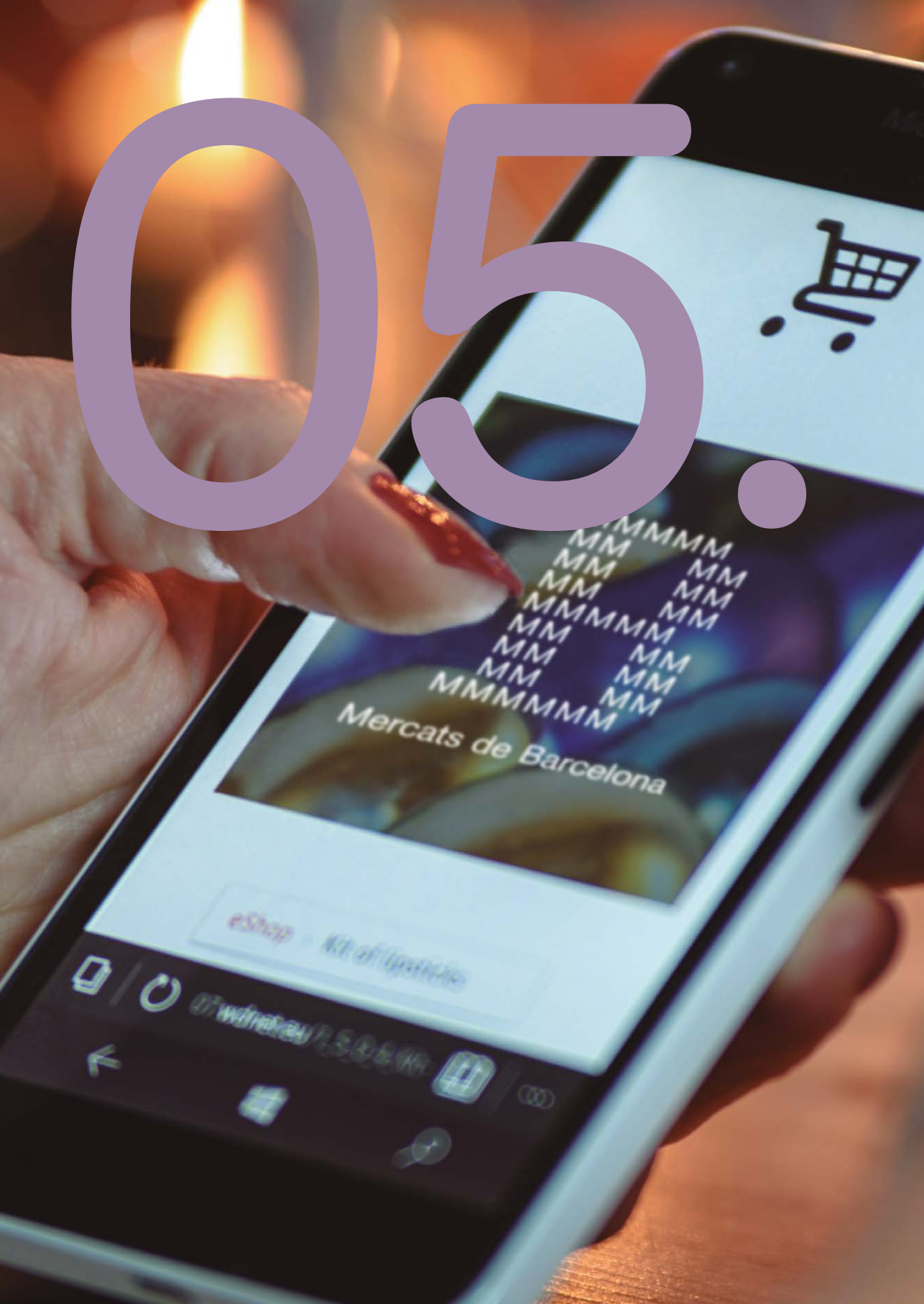


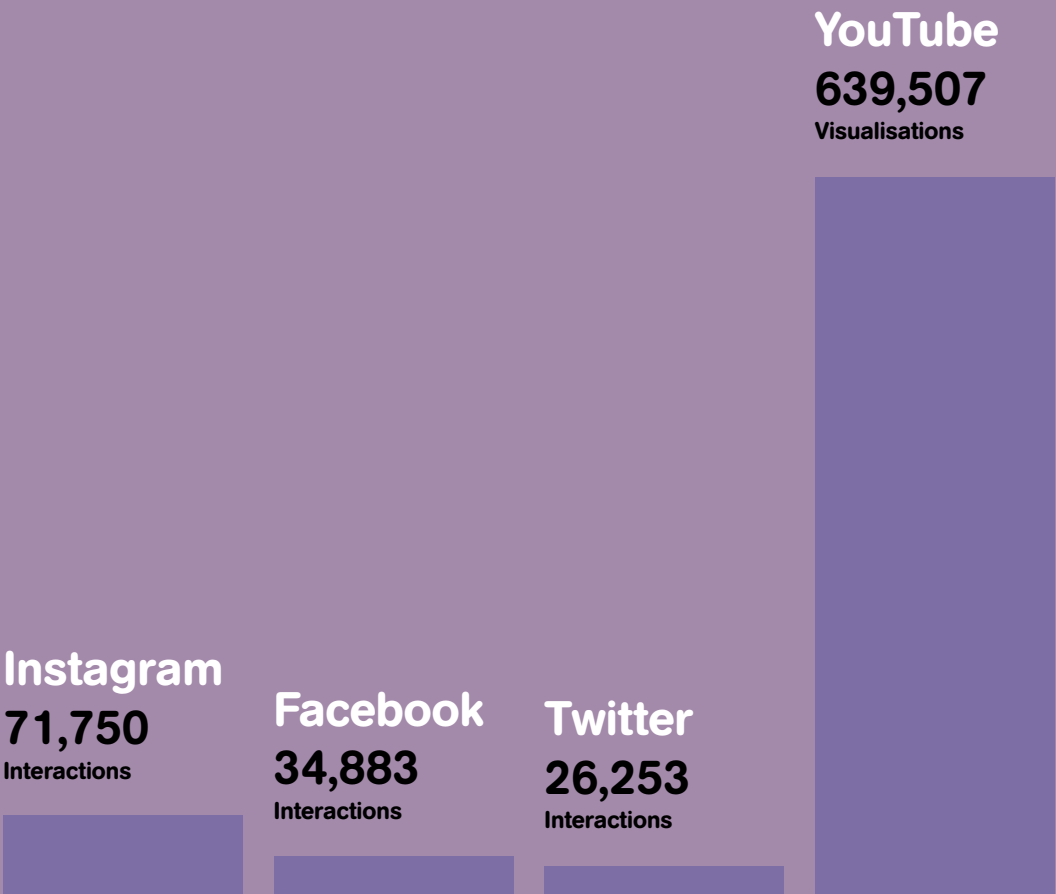
