

## Treball de fi de grau

Títol

**Communication of Corporate Identity on social networks: the case of Moritz**

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<b>Castellà:</b>	La comunicación de la Identidad Corporativa en las redes sociales: el caso de Moritz		
<b>Anglès:</b>	Communication of Corporate Identity on social networks: the case of Moritz		
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<b>Català:</b>	Identitat, identitat corporativa, cultura, territorialitat, identitat catalana, identitat barcelonesa, xarxes socials
<b>Castellà:</b>	Identidad, identidad corporativa, cultura, territorialidad, identidad catalana, identidad barcelonina, redes sociales
<b>Anglès:</b>	Identity, corporate identity, culture, territoriality, brewery, Catalan identity, Barcelonan identity, social networks

### Resum del Treball Fi de Grau (extensió màxima 100 paraules)

<b>Català:</b>	Les empreses per tenir èxit s'han de diferenciar i per diferenciar-se han de tenir uns valors i unes característiques que cap altra més té en el mercat en el que es posicionen. El conjunt d'aquests elements i valors que conté l'empresa formen part de la seva identitat. Moltes vegades, la identitat està lligada al concepte de territorialitat, és a dir, als valors del territori en el qual actua l'empresa. El treball es centra en trobar quins són els valors, les característiques i els elements de les identitats catalana i barcelonesa, que són les que conté l'empresa analitzada Moritz. L'objectiu de l'estudi és investigar com la companyia ho comunica als seus públics a través de les xarxes socials. L'anàlisi es divideix en dues parts: qualitatiu, mitjançant les entrevistes en profunditat als sociòlegs i experts en comunicació, i quantitatiu, a través del contingut de les xarxes socials i les enquestes al públic.
<b>Castellà:</b>	Las empresas para tener éxito se tienen que diferenciar y para hacerlo han de tener unos valores y unas características que ninguna otra más tiene en el mercado en el que se posiciona. El conjunto de estos elementos que contiene la empresa forma parte de su identidad. Muchas veces, la identidad está ligada al concepto de territorialidad: a los valores del territorio en el que actúa la empresa. El trabajo se centra en encontrar cuáles son los valores y los elementos de las identidades catalana y barcelonina, que son los que contiene la empresa analizada Moritz. El objetivo del estudio es ver cómo la compañía lo comunica a sus públicos a través de las redes sociales. El análisis se divide en dos partes: cualitativo, mediante entrevistas en profundidad a sociólogos y expertos en comunicación, y cuantitativo, a través del contenido en las redes sociales y las encuestas al público.
<b>Anglès:</b>	Businesses to succeed have to differentiate themselves and to do such thing they have to possess certain values and characteristics that no other company has, at the market it is located. All these elements and values that the company has form its identity. Often, the identity is linked to the concept of territoriality or, in other words, to the territory in which the company operates. The work focuses on finding the values and characteristics of Catalan and Barcelonan identities, which are part of the brewery Moritz that is analyzed. The aim of the study is to investigate how the company communicates to its audiences through social networks. The analysis is divided in both parts: qualitative, based in depth interviews to sociologists and experts in communication, and quantitative, with the content published on company's social networks and surveys to the audience.

# COMMUNICATION OF CORPORATE IDENTITY ON SOCIAL NETWORKS: THE CASE OF MORITZ



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# 1 INTRODUCTION

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I have always been interested in corporate communication and how businesses create their strategies to communicate their values to the audience. Nowadays, with the globalization of the world, where everything becomes equal or at least similar and where the differences disappear considerably, companies have been forced to mark their values which would differentiate them from others. Some companies look for distinctions at the sector of prices, others in their origins, others in the quality of the product, etc. But one of the most important elements to differentiate a company that has been potentiated nowadays is the territoriality. In other words, companies link their identity to the territory they are created in.

