategories to recognise them: in 2023, the El Sol festival added the Sustainable Development section, with the categories Brand Purpose and Company with Impact (Castelló-Marínez, 2023a).

The research supports the concept of the importance of festivals in the advertising system (Kapelianis & Liebenberg, 2015). The study is notable for the large sample analysed as well as for the novelty of the approach adopted, as there is very little academic literature on advertising festivals in general and the analysis of their categories and subcategories in particular. The detail in the analysis of the results and the wide variety of illustrative examples are also noteworthy.

The limitations of the study are due to the difficulty of classifying and categorising both the categories and subcategories of the festivals and the prizes awarded in each of them, as there is no common criterion for their classification. In this sense, future lines of research propose a timeframe review of the categories and subcategories of the advertising festivals, with the aim of supporting the hypothesis that they are a reflection, on the one hand, of the trends in the sector and, on the other, of recording the evolution of those specific categories dedicated to rewarding advertising campaigns based on commitment to society and the environment.

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The authors declare that there is no known conflict of interest.

## 7. Responsible declaration of use of Artificial Intelligence

I have not used Artificial Intelligence tools in any section of the text.

## 8. Additional materials

The permanent URL of the database is <http://hdl.handle.net/10045/137525>.

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## 11. Annex. Awarded actions in categories/sub-categories on commitment

#	Action	Advertiser	Agency	Awards in related categories	Awards in total	Difference
1	#BottleXBottle	Lanjarón / Aguas Danone	VMLY&R España	1	3	2
2	#ThePilotIsShe	Audio España	PHD Media / DDB	1	2	1
3	#ToyStrike	Ministerio de Consumo / Gobierno de España	MRM España	1	4	3
4	#DoNotGiveItaLotofThought	FAD	Pink	1	1	0
5	#LetTheVaccineUniteUs	Consejo de la comunicación	Consejo de la comunicación / Alvarado Molina	1	2	1
6	#RealVoicesofPride	FELGTB	Edelman	1	4	3
7	Adolescence	FAD	Pink	1	3	2
8	Farming Biomaterials	-	Mersi Studio	1	1	0
9	ANDE DEM - Pirate Peddler	Top Manta	Emerson Blanco, Font & Pont	1	1	0
10	B Corp	B Corp	Apple Tree	1	1	0
11	Solidarity Bar	Zadibe / Licor 43	Arnold	1	2	1
12	Bihar, choose tomorrow	BBK	LLYC	3	14	11
13	Bullying	Fundación Atlético de Madrid	Sra. Rushmore	1	1	0
14	Bye Bye Chemother	Fundación Juegaterapia	-	1	1	0
15	Illusion School	MK Media	MK Media	3	4	1
16	Wishing parade	Fundación Aladina	Isobar	1	2	1
17	Every moustache is a work of art	Asociación Nacional de Cáncer de Próstata	Portavoz	1	1	0
18	Cartes sobre la taula	Fundació Vicki Bernadet	Ogilvy Barcelona	1	1	0
19	Chefs, by S.A. Damm	Estrella Damm	-	1	2	1
20	COP 26	Vaticano / Embajada británica ante la santa sede / embajada italiana ante la santa sede	La machi comunicación para buenas causas	1	1	0
21	Degree inclusive	Univeler / Degree	Wunderman Thompson Argentina	1	6	5

#	Action	Advertiser	Agency	Awards in related categories	Awards in total	Difference
22	Dulcesol leads the change of packaging	Dulcesol	-	1	1	0
23	Daniel's flat	ViiV HealthCare	Sra. Rushmore	1	1	0
24	The future you buy	Confecomerç	Rosebud	1	1	0
25	The best gift is to help	Way Dos Hermanas	Marujalimón	1	1	0
26	The other street view	Acciona	Padre Group	1	1	0
27	The 100 cranes challenge	Takeda	MK Media	2	2	0
28	E-nterpreters	Pilsen Callao / Pilsen	FAHRENHEIT DDB	1	6	5
29	Tags	Wallapop	Hotwire Public Relations / Mono Madrid	1	2	1
30	Ethnicity	Etnia Barcelona	Séptimo	1	1	0
31	European citizens'initiative	European Union	GOPA / OTS Media	1	4	3
32	Unrepeatable experience	Meridiano	-	1	1	0
33	Gay Games 2026 València	Visit València	WeAddYou	1	1	0
34	Bulk	Bolsalea	Utopicum	2	4	2
35	Sons of Sugar	Ministerio de Consumo	VMLY&R HEALTH	1	4	3
36	Carbon footprint	BBVA	2BTUBE / PS21 / BBVA Creative	1	2	1
37	Positive Footprint	Iberdrola	-	1	1	0
38	Hyundai is alive	Hyundai	Havas Media / Havas	1	2	1
39	Equals?	Asociación Española contra el Cáncer	Isobar	3	5	2
40	ILP Mar Menor	ILP Mar Menor	Rubio & del Amo	1	4	3
41	Fires	Ab InBev / Cerveza Patagonia	R/GA	1	2	1
42	Investors	Uniacords	Grupoidex	1	3	2
43	Pau's T-shirt	Cris contra el càncer	Help! Ideas buenas	1	1	0
44	Carlota's house	La casa de Carlota	-	2	2	0
45	The most in gala	Fundació Grupo SIFU	La chincheta comunicació	1	2	1
46	La pluja no la control	Generalitat de Catalunya	Vitamine! CIA_ BCN	1	1	0
47	The venuseta	Helador Bayarri	Rosebud	1	2	1

