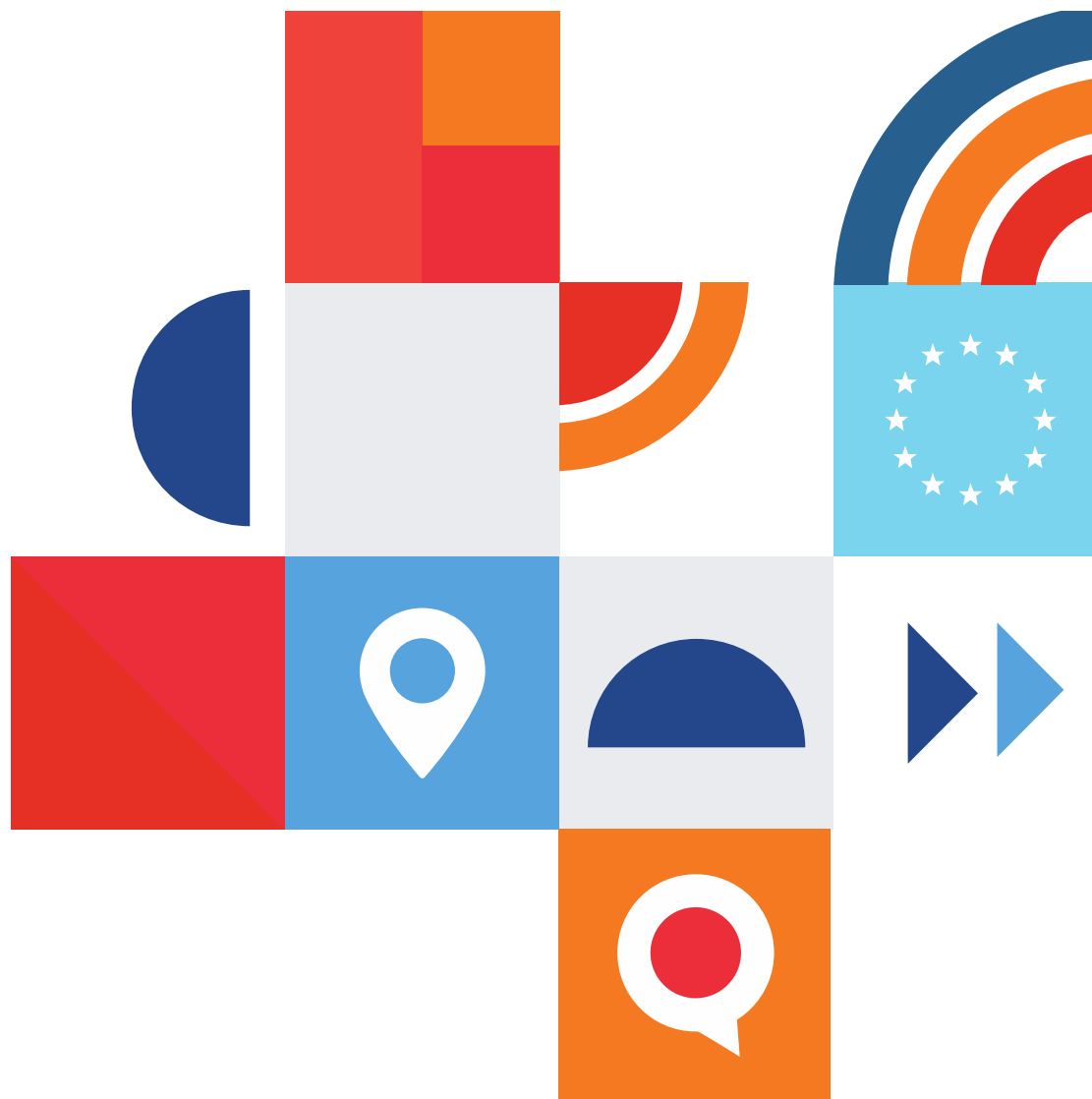


NPLD-Coppieters Campus 2019:

“Activating the social
use of minority
languages”

17-18 October 2019
DONOSTIA /
SAN SEBASTIÁN



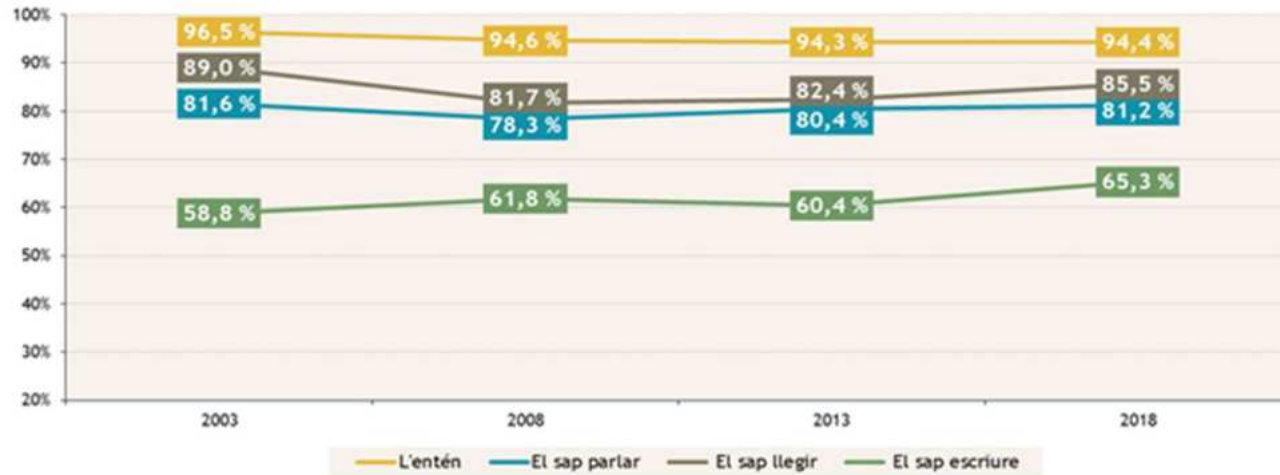
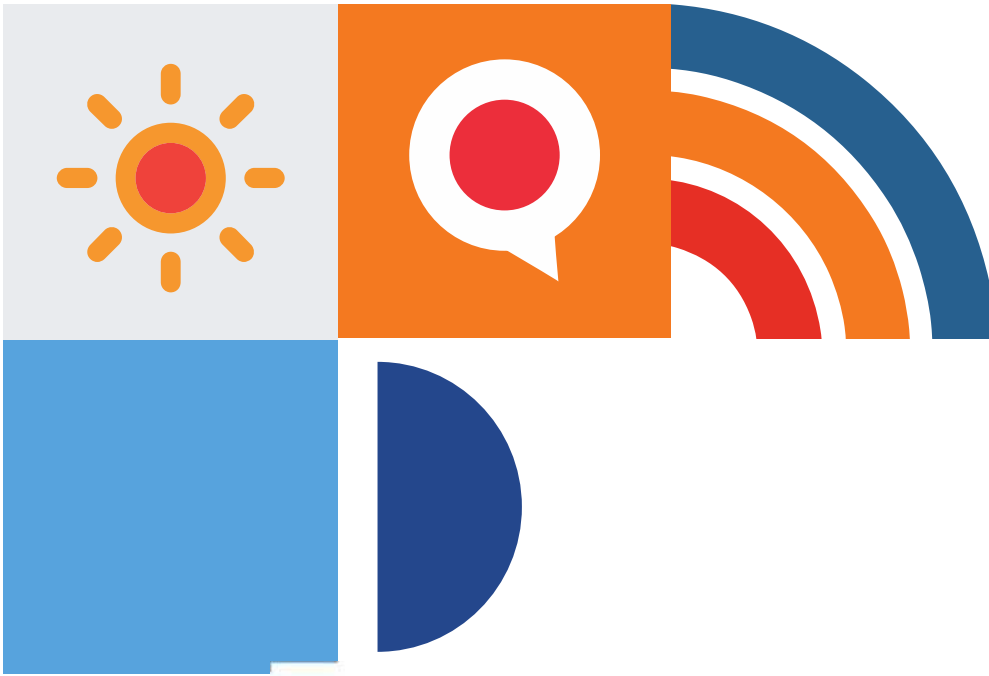


