

Fundación Secretariado Gitano

Awareness heightening campaign  
“Get to know them before judging  
them”



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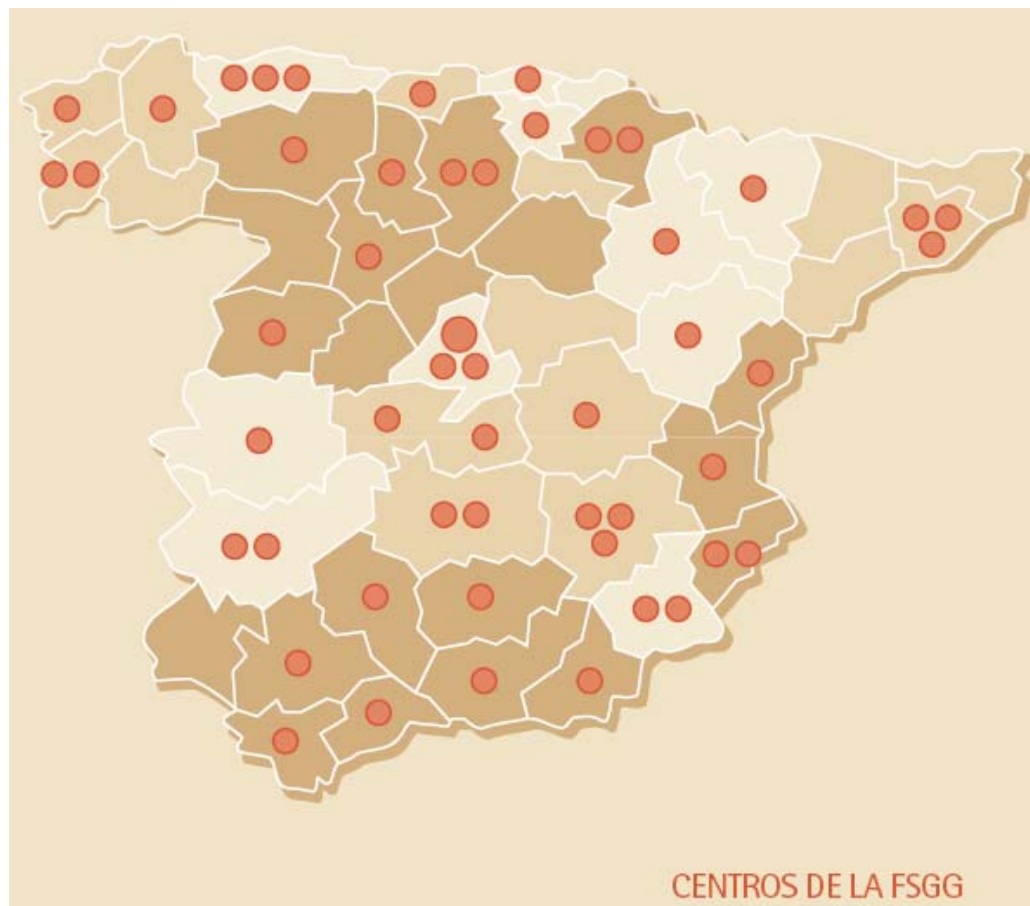
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# The *Fundación Secretariado Gitano*

- ❑ Non-profit social organisation
- ❑ Mission: the social advancement of the Roma community
- ❑ Activity:
  - ❑ Provision of services to the Roma community
  - ❑ Training, counselling, awareness-heightenting

# The *Fundación Secretariado Gitano*

- Direct beneficiaries of our actions (2005): 70,000
- Work centres throughout Spain: 54
- Workers: 500



# Awareness-heightening campaign

## ❑ **FSG Communication strategy:**

- ❑ Furnish information and attend to the media
- ❑ Monitor the press
- ❑ Web ([www.gitanos.org](http://www.gitanos.org))
- ❑ Bimonthly Magazine “*Gitanos. Pensamiento y Cultura*” (Roma. Thought and Culture)
- ❑ Materials and publications
- ❑ Training of spokespersons