This territoriality is very common in companies that produce beer, because today people are more interested in local products than in the international ones. I have always been curious how the territoriality can be expressed in breweries' communication and for that reason I have chosen Moritz to be analyzed in this thesis, which is a brewery created in Barcelona almost two centuries ago. I have also chosen it due to the fact that the last century Barcelona and Catalonia in general have potentiated their identities with the goal to differentiate them from Spain. Companies as Moritz, which audience is limited in these territories, try to engage the Catalan or Barcelonan identities to their brand.

This fact is also very present on social networks that lately became very used by companies. With the appearance of social networks, businesses started to be more present in people's life and saw that the investment at this sector could be very profitable. On social networks companies can interact with their audiences and communicate easily their identity advertising different activities related to it. This is the example of Moritz that communicates a great number of events related to Catalan and/or Barcelonan identities.

The main goal of the thesis is to investigate what corporate identity is itself and how it is communicated by the companies, especially on social networks. This investigation is focused on the example of Moritz's company and on the analysis of its social networks. Therefore, Moritz is considered to have both identities: the Catalan and the Barcelonan one. The goal is to investigate which of both identities prevails because they cannot be at the same quantitative level.

To perform this analysis the thesis has been divided in two parts. The first one is the theoretical framework, where is a complete definition of identity and the elements related to it as culture, territoriality, etc. There is also described the concept of image considering it another element that appears always together with the identity and the elements that emerge from it as reputation, brand, etc. There can be also find the explanation of external communication that companies mostly use which goes together

with social networks as one of the most important parts of the nowadays communication.

The second part of the thesis is the practical analysis. This part is structured from the general concept of identity to the concrete communication of Moritz identity on social networks. First of all, it was important to find out what identity really is and for this reason there have been interviewed Sociologist. Then, there have been also made depth interviews to expert of communication to investigate the practical definition of corporate identity and how it is communicated on social networks. Later, the thesis focuses on the brewery Moritz. First of all, there is a description of the strategies used by social manager of the company to communicate Catalan and Barcelonan identities. After that, there can be find the analysis of Moritz social networks where is demonstrated what identity prevails on the publications made by the company. And, finally, there is a section where it can be find the results of the survey done to 100 people that are considered company's audience with the aim to make a research what they think about the communication of Moritz's identity and which one is the one that appears the most, according to their criteria.

To carry out the thesis, there have been planned the following questions:

- a) What identity is, how it is related to the territoriality and how should it be communicated by businesses, especially on social networks?
- b) What kind of identity does Moritz have and which one (Barcelonan or Catalan) prevails on its social networks?

## THEORETICAL FRAMEWORK

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Communication has become essential for a proper functioning of companies. Several years ago, there were no departments specialized and dedicated to the communication. All services as companies' publicity, marketing or merchantability did not have their own place and people devoted to it. Nowadays, and especially in recent years, companies, organizations and institutions noticed that it is important to create a department in charge to communicate all their activities and ways to do, but also to become known more widely. The most important in this department are communicating skills of the employees which are used to explain clearly and easily about the company, its purposes, its activities, etc.

The creation of Communication Department in companies is accompanied with the emergence of social networks, which are the key element of it. They help employees to communicate with more facilities to the public and everyday more and more fast. Besides, social networks characterize to have direct communication between the company and the audience. Thence, this becomes a flow of information continuously by both sides, which is great for companies to be known and improve certain aspects, and for the public to know more about the company and express their opinions.

This thesis is going to study the main aspects of Communication Department of Moritz, called **intangibles** and described later on one by one. This aspects will show what this business' identity is, how it communicates it and what image people have about this company. All analysis are going to be framed in social networks as Twitter, Instagram, Facebook, Foursquare, Flickr, Youtube and Pinterest.

# 1 INTANGIBLES

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Every company has intangibles or, in other words, aspects that cannot be seen or touched but that are the most important to make the company survive. We are going to focus in the main ones which together lead Corporate Communication. In our thesis we are going to explain Catalan identity of Moritz and also the one is referred to Barcelona yet the brewery, basically, was born in the capital of Catalonia. For this reason, the part of Identity is going to be the most important of the intangibles described later on and the one we need to explain accurately. The second intangible highlighted by its importance in this thesis is culture. This one is referred to the Catalan traditions and activities and how the company adapts them and shows them by its identity. This intangible is related to the identity one because the last one cannot exist without culture. It all will be explained carefully later on. Finally, the third intangible which is going to define the conclusions of our project is image, the one which is formulated by the public and clients of Moritz.