CATALAN, A BRANDING STRATEGY

Anton Ferret

Directorate-General for Language Policy
Government of Catalonia





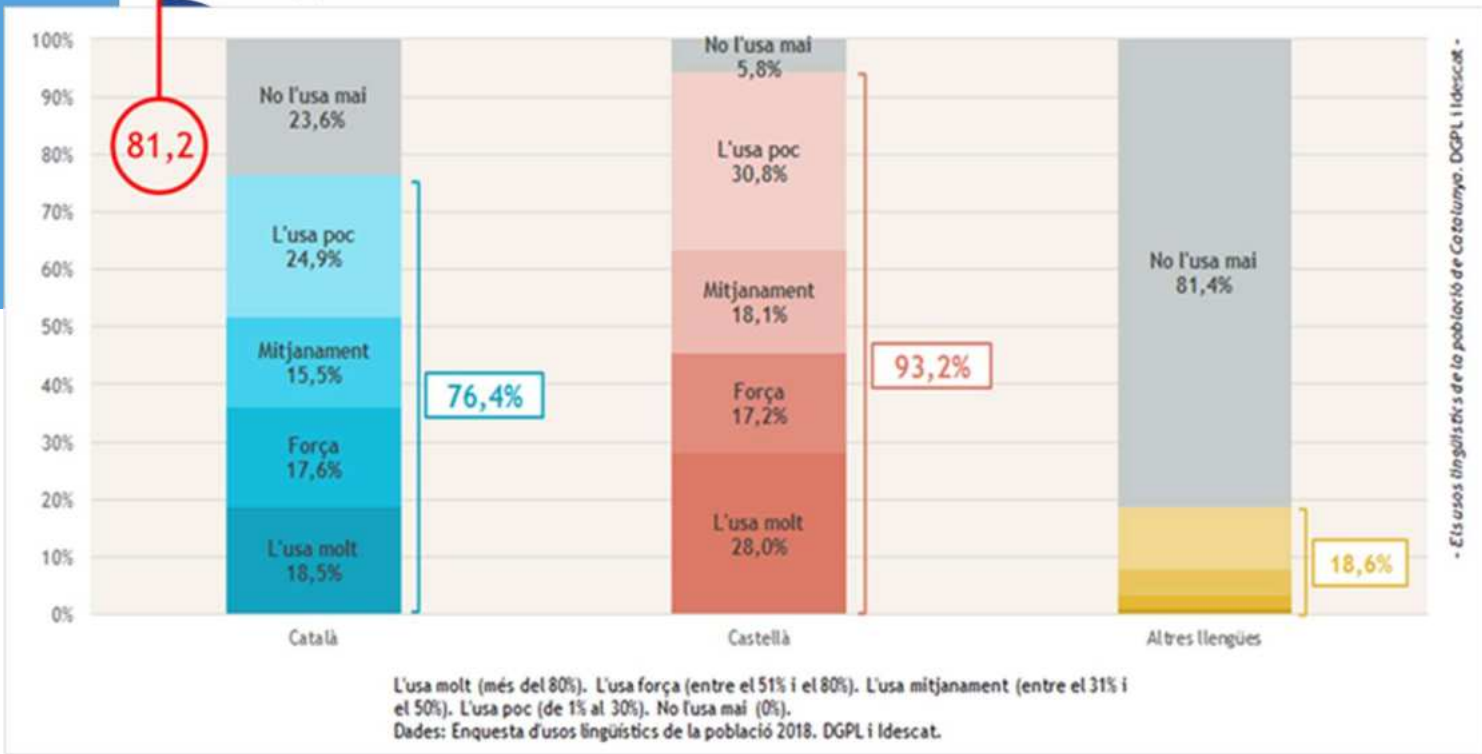
· Els usos lingüístics de la població de Catalunya. DGPL i Idescat ·

Dades: Enquesta d'usos lingüístics de la població 2018. DGPL i Idescat.






El sap parlar





DGLP- Socioeconomic domain: analysis + action

- 
- Raising awareness in the socioeconomic domain
 - 630.000 businesses in Catalonia
 - Hundreds of Language items for businesses
 - Consumer Code / Marketing arguments
 - Need to prioritize and segment



DGLP- Socioeconomic domain: analysis + action

- Main business areas:
Ofercat (DGLP+CPNL)
- Big brands:
Emmarca't (DGLP) (first round, 4th year)
- Leading brands at local and regional level:
Emmarca't territorial (DGLP+CPNL). Pilot project



Emmarca't is a project developed by the Directorate-General for Language Policy to foster the use of Catalan by big brands