## ❑ **Strategic Communications Plan 2004-2006:**

reinforce these actions and launch the awareness-heightening campaign

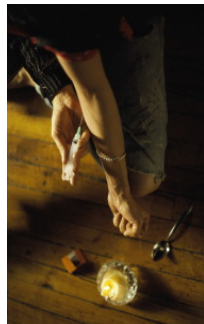
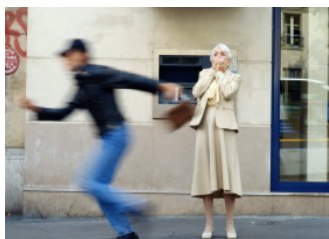
# Why an awareness-heightening campaign?

- ❑ Need to improve the **social image** of the Roma community: the group most poorly considered and the one most rejected by the Spanish society
- ❑ Opportunity: funding through the Operational Programme “**Fight against Discrimination**” (ESF)

# Why an awareness-heightening campaign?

## Social image of the Roma community:

The society perceives the Roma community as MARGINAL (steals, uses drugs, rejects school, lives in shanty towns...) and TRADITIONAL (deep-rooted values in areas such as family and religion).



They are perceived as a **marginalised** and very closed society which for years has done nothing to integrate. People think that the vast majority live in shanty towns, are delinquents and live by their own law.

They have deeply-rooted **values and traditions** of which they are very proud and intend to maintain: their elders, family ties, etc.

**MARGINALISED ROMA**



**ARTISTIC ROMA.  
TRADITION**

# Why an awareness-heightening campaign?

Where do these perceptions come from?

- ❑ Press and television: news items focusing on crime, murders, etc.
- ❑ Television series and films: Roma portrayed as delinquents
- ❑ Clichés and urban legends: negative stories about Roma



**Stereotypes flourish due to lack of first-hand knowledge**



# Why an awareness-heightening campaign?

## Consequences:

- Discrimination
- Diminished opportunities
- Conflict
- Distrust



**Prejudice prevents the exercise  
of full citizenship**

# Why an awareness-heightening campaign?

Past research suggests getting at the root of the problem, i.e. the social image of the Roma community, in line with the following process:

1. **Stereotypes**: cognitive component

*I think that Roma are... (marginalised, artists...)*



2. **Prejudice**: emotional component

*They make me feel... (insecure, afraid...)*



3. **Discrimination**: behavioural component

*I treat Roma ... (unjustly)*

# Objetives

- ❑ Get society to reflect on the serious discriminatory effects of judging people by their appearance.
- ❑ Show how unfair it is to base our judgements on preconceived notions and to extrapolate the deeds of a few to an entire community.
- ❑ Demonstrate the effort that the Roma community has been making for many years now to be full-fledged citizens and to achieve a better life for themselves and their families.

# Message

- ❑ The result of this negative social image is discrimination (in terms of access to employment, education, housing, etc.)
- ❑ If we are to “educate” society regarding this problem, we must:
  - ❑ **Break down stereotypes**: generalisations are absurd and unfair (Phase I: “This is how we view the Roma community”)
  - ❑ **Break down prejudice**: your feelings towards Roma are conditioned by “what you have heard” (Phase II: “Your prejudices are the voices of others”)

# Strategy

**Stereotypes and prejudice breed on ignorance**



General campaign slogan

**“Get to know them before judging them”**

SAATCHI & SAATCHI



# Strategy. Phase I

- Present an absurd and unfair generalisation to make people think (“*This sign is black*” written on a yellow sign)
- Seek to differentiate individuals

# Components

- Graphics (posters)
- Television spots
- Radio spots
- Supporting elements:
  - Campaign website
  - Brochure
  - Merchandising