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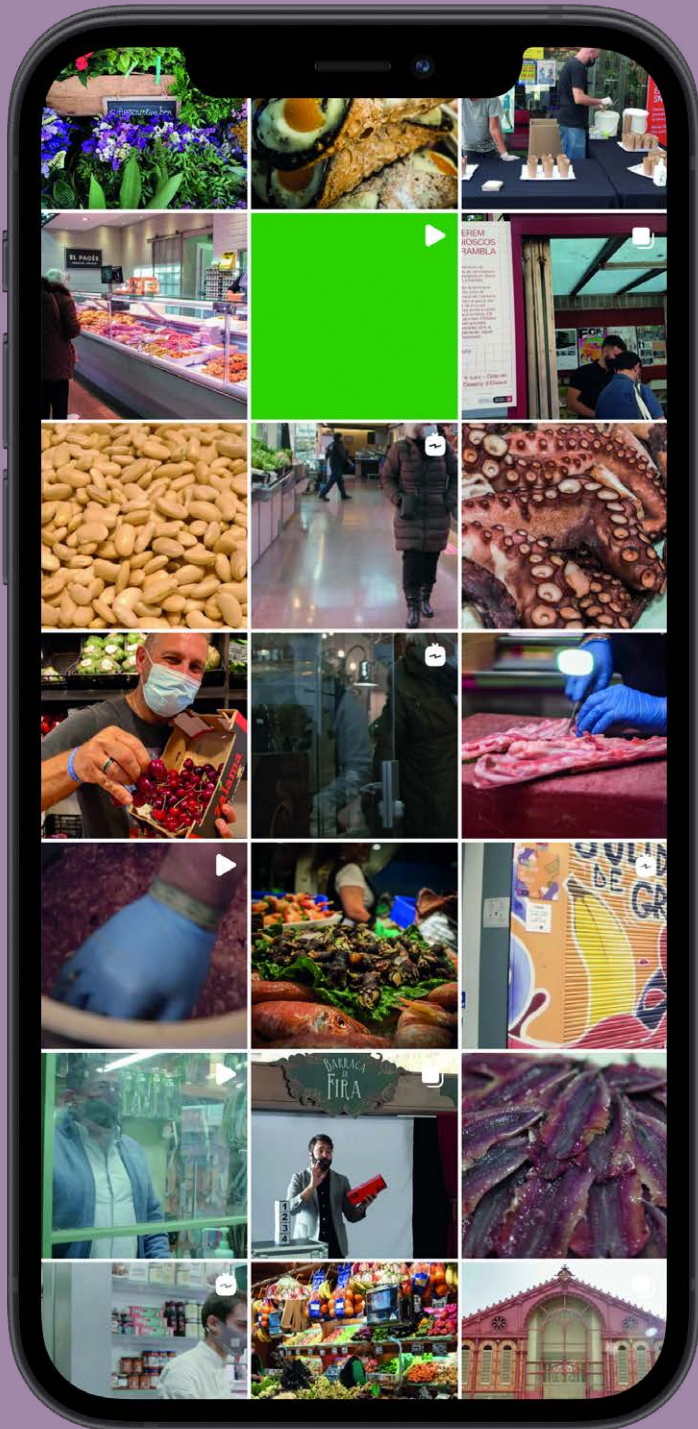