1

Analysing the use of
Catalan by big brands

2

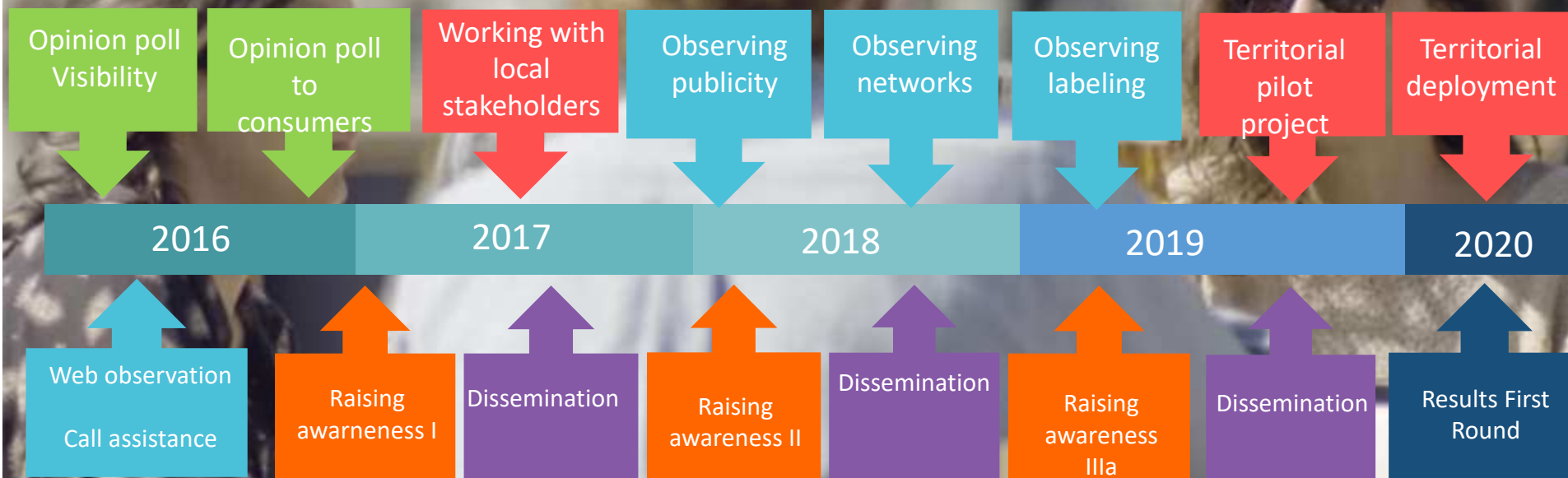
Analysing consumers'
preferences

3

Action Plan



First Round 2016 - 2020





1

USE OF CATALAN BY BIG BRANDS

POSITIONING, WEB, TELEPHONE ASSISTANCE

VISIBILITY

1.216 opinion polls to consumers |
95 % confidence interval | 2,8 % sampling error | CAWI