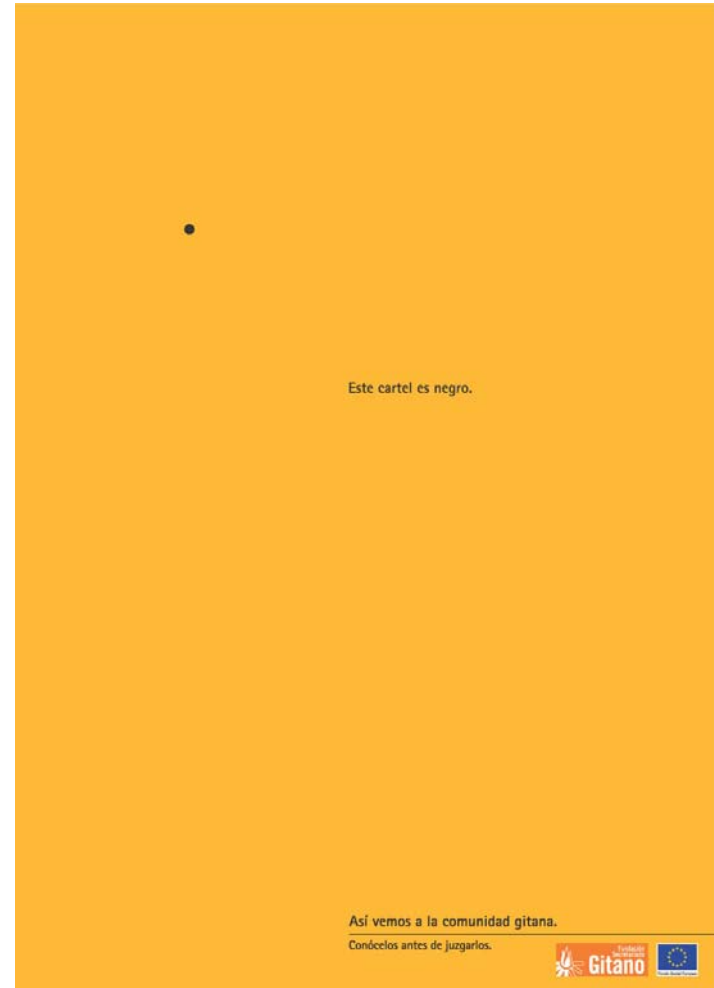
# Phase I

**This sign is black**

This is how we view the Roma  
community

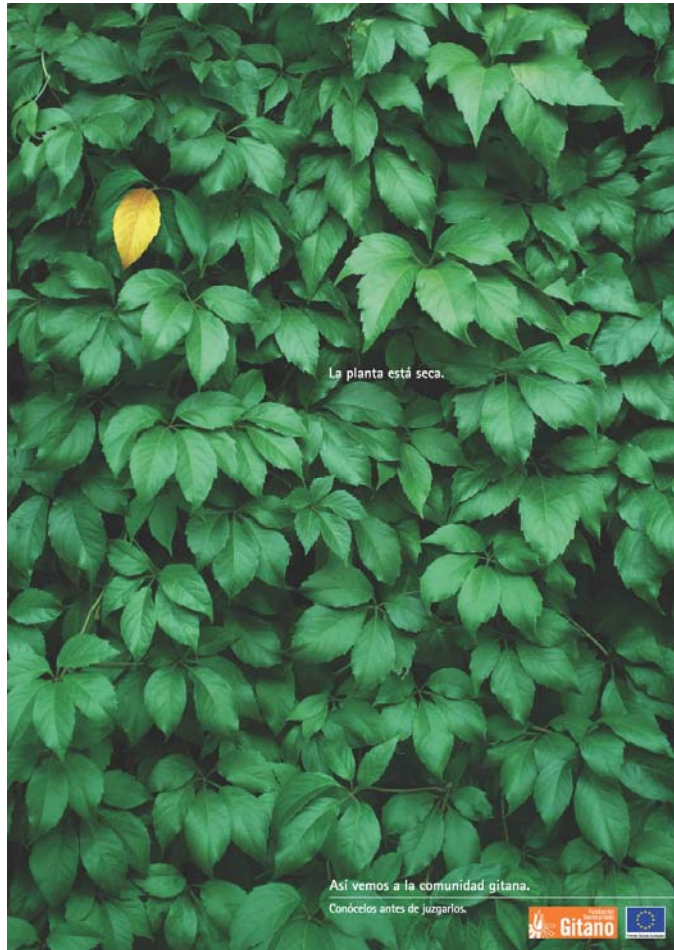
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Get to know them before  
judging them





