

RESEARCH AND DEVELOPMENT

Social Advertising

The treatment of communication, when we act from a stance of social intervention, needs techniques that communication, advertising and marketing strategies have been using for decades in the service of commerce. When adapting the basic rules of advertising to the production of messages in the social field, the only difference, which is not insignificant, is that instead of seeking greater product sales or a better brand position, what we are after is to suggest changes in conduct or modifications of habits that we believe will mean a benefit for the community.

At this point, the ABC of social advertising would be:

- 1. Audience** (analysis of the population we are trying to reach and production of materials that are meaningful to them. E.g. From a human viewpoint, lions are fierce and hens inoffensive, but from the viewpoint of a worm, it is the hens that are fierce and the lions that are inoffensive.).
- 2. Benefits** that are proposed to the audience, here it will be necessary to avoid trying to correct behaviours; instead, we will try to add a new reference point, another viewpoint that we are interested in revealing. This leads us to act by adding to what the audience already possesses, complementing it, rather than emphasising what it lacks from our viewpoint.

3. Proposal (behaviour that we want to be modified or to generate a new conduct). Here, as in commercial advertising, if circumstances allow, the best thing to do is simply to offer a clear and concise proposal. It is a good idea to remember that it is better to tell than to explain, better to discuss than to convince, better to seek agreement than to persuade.

All of this, peppered with a few precise aesthetic touches (beauty from the viewpoint of the audience, not from our concept of what is beautiful) and a great deal of luck, will make it possible to generate efficient and pleasant communication tools.

To finish, a legendary quote that is very relevant: *"the real voyage of discovery consists not in seeking new landscapes but in having new eyes."*

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