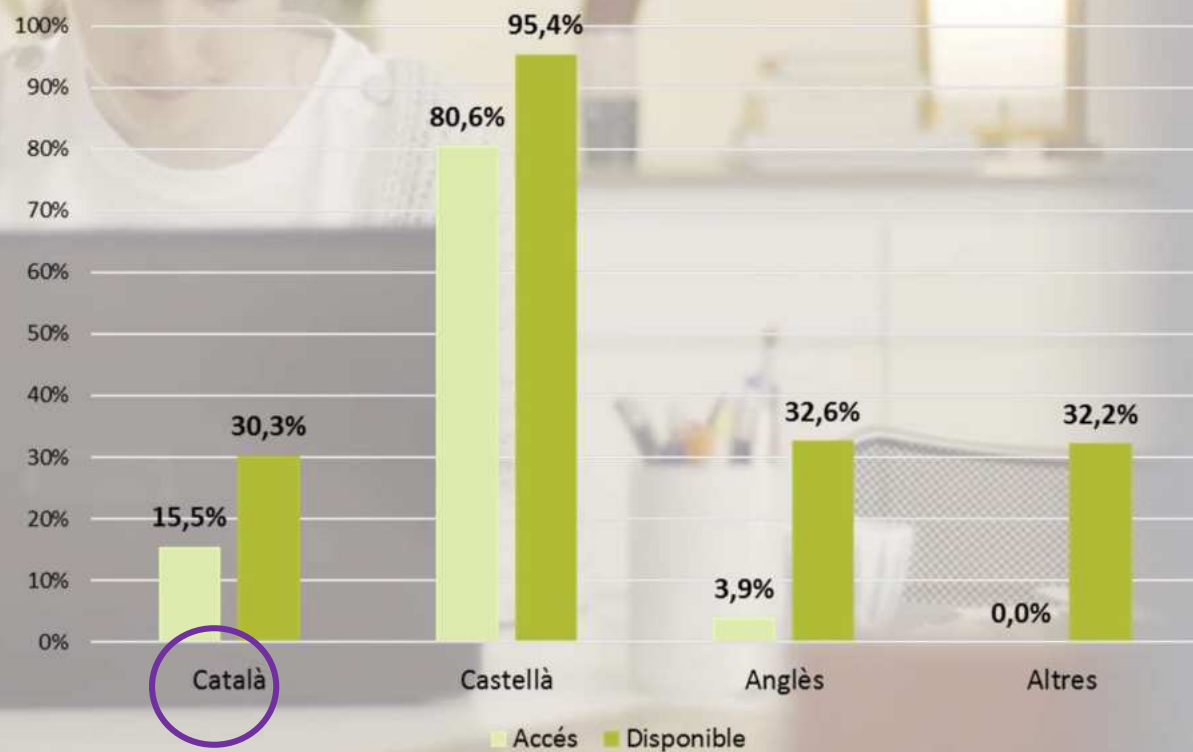
US OF CATALAN

Observing webs and calling different brand clients |
480 brands



Web

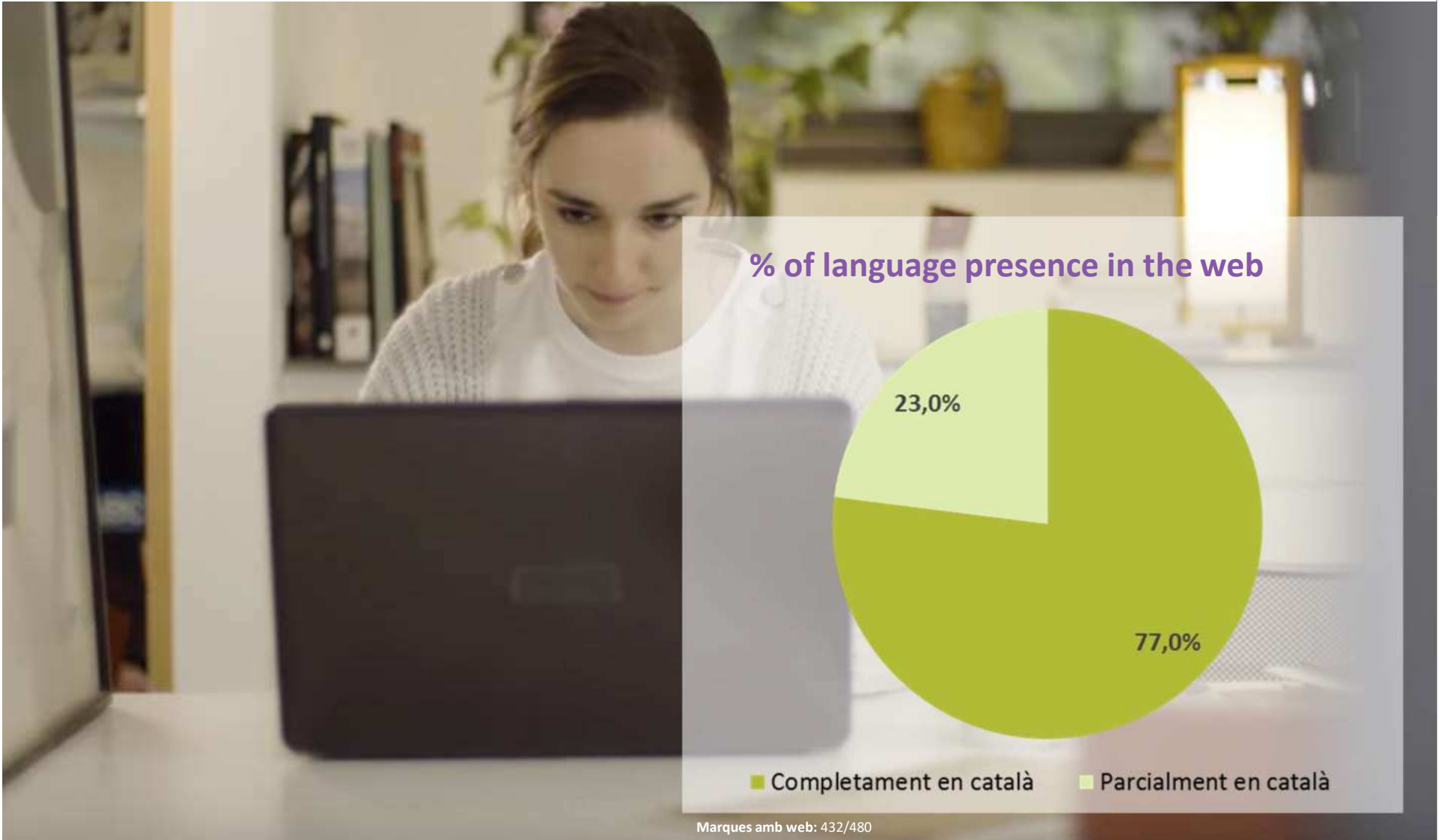
First language accessed and available language in brands with more visibility