# Phase I



**The plant is dead**

This is how we view the  
Roma community

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Get to know them before  
judging them

# Phase I

**It's cloudy**

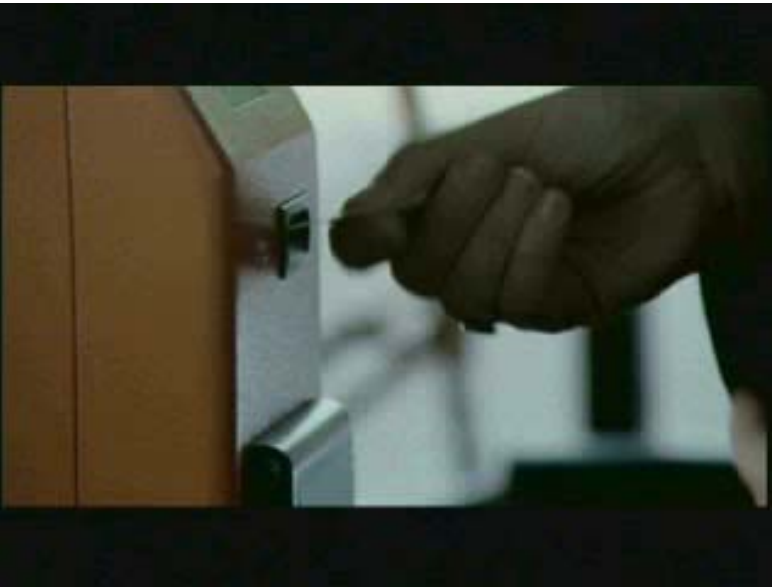
This is how we view the  
Roma community

---

Get to know them before  
judging them



# Television spot



Miss, are you going to pay or not?  
No, I'll be getting off in just a minute.  
You mean you're not going to pay?  
Don't make such a big deal about one person not paying.  
Get off the bus right now.  
Calm down. You'd think the bus was yours.  
Hey kid, you get off too.  
But this isn't my stop.  
And you, lady, off the bus.  
What are you talking about? I'll be late for work.  
And the lady back there with the little girl, OFF.  
No, my daughter and I paid.  
I said OFF. And you, get off.  
Wait a minute here. We all paid our fare and nobody is getting off this bus.  
No, you're wrong. Not everybody.  
You mean because of one who didn't pay you're going to make us all get off the bus?  
Exactly, I'm going to make you all get off the bus.

*This is how we treat the Roma community.  
Get to know them before judging them*

# Radio spot

Good morning, Mr. Pedro Torrecilla please.

Speaking.

I'm calling from courtroom No. 3 at Plaza de Castilla Courthouse to inform you that you have been fined 500 € for a traffic violation that your neighbour, Mr. Julio Rodríguez committed.



THE FINE

What?

Yes, you have been fined 500 €.

But I don't understand. I don't even own a car.

Well I am sorry, but you belong to the same community and as far as I'm concerned, you're all the same

*“This is how we treat the Roma community. “Get to know them before judging them”. This message was brought to you by the FSG and the ESF*

# Merchandising



# Strategy. Phase II

- Appeal to feelings (**emotional impact**) with a direct message where the *Roma component* comes into play (phrases or characters)
- Scenes depicting non-Roma persons expressing their prejudices, discomfort or fear in the presence of Roma persons (with a voice which is not theirs).