## 1.1 IDENTITY

*Identity* is the main concept which is going to be dialled during this thesis. However, there is no unique definition that explains us what is the real meaning of this word. Instead, there is a wide range of approaches depending on the context worked on and, therefore, should be firstly analyse and define which definition matches suitably with our present work field: corporate communication.

According to Collins Online Dictionary, *identity* is generally defined as

“the state of having unique identifying characteristics held by no other person or thing or the individual characteristics by which a person or thing is recognized.”

But how can we define corporate *identity*? Following the description of *identity*, the corporate’s one is which puts together the qualities of a company and makes it different from other companies with the help of the images it uses, words it communicates, advertisements it does, etc. Thus, Collins Online Dictionary defines it as:

“the way an organization is presented to or perceived by its members and the public”.

On the other hand, Stellenbosch University mentions on its website that corporate *identity* is not easy to define, according to academics and marketing consultants. Some of these academics and leading consultants developed different statements and one of

them is that “every organization has an *identity*. It articulates the corporate ethos, aims and values and presents a sense of individuality that can help to differentiate the organization within its competitive environment.” (Stellenbosch University, 2013)

These definitions can help us to have a wide vision about the *identity* in the communicational world and especially in the business communication. Society have always known that everyone and everything is different around the globe and the difference makes us unique and unrepeatable. This is often applied to the people, but now we can talk with the same words about the organizations. An organization must have something really new or really different from others to stand out themselves from the mass: for instance, an innovative *image*, a strange logo, a spectacular advertisement, etc. Such things together or not can create the *identity* of an organization while others without it would not have. Here takes place the concept of corporate *identity* of an organization, the one that is constructed with different elements that are not the same in other organizations, institutions or businesses.

Justo Villafañe (1999: 17) defines *identity* as “being of a company, its essence”. He also asserts that organization’s *identity* emerges from the intersection of three axis: vertical one is the history of company, horizontal one is business plan or project and transversal one is its corporative *culture*. We can see the representation in Figure 1-1, which is extracted from his book *La gestión profesional de la imagen corporativa (Professional management of corporative image)*.

**Figure 1-1. Three axis from where the Corporate Identity emerges**



Source: VILLAFANE, Justo. *La gestión profesional de la imagen corporativa*. Madrid: Ediciones Pirámide, S.A., 1999. 322p. ISBN: 84-368-1384-7 (p.18)

Every business has its own history, from the beginning to present times. To better understand the creation and evolution of the company’s *identity*, it is important to study it. For this reason in our thesis we will explore generically Moritz’s history. However, we will also analyze this company’s corporative *culture* which will help us to establish whole

concept of its *identity*. And finally, its business plan, which will show us the strategy company have to communicate its *identity*. It is also defined as communications or messages company uses to express its *identity* to its public. This is the main axis we will focus on in our thesis when studying the company of Moritz.

Jordi Morató, director of communication of Bellvitge Biomedical Research Institute and who manages the communication between organizations, mentions in his book *Comunicació i Estratègia (Communication and Strategy)* that “according to Fernando Ramos (2002:34), corporate *identity* corresponds to the personality and the style of the organization and this personality is not because of random, but because of the corporate philosophy that materializes in the messages.” (Jordi Morató, 2011: 106-107). And Juan A. Cabrera (1996: 25) states such similar thing, which is that the corporate *identity* is “something that is constructed every day and the instrument in charge of that is communication, thereby the *identity* is a style and a personality that are present always and everywhere”.