2016



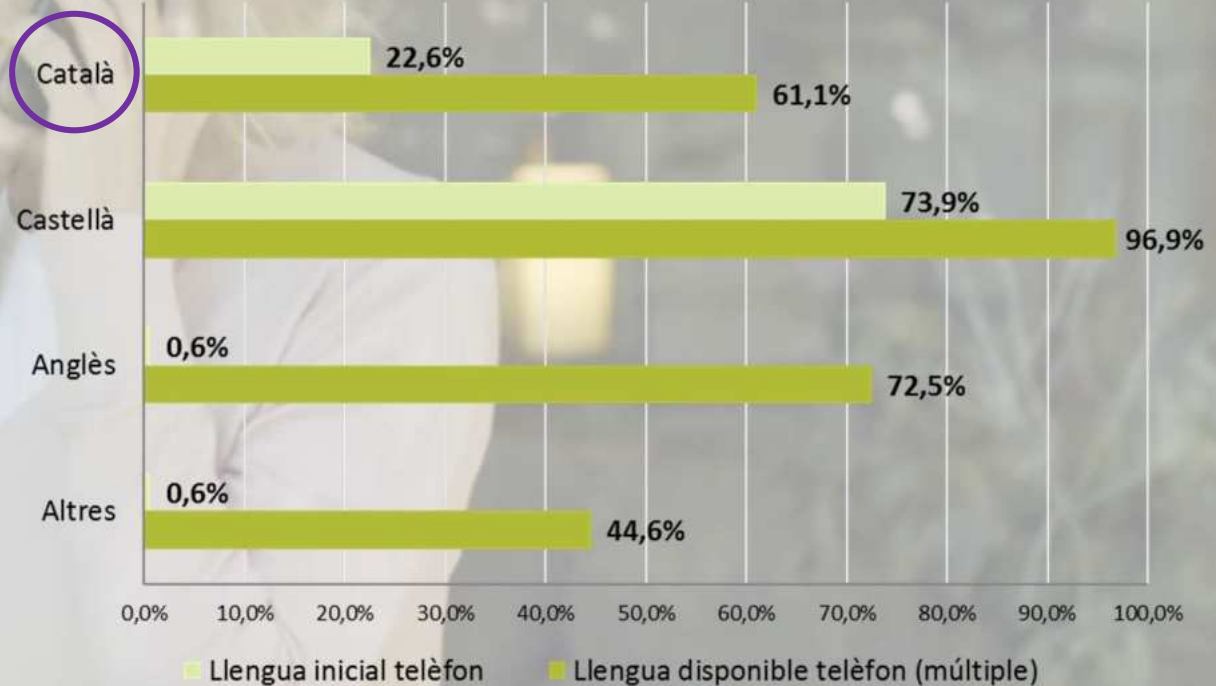
Web





Language in telephone assistance

Language presence over the phone in most prominent brands



2015

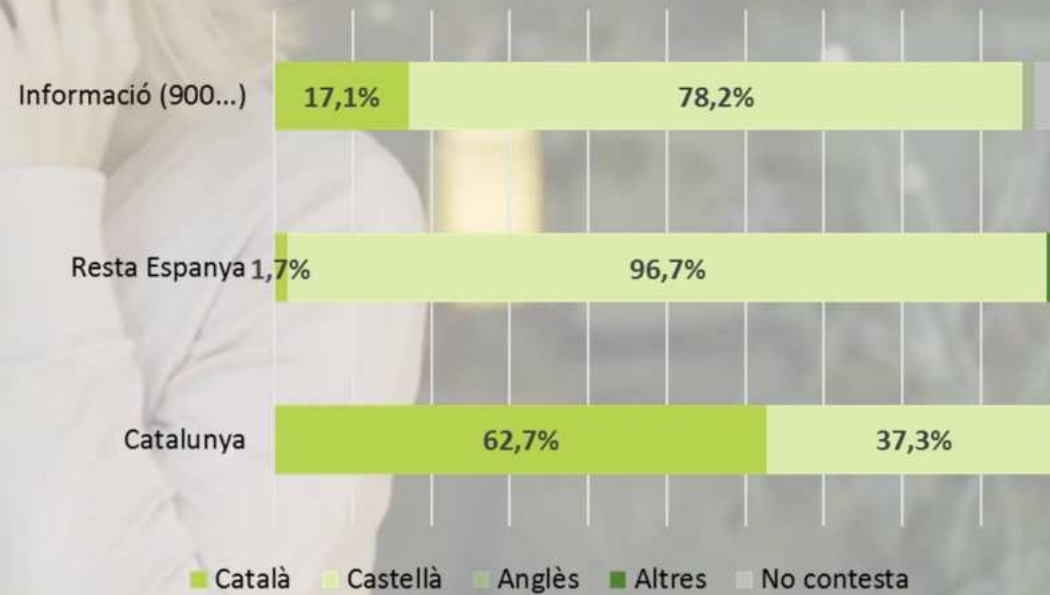
Base: llengua disponible. Respon enquesta 193 marques. Base: llengua inicial telèfon. Contacte telefònic vàlid 314 marques



Language in telephone assistance

Initial language in phone customer service

Results depending on location of central (phone) services



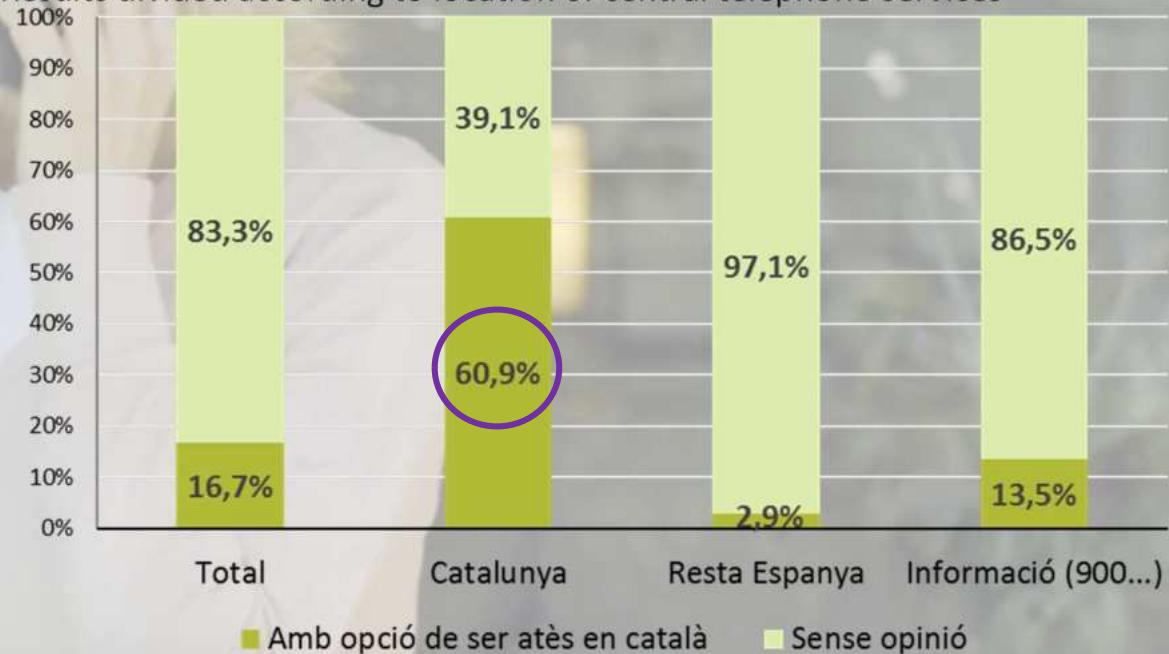
Base total mostra: 314 marques de les que ha estat possible obtenir un telèfon de contacte vàlid