Communication and activities

The Municipal Institute of Markets of Barcelona is renewing its visual identity and is beginning to implement it. In a year marked by the pandemic, the campaigns and activities have been redefined and adapted to health safety protocols, prioritising their virtual format.

The social media have been a basic tool of communication with our users and with the general public. The contents of the information service have especially been the protagonists, during the months of lockdown. Our presence on social media:







Mercats de Barcelona

Corporate identity

The Municipal Institute of Markets of Barcelona is renewing its graphic identity to update it and adapt it to process of physical and digital modernisation of the markets. The new brand is built on the traditional values of the markets, highlighting the idea of diversity and, at the same time, of the network. It is working on the concepts of being a network of local commerce, services, variety, quality, trust, and of a meeting point under the umbrella of the Barcelona brand.



At the end of 2020, an audit process began of all the facilities for the implementation of the new brand. This includes making an inventory of all the elements where it is to be applied and at the same time detecting the communication needs at the points of sale.

Campaigns and special actions

"The municipal markets are open, we are a basic supply service"

The communication for 2020 was mainly about service information. From the first day of lockdown, once the state of emergency was declared on 14th March, a unique and clear message was communicated to the citizens, firstly with posters on the market access doors and in parallel on the IMMB and City Council websites, and in the respective social media:

"The municipal markets are open, we are a basic supply service."