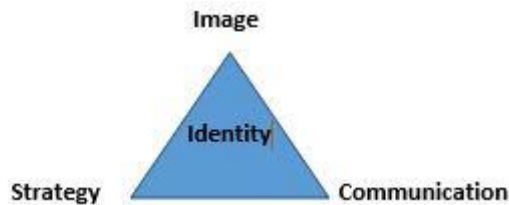
Hence, firstly, we must focus on the style and personality, which in some way are synonyms of *identity*. Every organization has the responsibility to create its own style, both in design and in the way of being and doing. The last quote refers to the personality, which defines the importance to become different, which purpose is not to copy and instead to be innovative. The second thing to comment is the communication of this *identity*, personality or style. Organizations create messages to do people know about their existence and their position in the world. And this is the most important thing: communication of the *identity* by messages, which also have to be very innovative and unique, to attract the attention of the public.

That is why, we can say that *identity* is the foundation of the *image*, according to Jordi Morató (2012: 65), who says that “*identity* of an organization is expressed through everything this organization does and says. It is formed by real elements which are communicated to the audience that this organization has some kind of a relationship. When this elements are processed in the audience’s brains, due to their expectation, necessities, aspirations and experiences, they transform on to audience *image*.” *Image* will be treated later on during this work but, would be of our interest to give it a quick mention now. This is because the target of the *identity* is to create a good *image* to the public. An audience who has a relationship with an organization receives messages about its *identity* and its personality. These messages are real and the audience captures them transforming them onto the *image*, depending on the expectations of everyone.

Summing up, is important to know how to communicate and develop a good strategy in order to make the *identity* work, reproducing into the audience an *image* about the organization as similar as possible to the one the organization tries to reflect. Therefore, “the *identity* is supported in the strategy, which is the base; in the communication, which

is the vector; and in the *image*, which is the social projection.” It can be seen in the following Figure 1-2.

**Figure 1-2. Vectors of Corporate Identity**



Source: MORATÓ, Jordi. *Comunicació i estratègia. L'empresa vista a través de les ulleres de la comunicació*. First edition. Barcelona: Editorial UOC, 2011. 211 p. ISBN: 9978-84-9788-397-9 (p.106-107)

Thus, afterwards during the analysis of Moritz's *identity*, we will identify the strategy the company uses to reflect it and compare it to the right one or to the strategy which will be ideal according to several experts. We will also focus on the communication company uses when expressing its *identity* and, certainly, we will study the social projection mentioned before, which people create or have receiving company's messages.

Likewise, another expert of communication Joan Costa (2001: 213), affirms that *identity* is a vector differentiator par excellence of communication. The principal element of corporate communication is *identity* which differentiates organizations from others and includes into its core other vectors, as *image*, *culture*, *brand*, and others. As it was explained extensively before, and to recapitulate, corporative *identity*, which is the ADN of organizations or institutions, according to Joan Costa is defined by two parameters: one is what the business is and the other is what it does. First, there is the business, organization or institution per se, namely, what it is, where it is situated, how much capital it possess, its structure, etc. Secondly, here its activity grows up, what organization does, when and where it develops its strategy, how it produces its products, etc. Moreover, Joan Costa (2001: 215) adds the third parameter: what organization says: its messages which it communicates to the public and, the most important, how organization does it or how it communicates its *identity*.

There are four types of *identity* according to Joan Costa, which have to be communicated to the public or audience and be able to create an *image* as similar as possible to the real one. Jordi Morató describes them in his book named *La comunicació corporativa (Corporate Communication)* written in 2012. First of all, there is a *Symbolic Identity*, which collects visual (logo), verbal (names, *brand*...) and space (corporative architecture) issues. Such elements are communicated to the audience without no intention or innocently and they arrive to the public through senses. The other is *Behavior Identity* or, in other word, what organization does, its actions and activities. The third one is



*Cultural Identity*, which includes values and beliefs that are shared and which is the base of all corporate communication. The last one is *Communicational Identity* that is built through messages or the manner to communicate to the audience, explained before (Jordi Morató, 2012: 66 – 67). These four identities should be in close alignment to make the whole corporate *identity* ideal.