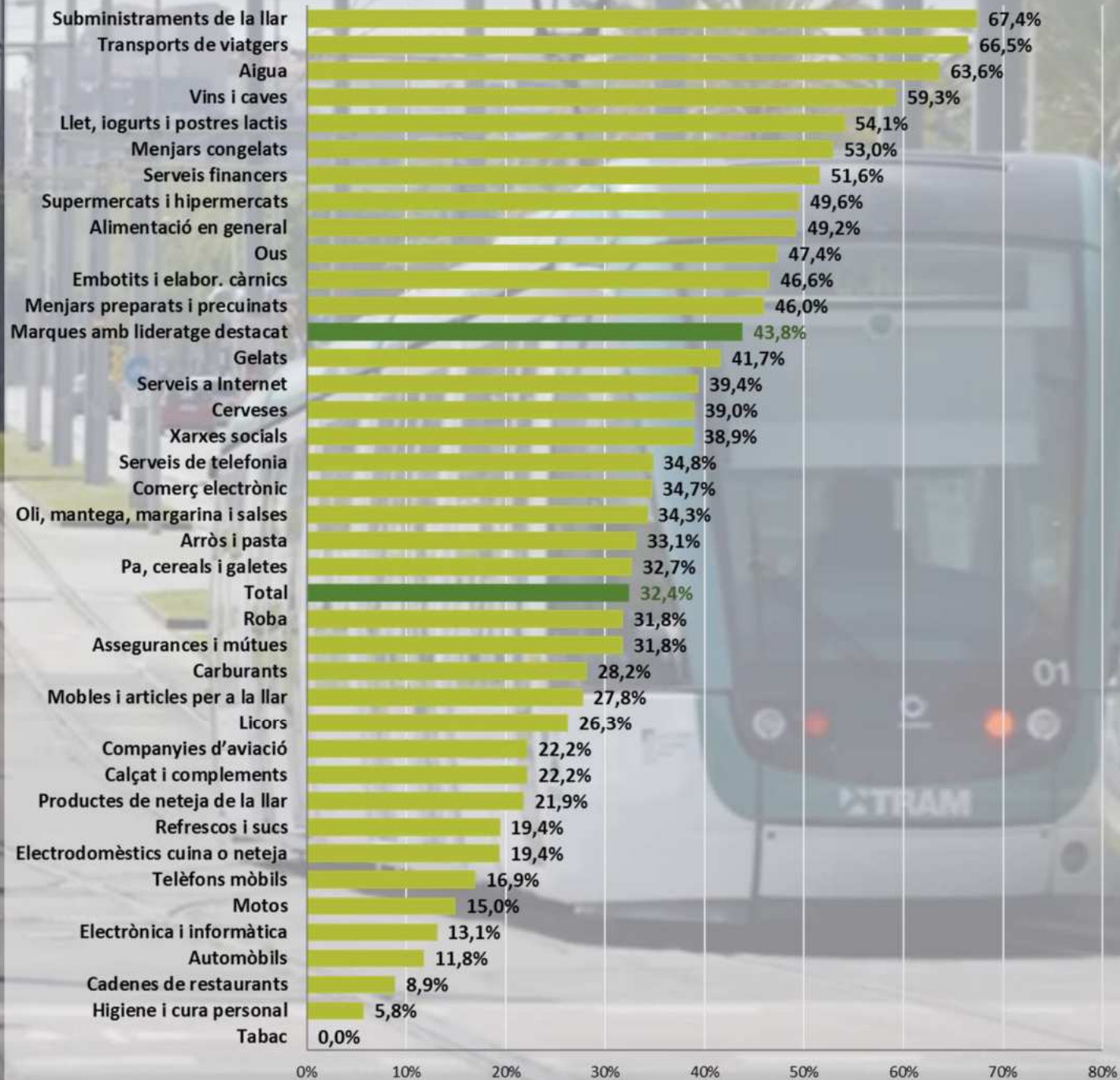
Telephone assistance

Availability of Catalan in answering machings

Results divided according to location of central telephone services



Offer in Catalan on websites and telephone assistance in the different end-use sectors

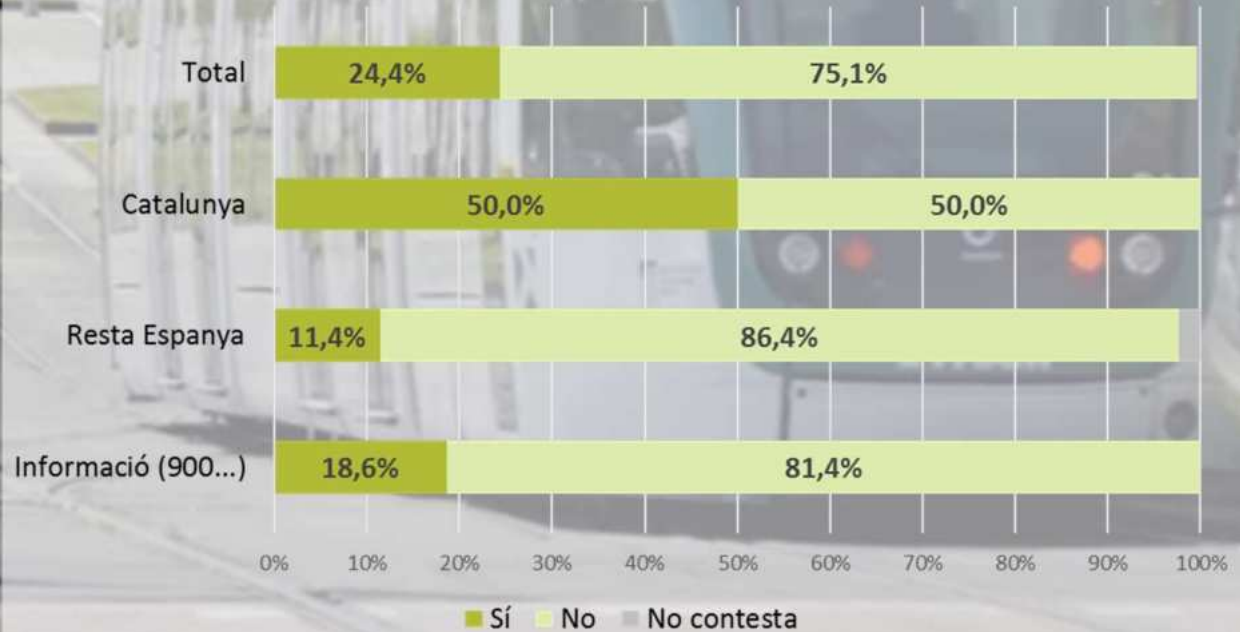




Fostering the use of Catalan

Are you aware of the Government initiatives to foster the use of Catalan in businesses

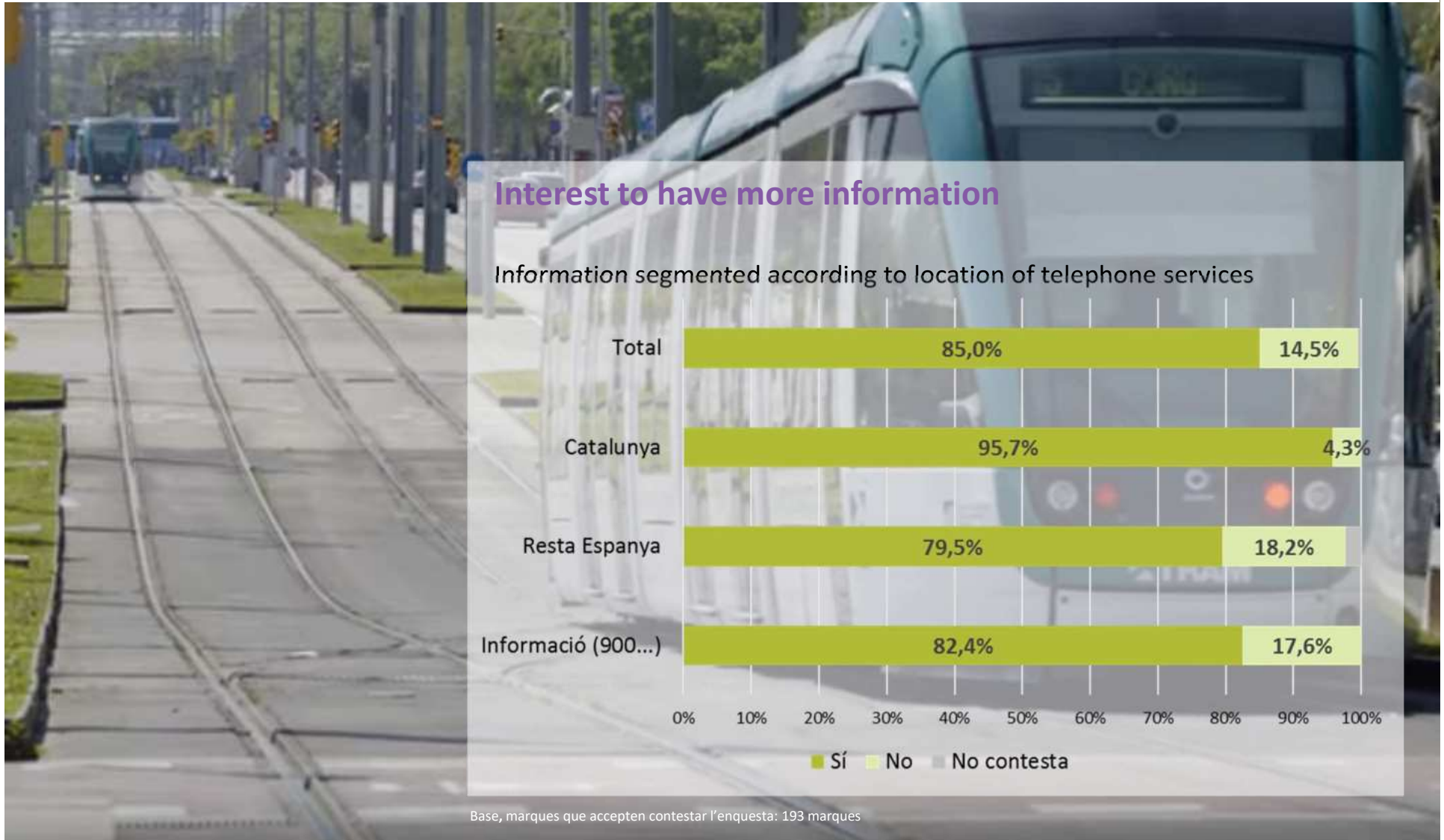
Information segmented according to location of telephone services