**“Your prejudices are the voices of others”**

# Phase II

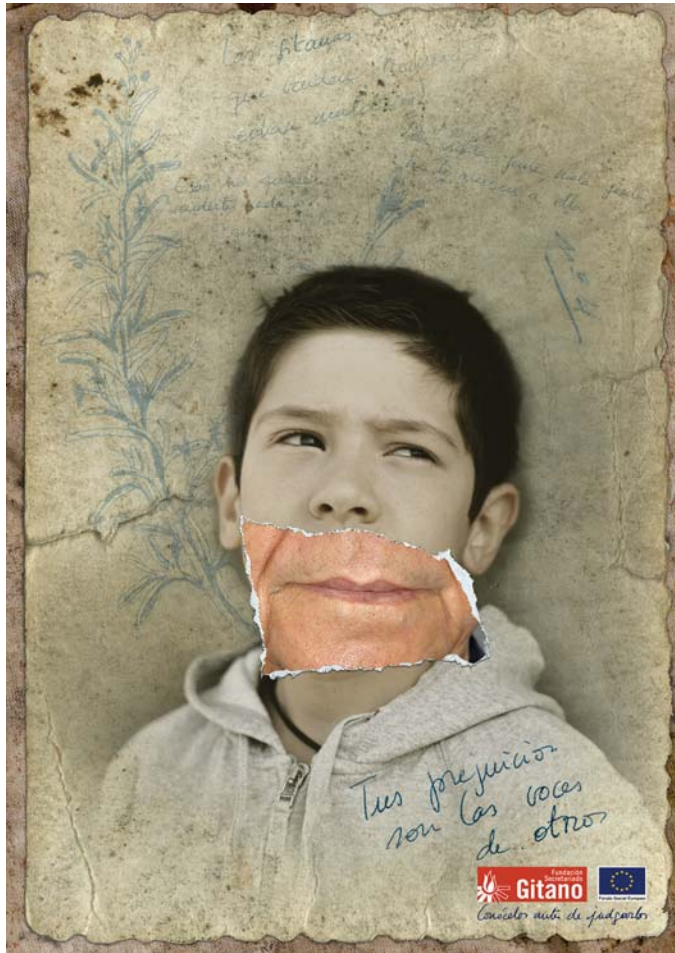
**Your prejudices are  
the voices of others.**

Get to know them  
before judging them.





# Phase II



**Your prejudices are  
the voices of others.**

Get to know them  
before judging them.



# Television spot

Don't get too close. You never know if they might do something to you

“Salesperson wanted”

She hasn't come in here to look for work.

Your prejudices are the voices of others. Get to know them before judging them

Don't look at them; let's cross the street

It's not hard to imagine what they're up to.

# Merchandising



# Impact

	Phase I	Phase II (to 15 December 2005)
<b><u>Generate news item</u></b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Over 800 appearances in the media</li> <li><input type="checkbox"/> 60 public presentations</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Over 200 appearances <u>in the media</u> (aggregate audience of 21 million)</li> <li><input type="checkbox"/> 45 public presentations</li> </ul>
<b>Involve organisations</b> (monetary or in kind contributions, donation of space use...)	<p>Over 100 organisations</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> e.g. Spanish Public Television (RTVE): donation of 210 seconds (7 spots 30 sec. each = 34,000 €)</li> </ul>	<p>Similar to phase I</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> e.g. RTVE: donation of 200 seconds (10 spots, 20 sec. each = 56,000 €)</li> </ul>

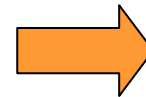
# Impact

	Phase I	Phase II (to 15 December 2005)
<u>Involvement of celebrities</u>	Ministry of Culture, Mayors, Directors-General, artists, etc.	Similar
<b>Co-funding</b>	<input type="checkbox"/> Monetary: 40,000 € <input type="checkbox"/> In kind: 850,000 €	Similar
<b>Productions</b>	<input type="checkbox"/> Dissemination of over 70,000 posters <input type="checkbox"/> 30,000 pieces of merchandising <input type="checkbox"/> <u>Street billboards</u> in 10 cities	<input type="checkbox"/> 20,000 posters (first edition) <input type="checkbox"/> 70,000 pieces of merchandising

# Impact

Qualitative impact: the consulting firm EMER Gfk was hired to interview 2,000 individuals following phase I:

- ❑ Campaign recollection rate: 15%
- ❑ 13.2% of the interviewees claimed that the campaign had changed their opinion of Roma somewhat or significantly.



# Videoclip