To deepen into the concept of *Cultural Identity*, Joan Costa (1999: 143) explains that the *Identity* is going together with the *Culture* and both of them are formed at the beginning of the company. In other words, the *Identity* is related to *Culture* because it “feeds” of it and without *Culture* it would not exist.

To summarize, *identity* is the ADN of organizations, business and institutions which is built in each of them to differentiate from others. And, of course, its purpose settled on the creation of a good *image* to the audience which would help an organization to grow up.

During this thesis the exactly *identity* of Moritz will be explored, focusing on certain aspects of their Calatanity and aspects from Barcelona. It would be excellent to analyze how the department of communication of both companies transmit Catalan issues and the ones from Barcelona to the public, in the field of social networks. The best shape to accomplish it is linking messages the company throws to the audience with Catalan and Barcelonan topics it contains or, in other words, it would be essential to notice how Catalan and Barcelonan *identities* are expressed by these messages.

### 1.1.1 Culture

It is common to confuse *identity* with *culture* in the organizational world. Sometimes, people affirm that both concepts mean the same. In some way, they are right but only a little part of it and this is because all companies’ intangibles are interconnected. Firstly, we will analyze corporate *culture*’s definitions and then explain what type of relationship it has with *identity*.

Entrepreneur Media (2016), small online business encyclopedia, defines corporate *culture* as

“a blend of the values, beliefs, taboos, symbols, rituals and myths all companies develop over the time”. It continues describing that “whether written as a mission statement, spoken or merely understood, corporate *culture* describes and governs the ways a company’s owners and employees think, feel and act”.

We can see that *culture* without company’s members would not be possible. As Entrepreneur states, *culture* is all workers of a business put together with mission to create a way to be and to act.

Inc. Encyclopedia (2016) in its webpage shows corporate *culture* as

“shared values, attitudes, standards, and beliefs that characterize members of an organization and define its nature. Corporate *culture* is rooted in an organization’s goals, strategies, structure, and approaches to labor, customers, investors, and the greater community. As such, it is an essential component in any business’ ultimate success or failure. Closely related concepts are corporate ethics (which formally states the company’s values) and corporate *image* (which is the public perception of the corporate *culture*).”

Therefore, *culture* includes all the components that enter into the company as employees’ and owners values, personality, etc. but also, to a certain extent, audiences opinion, which will be described in corporative *image* section later.

Business Online Dictionary (Web Finance, 2016) summarizes this concept as

“the values and behaviors that contribute to the unique social and psychological environment of an organization”. That is, company acquires a big quantity of different values and customs which transform in one unique environment shared by everybody who is part of it.

In addition, The Sergay Group (2011), Ltd. on its webpage explains that organizational *culture* is

“the collective way we do things around here. It involves a learned set of behaviors that is common knowledge to all the participants. These behaviors are based on a shared system of meanings which guide our perceptions, understanding of events, and what we pay attention to. *Culture* is about individuals in a group sharing patterns of behavior.”

According to Sergay Group, we can observe companies’ *culture* by observing the way they communicate information. These is the case of Moritz, where we will analyze how it expresses its Catalanity by messages thrown to the audience. It would also be analyzed by people’s feedback given to company and in our case the opinions expressed in social networks of the company.

Eventually, Justo Villafañe (1999: 127) states that corporate *culture* is “social construction of *identity* of organization”. Companies start to realize that people have different qualities, values and creations which could potentiate organizations’ success. In other words, every employee who is part of an organization has his own different personality and traditions, as also company’s owners and directors. All of them collect those personalities and form one big and unique *identity*. Hence, we can affirm that it is the *culture* which creates the *identity* of organizations.

For instance, Moritz's owners are Catalans and the company was founded in Catalonia. For this reason, they want to demonstrate it and show their Catalanity to their customers. A great number of Moritz employees are also Catalans, hence they share Catalanity between them and with leaders. The same they do with the Barcelonan cultural aspects. We will assess this *culture* later in the thesis and realize to what extent this company, how it communicates its Catalan and Barcelonan *culture* and how public receive it.