Base, marques que accepten contestar l'enquesta: 193 marques



Fostering the use of Catalan





2

CONSUMERS' PREFERENCES

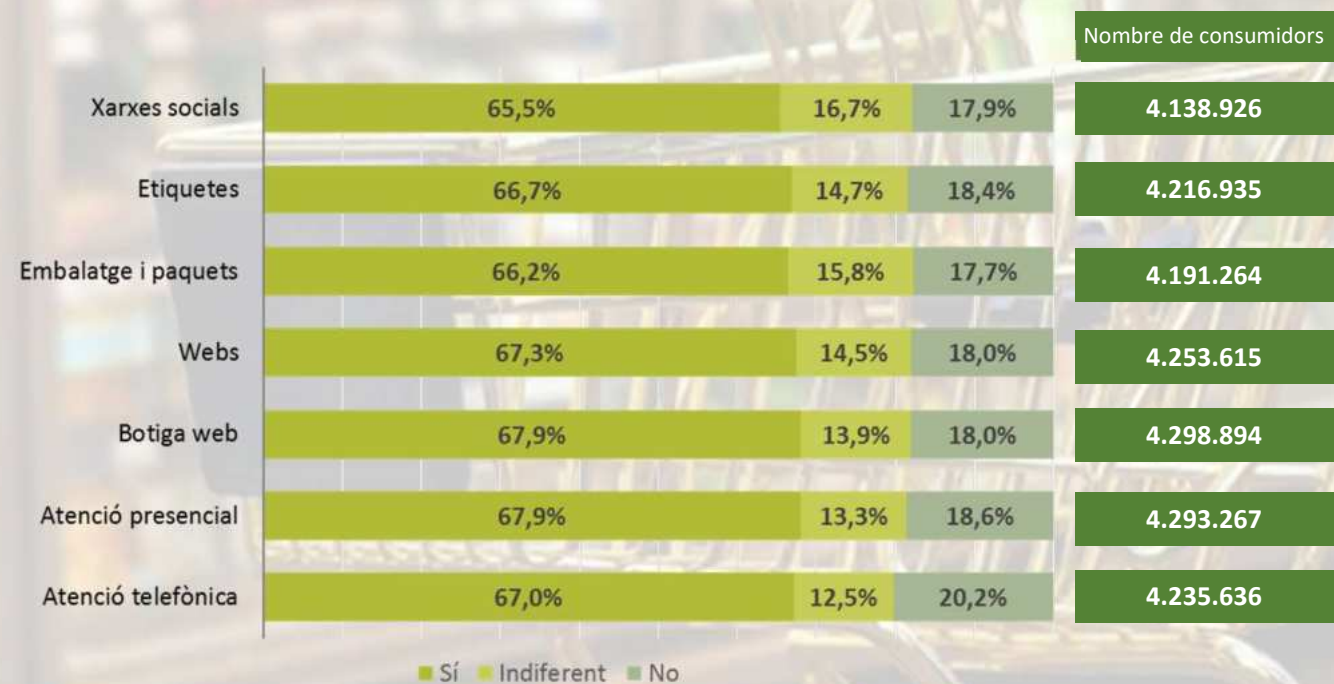
CONSUMERS

Consumer panel with over 2,000 surveys |
95 % confidence interval | 2,19 % sampling error |
CAWI



Consumers' preferences

Would you like to find Catalan in your favourite brands?





Consumers' preferences

Would you like to find Catalan in ...





3

PUBLICITY, SOCIAL MEDIA, BRANDS

PUBLICITY

- **Universe**
- Paid publicity in main channels (TV, radio, digital and printed press, street and public transport in Barcelona)
- Sample: 3,408 ads in 3 rounds (1.102, 1.275 i 1.031, respectively).
- Field work: 3 rounds: November, December 2018 and January 2019
- Results: January 2020

SOCIAL MEDIA

Observation

- Corporate conversation
- Responses to corporate conversation
- Direct mentions
- External conversation

48 widely-distributed brands

Social Media:

- Twitter
- Facebook
- Instagram

Location: Catalonia.

Methods :

- Direct geolocation
- Geolocation dictionary

Universe (Twitter):

- 26 million impacts (October November 2018)

Results: January 2020

LABELING

Language observation of 460 products in 230 brands

Sectors:

Products sold in supermarkets : wine & cava; milk and dairy products; frozen foods; cold meats, beers, ice cream, bread, cereals, biscuits; oil, butter, margarines, sauces; rice & pasta; spirits; household products; refreshments and juice.

Products sold in specialised stores: shoes, clothing and complements; hygiene and beauty products; White goods; mobile phones; electronics and computer material; toys (20); medicines (16)

Results: January 2020



4

ACTION PLAN





OBJECTIVE

To increase presence of Catalan in webs and in telephone assistance in the most prominent brands in Catalonia



TARGET

Managerial staff of companies operating in Catalonia which still do not have their website or telephone service in Catalan.



