

DELIVERING SOME JUSTICE

Barcelona magazine turned addressable direct mail into a political statement about corruption.

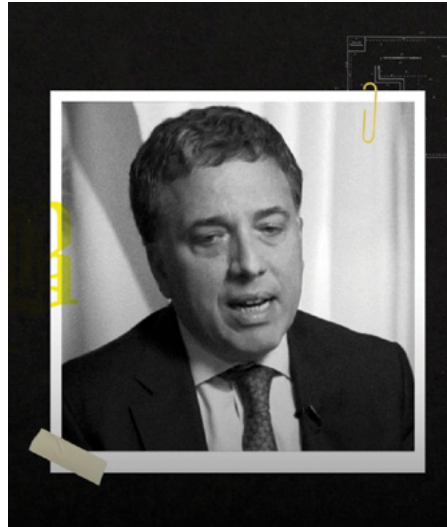
Corruption is a big problem in Argentina. One aspect of this corruption is how some of the country's rich and powerful use fake addresses on tax returns, invoices, affidavits and other legal documents.

This means they can avoid paying taxes on, for instance, their lavish homes because they have instead claimed another address as their residence.

While mainstream media is generally respectful of people in power, Barcelona is an independent journal that takes a more satirical view.

In a campaign to shine a light on the rampant corruption, the journal sought out the most ridiculous fake addresses and mailed their magazine to those places. Then they filmed the deliveries. A video showed that one millionaire's construction company didn't exist. A former vice-president of the country had declared a beach to be his residence. Even the president was implicated. The registration documents for a company in the Bahamas in which he had an interest gave an address that was somewhere in Panama.

By mocking those who were guilty of these abuses, Barcelona got millions of people talking about the issue on their social networks. Mainstream media had no choice but to discuss these issues too. In total, there were 72,000 engagements with the deliveries video, leading to 13,000 comments on social media, adding up to 10 million media impressions in three days. By attempting mail delivery of their magazine to fake addresses, Barcelona created some real news.



Then, in the address of a millionaire public work construction company,



CLIENT: Barcelona Magazine | PRODUCT: Media publishing | COUNTRY: Argentina | AGENCY: Ogilvy | AGENCY TEAM: VP Creative: Maximiliano Maddalena | Executive Creative Director: Alejandro Blanc | Creative Directors: Virginia Bello Smith, Marcos Demarchi | Art Director: Javier Biondo | Copywriter: Andrés Wasserman | Producer Co-ordinator: Gaston Sueiro | Producers: Viviana Simone, Selva Dinelli | Production Company: Huinca Cine | Post-production Company: Control Z | Brand CEO: Leandro Berrone | Brand Team: Fernando Sanchez, Ingrid Beck