#quedatcasa (Stay at home)

Communication of all services that markets have offered, so that the public do not have to leave home, such as strengthening the home delivery service and online sales. Individual initiatives carried out by the traders' associations of the markets were also promoted on social media.



"Come to Barcelona"

Campaign promoted by Barcelona City Council during the month of February to compensate for the fall in demand, caused by the cancellation of the Mobile World Congress, which finally was unable to be held. This campaign included actions to boost commerce in the markets, such as the tasting organised by the traders of the Mercat de la Concepció.

"Open markets. On the phone, on the web, at the door of your home"

Diffusion campaign in the paper and digital press, and on social media, with a video (QR) and a booklet with the message: "The markets remain open, offering the best fresh products and respecting health measures. To avoid travel, you can place your order online or by phone and we will delivery it to your home ."



Vinyl of the flower kiosks on the Rambla

As a result of the collaboration between the Department of Works and the Department of Communication of the IMMB, a long-awaited intervention by the neighbourhood of Ciutat Vella and other social agents on La Rambla was carried out. It consisted of the dignification of all the backs of the flower kiosks of the Rambla with a special anti-graffiti intervention and vinyl on four kiosks.

“Come down to the Rambla”

In December Barcelona City Council and the Association Friends of the Rambla launched the campaign, “Come down to the Rambla”, with the aim of reuniting the citizens with such an emblematic boulevard, so as to boost the businesses which have been severely affected by the health crisis, especially the Mercat de la Boqueria.



“El mercado responde”

In December, coinciding with the Christmas holidays, the second edition of this initiative was launched, consisting of the collection of questions related to gastronomy and food, such as: how to choose the best fresh foods, how to reuse cooked food, how to preserve food, etc., which the traders answered in a video, broadcast via Facebook and Instagram. This year, the campaign has been expanded with live show cookings and was extended until February 2021, coinciding with the carnival campaign.



Press and publications

Annual report 2019

The IMMB recovers the initiative of the publication of the Annual Report of the Institute's activity with a new format and with the publication on the website of the Spanish and English versions.

Infomercats

IMMB publication aimed at traders with information on the actions of the IMMB, reforms, new trends and products, along with other interesting news. In 2020, issues 64 and 65 were published. The last publication, coinciding with Christmas time, incorporated a change of design and format. Infomercats has become exclusively digital.