As a matter of fact, corporate *culture* divides in three factors: Corporate Identity, Corporate Values System and Strategic Unit. (Justo Villafañe, 1999: 127). The first one is about *identity* or, in other words, the essence of a company: what it is. Corporate Values System is what and how company thinks. The last is about what company does in general. We can say that all these factors together construct in every moment a certain *culture* of a company, institution or organization. It is important to have all the factors cohesive because more they interact between them, better will be the *culture*.

Moreover, *culture* helps *identity* to be well constructed, which is the main element of differentiation of a company. When the *culture* is strong and with good employees' shared values, it can be some differences in practical procedures of a company but not in the meaning of business' mission. (Justo Villafañe, 1999: 132) For instance, if employees of Moritz share their feelings to Catalonia and are lovers of Catalanity, they will only discuss how to show it to the audience but never how to express it.

In conclusion, corporate *culture* are elements that company's members rely on, beliefs employees have and share with each other and traditions they bring to the company. *Culture* construct *identity*, following a certain code formed by owners and employees.

### **1.1.2 Territorial Culture and Identity**

Before explaining the *territorial identity*, we will firstly mention the concept of *social identity*. It can be defined as

“social identity relates to how we identify ourselves in relation to others according to what we have in common” (InfoSpace LLC, 1998-2016). In that event, *social identity* can be also defined as *culture* because in some way both concepts are the same.

According to Henri Tajfel, referenced in Encyclopedia.com (The Gale Group, 2005), *social identity* is

“that part of an individual's self-concept which derives from his membership of a social group (or groups), together with the value and emotional significance attached to this”.

Therefore, people have their *identity* depending on the social context they live in. They identify themselves with the *culture* they share, with customs and traditions, with ethics, etc. This is created over the years and is the cause of the appearance of feelings to the community and territory this community live in. This way, territory plays an important role here because all these shared aspects and feeling are in this territory.

Hence, *Territorial Identity* is what a group of people feel about the territory they live in and how they identify themselves due to all aspects this territory has, as culture, institutions, nature, economic system, etc. Every territory has its values which people share, which unify them and name them as a community. Everyone has a *territorial identity* because all of us need to belong to somewhere.

Fabio Pollice (2006) states that “the territory can be regarded as a portion of geographical space which reflects a given community and represents the community’s individual and collective actions. The territory’s specificity comes from the process of interaction between this community and the environment.” He also says that “*identity* can be interpreted as the effect of territorialization processes, as these tend to increase the ‘specificity of a place’, and as the effect of territorial rooting of webs – an ‘anchorage’ provoked by cultural factors – they determine the consolidation of the sense of belonging to the local community”.

The same we can see in companies, they also are like people and share same aspects. Every company belongs to some territory and is situated in one place of some country. This fact means that owners usually are originals from this country and that they have country’s cultural and traditional aspects. They unwittingly are already involved in activities the society they live with organize.

According to Mara del Baldo (2012), “businesses inserted into local contexts characterized by diffuse entrepreneurialism and a socio-economic fabric nourished by shared values between a plurality or network of local actors in relation to one another are able to effectively active forms of stakeholder dialogue. The term ‘stakeholder dialogue’ is intended to mean an ensemble composed of praxis relative to the confrontation and exchange of experiences among actors on an equally ethical base so as to reach a common vision and shared judgments on problems of reciprocal interest”. It is essential to the companies to interact with people of their territory in order to do activities and solve problems with the locality together because all of them from that moment have the same concerns. That also helps companies to integrate in the society and make their products more visible.

Sometimes, businesses not only participate, but also invest (help with money) in activities and events. Participating in all that gives company a possibility to be seen and promote itself. This way they create ties with public and try to gain confidence with

them. It allows to build a positive *image* in audience which also increases the level of reputation.

Breweries companies are the most likely to be very territorial or, in other words, the majority of them share the same values and aspects of the territory they born in and also with the territory's community. Many years ago, when the beer just began to manufacturing, it was only accessible to people of the locality it was done because of the inexistence of the transport. Breweries were related to their territories and to people who lived there. From this moment, many beer brandings try to be local and, firstly, participate in local activities.