- Support material
- Dissemination activities
- Awareness-raising activities








llengua.gencat.cat/emmarcat

Llengua catalana

Inici | DG Política Lingüística | El català | Àmbits | Eines i serveis | Occità | Llengua de signes | Contacte

Inici > Àmbits > Empresa > Emmarcat

 Emmarcat

EMMARCAT LOGOS



El català, eina de màrqueting



El català és una eina de màrqueting. T'apropa a un públic objectiu de milions de persones. T'ajuda a segmentar i a generar empatia vers els teus consumidors. Ja l'utilitzen marques líder globals com Google o Apple. El català fa marca, utilitza'la.



El català, una estratègia de marca



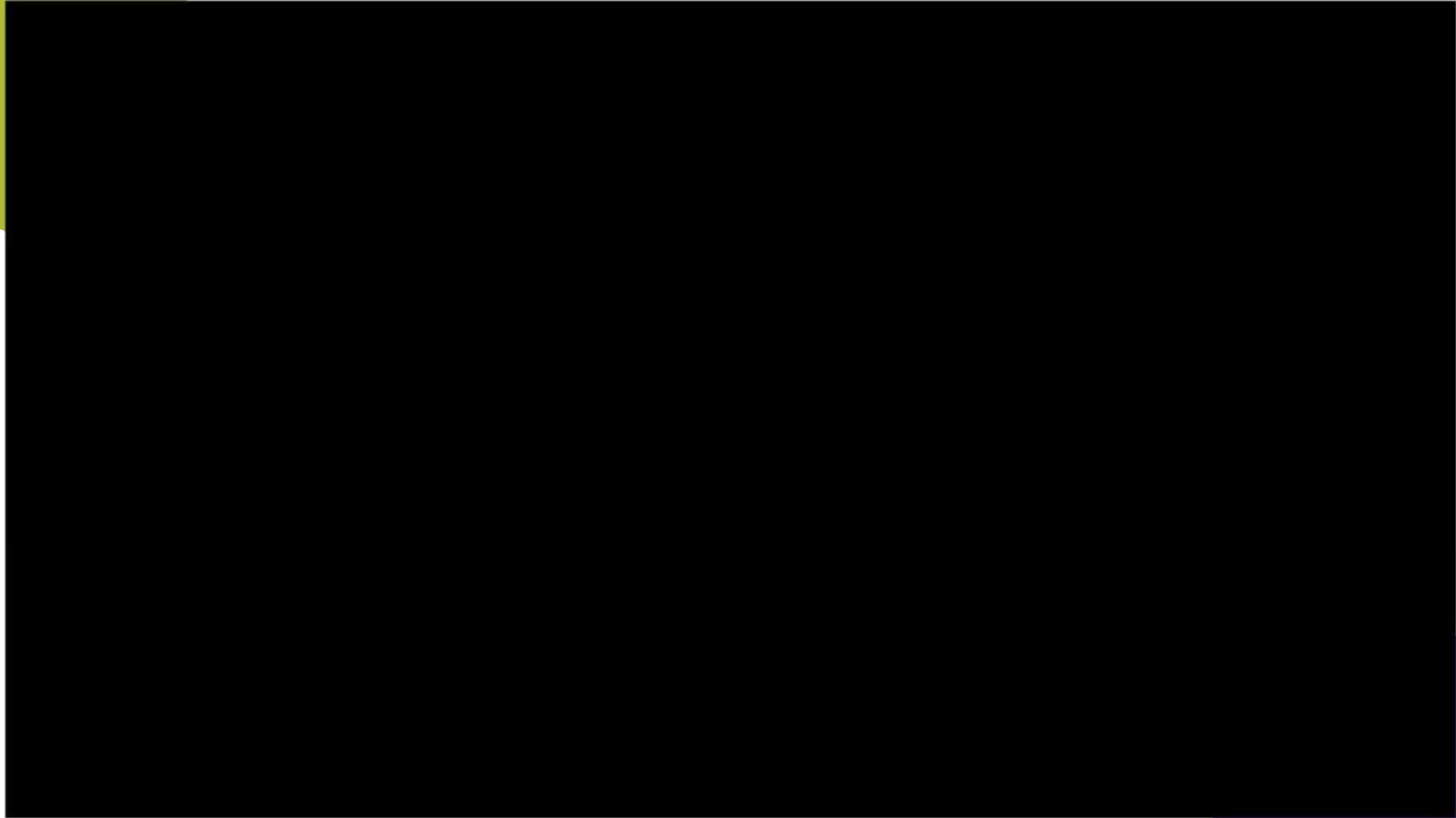
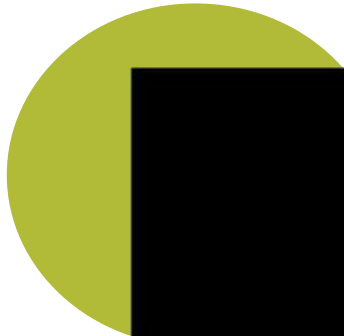
Quin ús fan les marques del català?



Què volen els consumidors?



40 raons per fer marca en català





DISSEMINATION

2017

Video

Conventional publicity addressed to companies
(banner ads in companies)

2018 (kind reminder)

Conventional publicity addressed to companies
(banner ads in companies)

2019

New banner ads. Conventional publicity
addressed to companies as well as actions in
social media.



AWARENESS

Phase I 2017-2018

52 brands of 49 companies

10 first brands of 10 main strategic sectors

Leading brands with little/no presence of Catalan (in web or telephone assistance)

Phase II 2018

354 brands of 263 companies

Phase III 2019

Leading brands in strategic sectors

Brands headquartered in Catalonia

Brands that responded to phase I & II

Brands that have been subject to Language complaints in social media

Brands with no website



5

EMMARCA'T TERRITORIAL





TARGET

- Main brands present in Catalonia at local/municipal level.

OBJECTIVES

1. Increase presence of Catalan in publicity, social media, web, telephone assistance, orally in shops in the main brands at local/municipal level
2. To inform companies of language provisions, the Consumers' Code as well as language services offered by the DGLP and CPNL.
3. To know more about the linguistic reality of these companies

METHODS

- Selection: impact at local/municipal level (publicity in media, sponsorships, etc.)
Observation: web / telephone / presence
- Awareness-raising visit
- Follow-up/monitoring through the CPNL Centres

DEVELOPMENT

2019 PILOT PROJECT

- CNL de Badalona - Sant Adrià: Badalona i Sant Adrià del Besòs
- CNL L'Heura: Santa Coloma de Gramenet
- CNL de l'Àrea de Reus Miquel Ventura: Reus i Cambrils
- CNL Montserrat: Manresa, Igualada, Berga i Puigcerdà
- CNL Barcelona: districte de Les Corts.

2020 DEVELOPMENT BEGINS



Eskerrik asko!
Diolch!
Gràcies!
aferret@gencat.cat