Cuina

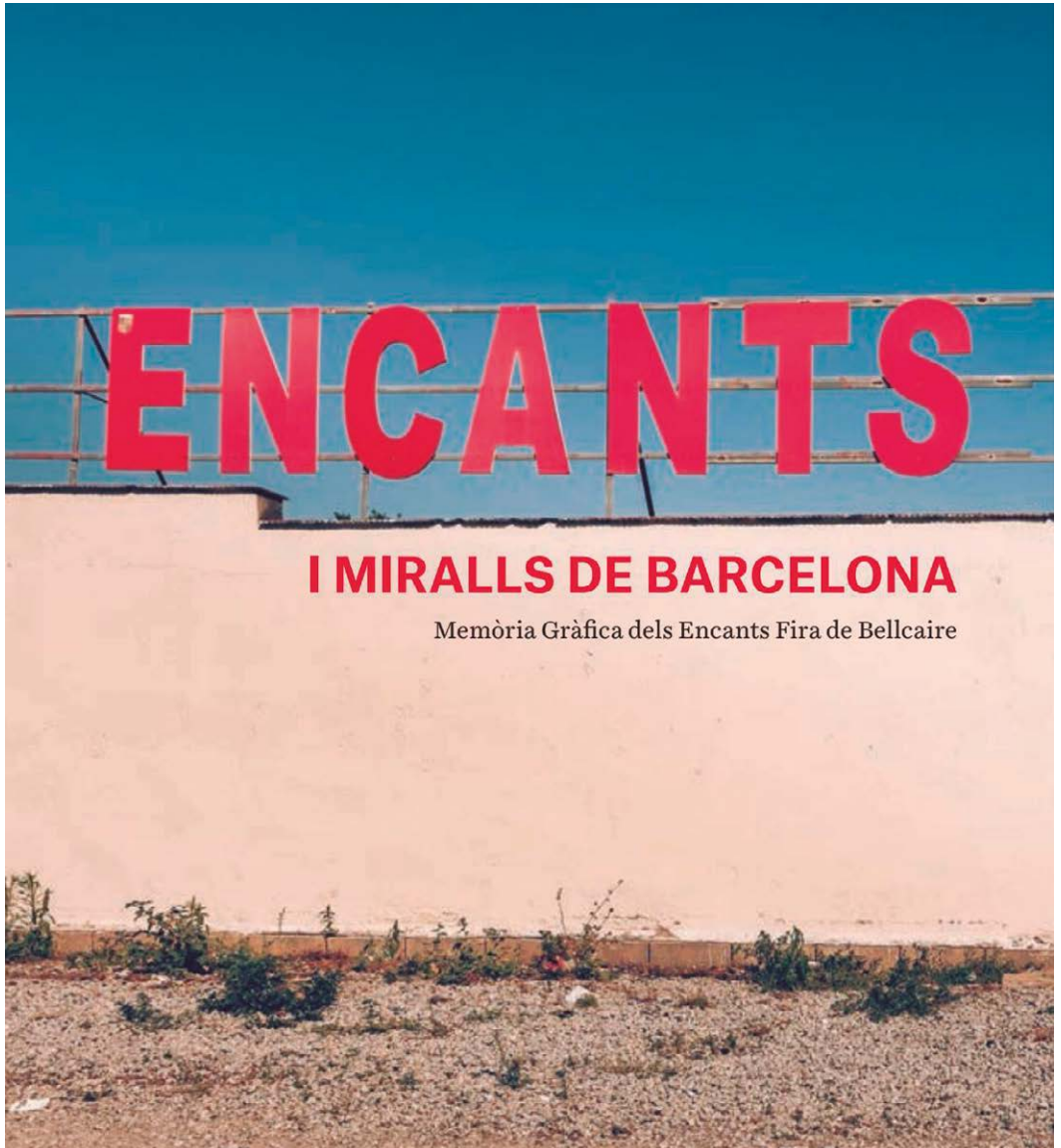
Magazine by the group Som in which the IMMB has a fixed collaboration to reach the public interested in the gastronomic contents. In 2020, in addition to the usual one-page collaborations, three double-page specials were produced, with information on activities, shops and eating tips.

El Culturista

Cultural magazine aimed at family audiences. Municipal markets have been present in the six issues of the magazine, with a double-page spread of illustrated content on healthy and seasonal food.

Encants i miralls de Barcelona (Charms and Mirrors of Barcelona). Graphic report of the Encants Fira de Bellcaire

Book prepared in collaboration with the Department of Publishing Services of Barcelona City Council. This project has been launched by the IMMB with the aim of protecting the memory of one of the most emblematic markets in the city, the Encants Fira de Bellcaire. This publication is a collection of looks, experiences, images and reflections around the most singular market of the city. Because there are so many Charms (Encants) as people who participate in it, either stallholders, customers, passers-by, carriers, opportunists, voyeurs, auctioneers, collectors or fetishists. The backbone of the book are the images that Rafael Vargas has been taking of the Encants, from the past and from the present, over the years. Vargas thus becomes an exceptional chronicler of the last years of the disappeared Encants Vells (Encants Fira de Bellcaire) and of the new Encants space.



Website and blog

During the months of lockdown the website and the blog were the reference news channels with regard to market developments: opening times, home delivery services, telephone number of the stalls, online sales, etc., as well as timely information of the hygienic-sanitary measures that had to be adopted at all times.