This is the example of Moritz, which we are going to analyze in more detail later. The business considers itself as Catalan one and lately it tends to participate in all social life of Catalonia. It is located in Barcelona and for this reason it participates in Barcelona's everyday life. It is a key to promote themselves and introduce them in all social sectors. Consequently, Moritz not only considers itself as Catalan, but also it has aspects of Barcelona which it tends to communicate to the public. In this thesis we are going to see to what level the company participates in social Catalan and Barcelonan lives and how does it help to improve its image and increase its reputation.

#### ***1.1.2.1 Breweries as an example of territoriality***

Companies that have opted for the territorial *identities* in a much higher level are breweries. The beer have been present in our lives for many centuries: it is one of the most ancient products of the civilization. It is believed that its first origin is linked to the first human settlements of the 9,000 B.C., together with the development of the agriculture and the abandonment of nomadic lifestyle. But it was in Sumer (Mesopotamia) in 4,000 B.C. where there was find a record on clay tablets of the first mentions of beer (Karla Riquelme, Sabrosía, 2012).

Over the years the fabrication of the beer has been extended to other countries and continents until our civilization with the development of the industrialization when the beer started its production in real factories and with the high speed. For this reason beer has consolidated as a national product and have not the need to be imported from the countries which were pioneers in its fabrication. In other words, since this moment, every country had its own beer, including different beers produced locally in different cities and villages.

But as every product that is commercialized, owners of the fabrication of the beer needed to differentiate from others. The best strategy that the majority of them used was the territorialization of the product. People use to buy things that are from their

territory or products that are nearby to them and the territorialization of the beer was a real success, and it still is.

There can be seen a great number of examples of breweries that are related to the territory they were born or are produced and fabricated. Internationally, one of these examples is the Mexican beer called INDIO which is translated as Indian and with its name wants to identify Mayan ancestral of the region of Yucatán (Brandemia, 2016). Its logo reflects the entire history of the country.

At European level, there is a very clear example of the Guinness beer, which originally comes from Ireland and which expresses its *identity* of the Irish community and folk.

Nationally, there are a lot of examples in Spain. One of them is Estrella Damm, which expresses its Mediterranean *identity* related to the Catalan one. It strongly participates in different areas of people cultural life as festivals, concerts, cinema, literature, etc. Moritz is another example and which is going to be analyzed in this thesis. But this one “fight” between both identities: the Catalan and the Barcelonan ones and is the subject will be researched accurately in the labor camp later on.

To sum up, breweries use the territorial *identity*, costumes, *culture* and activities people of the specific territory do to achieve the largest public possible. They identify themselves with the same traditions with the goal to make people see them as part of their society.

## **1.2 IMAGE**

Organizations mainly communicate its own *identity* to the public or audience which have any kind of relationship. This can be communicated in different ways and messages, should successfully arrive to the public’s destination to be processed without any difficulty. Every person has his or her experience, aspirations and necessities, therefore the audience measures its messages differently. By this way, *identity* is accepted in unequal manners and it is transformed to various types of *image*. Hence, *identity* can be one, but *images* which come from it can be more than one.

Thus, Moritz has its certain manner to express or communicate the *identity* it has created. Soon as *identity* arrives to the audience it could be received in such a way, depending on the people, that the company’s *image* can be formulated diametrically.

To understand the process of transformation from *identity* to *image*, it is essential to define what *image* is. In order to give a global definition of this concept, should we

present different approaches of what is *image* depending on the context we are working in.

As mentioned before, we are going to start analysing a generalist definition of what *image* is. Thus, according to Cambridge Online Dictionary, Corporate *image* is

“the way in which a company is seen and understood by people in general”.

Secondly, on the Investor Words webpage, corporate *image* is defined as

“the perception of a corporation held by the public based on how it is portrayed through branding, public relation efforts, news media, stakeholders, employees, labour unions and costumer advocacy organizations”.