#	Action	Advertiser	Agency	Awards in related categories	Awards in total	Difference
48	Cardboard doesn't protect. Construction does	Hogar Sí	Innocean Spain	1	2	1
49	Marine Science Skincare	Alskin Cosmetics	Alskin	1	1	0
50	Sustainability report	Acciona	Prodigioso volcán	1	1	0
51	Table for three	Stoller Europe	Grupoidex	1	7	6
52	A lot to do	Caixabank	Comunica+A	1	1	0
53	Christmas on everyone's doorstep	Parque Guadaina	Marujalimón	1	1	0
54	It's not my fault	Obertament	Muntañola	1	1	0
55	Don't look the other way	Open Arms	Putos Modernos	1	1	0
56	Només es progrés si progressem tots	Fundació La Caixa	Oriol Villar	1	1	0
57	Items from the aftermath	Grupo Casaverde	Utopicum	2	4	2
58	Our Voices	Open Arms + Etnia Barcelona Foundation	Public Protest Poster	1	1	0
59	Picapedra	Vins de Pedra	Enserio	1	2	1
60	Por no, porn	FAD	Pink	1	1	0
61	Primavera Sound	El Bandarra	Virgili Bros.	1	1	0
62	Prime video	Amazon Prime Video	Media.Monks	1	1	0
63	Principles to recover the principles	Confecomerç	Rosebud	1	7	6
64	We want to tell, we want to listen	Escuela de Arte San Telmo	Buenaventura / Rubio & del Amo / Atipo	1	1	0
65	Improved reality	Fundación A. Bosh / Fundación Aladina / Fundación Small	Contrapunto BBDO / Havas Media / Bridges_	2	3	1
66	Living networks	Abanca	Accenture song / Proximia	2	2	0
67	Repeat after me: I am unique	ColaCao	Contrapunto BBDO	1	2	1
68	Respect your skin, respect the planet	Sanex Zero %	Momentum Madrid	1	1	0
69	Sanibaby	Berjuan	Grupoidex	1	1	0
70	Second Act	Actiu	GettingBetter	3	8	5
71	Signary	Fundación Garrigou	Zapiens	1	2	1

#	Action	Advertiser	Agency	Awards in related categories	Awards in total	Difference
72	We are family	Debra Piel de Mariposa & Casa Ronald McDonald	El cuartel creativo	2	2	0
73	Tapas for La Palma	Saborea España	Lypsum	1	2	1
74	Teo discovers cancer	Bayer	Rosaparks	1	1	0
75	The nothing included wristband	Tropic feel	FCK	1	2	1
76	The plastic museum	EsPlásticos	Shackleton	1	7	6
77	Transparent	Fundación 26 de diciembre	LLYC	1	1	0
78	Treat me well	Turrones Picó	Siberia	1	4	3
79	A journey born from inside	Indigo Balfego	We are Marketing	1	1	0
80	Live wherever you want	Correos	Arena / TBWA	1	3	2
81	It's time to go	Fundación ANAED- Hospital Univeresitari Vall d'Hebrón	Daristóteles	1	1	0
82	Loonies	Fundación Amás	Hola Jorge	1	1	0
TOTAL				97	192	95

#### Notes

1. <https://bit.ly/grundig-2023>
2. <https://bit.ly/adolfodominguez-2022>
3. <https://bit.ly/balearia-2022>
4. <https://bit.ly/ariel-roles>
5. <https://bit.ly/bbva-decidirmejor>
6. <https://bit.ly/jb-2022-she>
7. Advertising campaigns referenced in results, in order of appearance:
  - *Bihar, choose tomorrow* (2021). <https://bit.ly/bihar-elegir>
  - *Illusion School* (2021). <https://bit.ly/cpilusion>
  - *Equals?* (2022). <https://bit.ly/iguales-aecc>
  - *Second Act* (2022). <https://bit.ly/secondact-actiu>
  - *Invaluable Food* (2022). <https://bit.ly/invaluablefood>
  - *Table for three* (2022). <https://bit.ly/mesapara3>
  - *Principles to recover the principles* (2022). <https://bit.ly/confecomerç>
  - *The plastic museum* (2021). <https://bit.ly/theplasticmuseum>
  - *Fires* (2021). <https://bit.ly/incendios-patagonia>
  - *Carbon footprint* (2021). <https://bit.ly/huelladecarbono-bbva>

- *E-nterpreters* (2022). <https://bit.ly/e-nterpreteres-pilsen>
- *Indigenous storytellers* (2022). <https://bit.ly/narradores-corona>
- *Natural bar* (2021). <https://bit.ly/naturalbar-corona>
- *The art of self examination* (2022). <https://bit.ly/theartofselfexamination>
- *You are a gamer and you don't know it* (2021). <https://bit.ly/eresgamer-multioplicas>
- *What's done it's done* (2022). <https://bit.ly/wallapop-2022-hecho>
- *Bulk* (2022). <https://bit.ly/granel-bolsalea>
- *Mission to Uranus* (2022). <https://bit.ly/missiontouranus>
- *The world's oldest job* (2021). <https://bit.ly/eltrabajomasantiguo>
- *Degree inclusive* (2022). <https://bit.ly/degreeinclusive>
- *#RealVoicesOfPride* (2022). <https://bit.ly/realvoicesofpride>
- *#ToysStrike* (2022). <https://bit.ly/huelgadejuguetes-ministerio>
- *Mirror, mirror* (2022). <https://bit.ly/espejito-bruno>
- *It's on us* (2021). <https://bit.ly/itsonus-dove>
- *Living in reality* (2021). <https://bit.ly/segurosdevivir>
- *Guernica purpose*(2022). <https://bit.ly/propositoguernica>
- *I want yo see you better* (2021). <https://bit.ly/quierovertemejor>
- *Xmas Truck Saber* (2022). <https://bit.ly/xmastrucksaver>
- *Tears* (2022). <https://bit.ly/pikolin-2022>
- *Healthy streamer* (2022). <https://bit.ly/streamersaludable>