We created a new space on the website to consult all this service information at a click. Coordination with the City Council digital channels was also strengthened so that all the news and alerts were posted on the website and spread constantly through the social media to reach the citizens effectively and with up-to-date information

Social media

Facebook

On Facebook, we reached a total of 34,883 interactions in 2020. Facebook Live has continued to be the tool within the platform that has let us capture live how the markets have lived, providing service during the lockdown and subsequently during the easing of lockdown. It has also allowed us to continue offering activities in market classrooms with online presence only, and later, during post-lockdown.

Twitter

On Twitter, through the official channel @MercatsBCN, we disseminate information and generate conversation with the digital gastronomic community. In addition, it is the channel through which we respond to more doubts and questions from the markets service. In 2020, we ended the year with 26,253 interactions.

Instagram

On Instagram, we recorded a total of 71,750 interactions. Currently our community has over 44,700 followers and continues to be the social media that has undergone the most growth.

We have strengthened communication with the use of the stories, short videos that disappear hours after their publication and that have allowed @mercatsbcn followers to share organically the contents that we have posted on this network.

YouTube

On YouTube, we posted a total of 88 videos of very diverse contents: hints, tips, good practices, sustainability, reuse of food; to which information should be added of the health measures to be followed within the markets with Covid-19. The contents more watched continue to be the videos of recipes, hints and tips.

Other channels of digital communication
In order to have a unitary communication we generated and shared specific pieces that we made available to the digital providers so that they could be broadcast on the markets' own channels. Thus we ensured that the instructions were clear and reliable. Special treatment was given to the content for WhatsApp, one of the key channels of communication during lockdown.

Video and television

Filming in the markets

Throughout 2020, we authorised up to 204 films and photographic reports in the markets. Among them, it is worth highlighting, “Gent de Mercats i Comerços”, “Master Chef”, “Joc de cartes”, “El bolo” (TV3), Pàgina 2 (La 2) and the feature film *The Racer* by Daniel Calparsoro. The most requested market continues to be La Boqueria, with 71 shootings.

Master Chef

In July, the Boqueria Market hosted the filming of Episode 9 of the Fifth season of the *MasterChef Celebrity* format. The programme visited the most iconic Market of the city at a time of difficulty in which it was important to make visible that Barcelona was a city of quality gastronomy. This was one of the first actions that Turisme de Barcelona presented in the framework of the Action Plan for the promotion of local tourism.

The plan is structured in four phases, the first of which is aimed at the local and national market, and aims to reactivate the economy based on tourism and regaining confidence.

Gent de Mercats

TV3 documentary series in collaboration with Benecé Productions, directed by the journalist Tana Collados. It brings us closer to the municipal markets and in the shops of Catalonia, through their protagonists. We know the life of the whole ecosystem around neighbourhood markets and shops. In December, two episodes were broadcast of the second season, with the markets of Santa Caterina, El Clot, El Ninot and Sarrià as protagonists.



Activities

2020 was marked by the COVID-19 pandemic, which considerably limited the face-to-face activities. Prior to the declaration of a state of emergency, with the consequent lockdown, which was declared on 13th March (and lasted more than two months), some of the planned actions were able to be carried out but most events were finally turned into digital actions.



Festival Tradicionàrius

Between January and March, the Festival Tradicionàrius of Gràcia was able to offer onsite concerts of traditional song in the four markets of the district.

Carnaval

Even before the pandemic, Carnival was able to be celebrated in the markets between 20th and 26th February. More than fifty activities were carried out, including tastings, workshops and music. The Great Tiberius of Dijous Gras (Fat Thursday) kicked off the Carnival Party. Every year it is done in a different market and in 2020 the protagonist was in the Poblenou Market. The market was filled with live performances and was visited by the ambassador of Carnival 2020, the “Baron of the Fog”, who filled the market with rhythm and debauchery. Neighbours were also offered one popular tasting with botifarra d’ou (egg sausage), omelette and llardons (pork crackling) and a parade with animation and music. The Great Tiberius is the prelude to all activities which take place in the markets of Barcelona during the Carnival weekend. The traditional “Golden Pepper” was awarded to the best decorated establishments. The carnival concludes with Ash Wednesday and with the burial of the sardine, a tradition that still remains in some markets, mourning the sardines.

Week of Markets

An alternative proposal to the International Week of Markets, which took place between 21st and 29th November, 2020. With the videos “Market artists”, it highlighted the task of the traders, who offer the best products and the best advice. You could also enjoy show cookings by renowned chefs, comic improvisations and storytelling for the little ones.

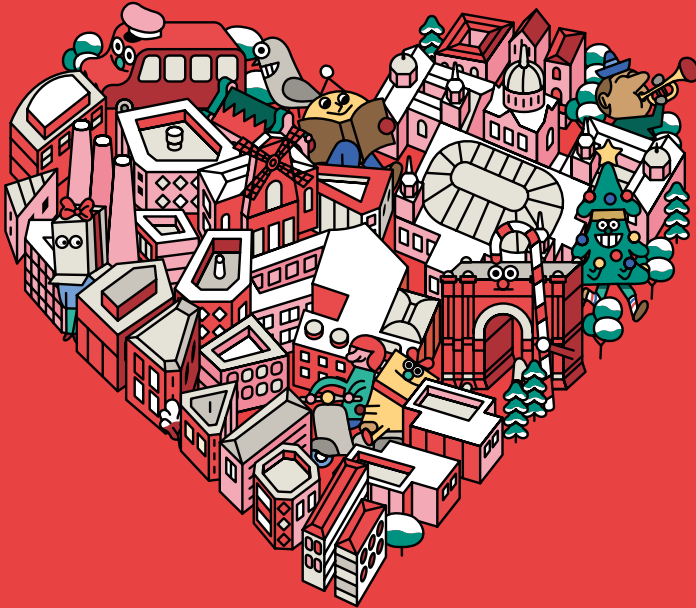
Municipal Markets Congress of Catalonia

The Municipal Markets Congress of Catalonia took place in November, this year in virtual format. The Mercat de la Boqueria participated in a roundtable of the members of “Traditional markets”.

180th anniversary of La Boqueria

La Boqueria is 180 years old and this anniversary has been celebrated with a calendar of activities based around three major axes: food, gastronomy and products. The extensive programme of activities designed before the pandemic had to be adapted to the new situation. As such, there was a whole year of show cookings with renowned chefs, talks with specialists from the world of food and a tour of kitchens around the world, among the most prominent activities. Between the specific actions in the framework of the celebration of the anniversary of La Boqueria, it is worth highlighting Boqueria Black, the inclusion of the market inside the BCNegra 2020 Crime Novel literary festival. The programme adapted to digital actions broadcast through live streaming. On 23rd February, the Boqueria Market was also the setting for Mobile Lunch, the first major encounter prior to the presentation of the Mobile World Congress, which finally could not be held.

EL NADAL DEL
Comerç
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Barcelona, Christmas city

The Christmas 2020 project signified the challenge to generate, in an exceptional context, a long-term model based on complicity between commerce and culture. The IMMB is integrated into the Christmas office, responsible for conceptualising and producing a whole series of activities that highlight the value that links the Christmas festivities, the city, retail, the markets, the hospitality sector and people.

“For Christmas let’s cook the world in the market”

Project led by the Catalan Aid Commission for Refugees (CCAR), with the aim of using the kitchen as an excuse to integrate newly arrived refugees and publicise their experience. The action consisted of recording of a video of typical recipes from their countries of origin, accompanied by a chef. In this way, they were able to bring us closer to their culture through gastronomy. The videos, which are on the IMMB’s YouTube channel, were boosted on our social media as a social activity and for market promotion for Christmas.

“For Christmas we do great market cuisine”, in collaboration with Grandma’s Cooking Barcelona

Three grandparents cooked live in the classrooms of the markets of La Boqueria (4th December), El Ninot (10th December) and Sants (18th December). The elaboration of typical homemade Christmas recipes was followed through streaming via Instagram.

The activity has the value of empowering the elderly as experts in recuperating traditional Christmas cuisine





**Project of turning on the lights,
and the illumination of all markets
with Christmas phrases**

The act of turning on the lights is the starting point of the Christmas campaign, with the symbolic gesture of starting the illumination of the streets. On this occasion, it was held on 27th November 2020 in front of the façade of El Born Centre of Culture and Memory, in the Ciutat Vella District. This location was chosen due to the need to help the traders of this district, one of the most punished by the restrictions imposed by the pandemic, and also with the aim of attracting citizens to the centre. Many of the main streets inaugurated lights for the first time. The 39 façades of the municipal markets were also lit up.

Tió of the Christmas crib of Mercat de Sant Antoni

Interactive project (mapping) linked to the traditional image of the Christmas crib, but with a modern and fun vision. The activity consisted of a giant Tió which had to be "hit" in order to activate wall mapping. In the foreground an exact reproduction could be displayed in 3D on the wall and, inside, an adaptation of the traditional nativity scene characters, with a creative and minimalist image. Based on the interaction, the wall was falling apart and showing the interior images. Although initially the activity was designed for the public to hit the Tió ("make the Tió defecate"), the measures of prevention of COVID-19 forced it to be replanned. For this reason, sound sensors were included, which activated the projection when the audience sang the song of Tió with a certain volume. The installation functioned for 35 days, from 26th November to 30th December 2020. It connected mainly with the family audience, given that the children were attracted by the Tió and the images that were hidden in the projection. A total of 14,572 people visited it.

Christmas scratch card

In order to encourage consumption in the local shops and municipal markets, the “Christmas Scratch Card” project was carried out, consisting of the distribution of 600,000 cards to the shops and municipal markets of all the districts of the city, so that these were given out to the customers during the Christmas campaign. In total, 20,961 prizes were awarded.

Christmas Festival in Plaça de Catalunya

Plaça de Catalunya is, year after year, the main setting for the Christmas activities and the backbone of the entire campaign. In order to give a new boost to the Christmas festivities in the city and turn it into a focus of attraction for both the citizens of Barcelona as well for the visiting public, the organisation made a commitment for cultural and diverse artistic programming, aimed at a wide audience. 17,000 visitors with prior booking or registered onsite were able to enjoy the festival from 18th to 30th December.

Light installation in the plaça de la Universitat

The lighting project by *Maria Güell i La Invisible*, conceived as a tribute to the citizenship and a memory of the sacrifices experienced during lockdown and the health crisis situation as a result of the COVID-19 pandemic. The facility was inaugurated on 26th November and continued until 30th December.

Sounds of Christmas throughout the city

"Sounds of Christmas" consisted of programming small concerts in the districts of the city, in different balconies and windows of the commercial axes, given that the safety requirements due to COVID-19 did not allow them to be done at street level. The idea was to make a musical gift to the citizenship while shopping in the markets and neighbourhood shops. It counted on the participation of 43 musicians from the Association of Jazz Musicians and Modern Music (AMJM). In total, there were 88 "surprise" concerts between 17th December, 2020 and 5th January 2021.

Christmas magazine

The diffusion of the Christmas campaign counted on a special magazine, prepared by the team of Time Out. The Christmas Magazine contained the Christmas activities promoted by the City Council and by other agents of the city, and was used to be able to explain the detail of the actions and highlight the link of the commercial campaign with the cultural vocation of the activities that were promoted by the shops and markets. Markets were the protagonists of a double-page spread detailing activities and recipes and a map was included with their locations in the city. Of the 75,000 copies distributed, 10,000 were given out in the municipal markets.