And, finally, the Business Online Dictionary defines corporate *image* in this way:

“Mental picture that springs up at the mention of a firm’s name. It is a composite psychological impression that continually changes with the firm’s circumstances, media coverage, performance, pronouncements, etc. Similar to a firm’s *reputation* or goodwill, it is the public perception of the firm rather than a reflection of its actual state or position.”

As we can see, *image* is the “perception that people have from organization” (Jordi Morató, 106-107). As Jordi Morató affirms, people’s perception of *identity* is due to the *identity*’s elements constructed by organization (symbols, *culture*, messages or events) and social environment. Following Morató’s affirmations, *image* is constructed by three causes: messages which are communicated describing *identity*, the perception that society has from organization and personal experience.

### **Image → Identity + Experience<sup>1</sup>**

In other words, people receive certain messages which are equal for everyone because they come from the same company and they are constructed by the same people, who are the company’s workers. But these messages are processed in different ways due to the relationship people have with the company, experience lived with the company and their private activities, necessity people have of the products the company offers, and others factors which influences people’s mind.

For example, TheMeatCo sends a message to its stakeholders explaining that the hamburgers they cook in their restaurants has an accurate selection from the best pork of the world. Muslim audience can receive this message with indifference because they

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<sup>1</sup> Extracted from the page 107 of the book of Jordi Morató called *Comunicació i estratègia. L’empresa vista a través de les ulleres de la comunicació*.



do not eat meat and they would not go to TheMeatCo restaurant to taste a hamburger. They also can think about the selection of beef, which is not mentioned in the message and perceive it as a negative, creating a bad *image* of the company in their mind.

Thus, experience audience has with the company or organization is the most important vector to create a good *image* from messages its company sends about its *identity*. We can see this in another example, Benetton or Desigual, which are perceived as a colourful fashion trend and not just as normal clothes. Such companies create their publicity colourful in order to transmit their positive philosophy about the life. This messages should be transmitted through certain public to make them accept these messages positively.

The same phenomenon is produced in companies whose are the most powerful breweries in Catalonia. Estrella Damm and Moritz, generally, are perceived as Catalan breweries, probably due to their messages or things they do referring to Catalonia. Nevertheless, both businesses do not have the same *identity* and, in addition, audience do not have the same *image* from both of them. In other words, people do not think equally about both Estrella Damm and Moritz though not everyone have the same *image* about them individually.

As Jordi Morató (2012: 65) affirms, “*identity* and *image* overlap, but not coincide”. If some company does improvements on its *identity*, it can be reflected on the *image* of audience. But also upside down, I mean, the *image* public has can be reflected in the *identity* because companies listen the audience and tend to improve negative aspects. The main target companies have is the creation of good *identity* and formation of positive *image*, thus they pretend to be outstanding about what audience say about them. If *image* is negative, businesses try to solve or change things in their *identity*.

Moritz and Estrella Damm, in some way, are affected by Catalanity, due to their territory situation, customs, events, language, etc. Catalan people are very patriotic and they want to differentiate from Spain in general. Hence, Catalans prefer to drink their own beer and this is what this breweries try to profit. If people do not like Estrella’s Damm and Moritz’s *brand*, companies will not succeed. Thus, they must care about *image* people have of them and improve negative aspects.

The ideal method to know what audience think about the company or, in other words, what *image* people have of the business is to inquire them directly. In this thesis we will investigate Catalanity of Moritz and it will be the main point we will focus in to query the company’s public.

Therefore, according to Justo Villafañe (1999: 18), “the *image* is constructed in public’s minds and, for this reason, the leading role in building the corporate *image* has the public, not the company”. Businesses have to give importance to public’s opinions, to



the positive ones but especially to negatives. This way, companies' participation in comments that people put in social networks or wherever is very productive because audience notice that they are listened and cared by businesses. Thus, Villafañe (1999: 31) mentions three inputs that corporative *image* integrate: corporative behaviour, corporative *culture* and corporative personality.

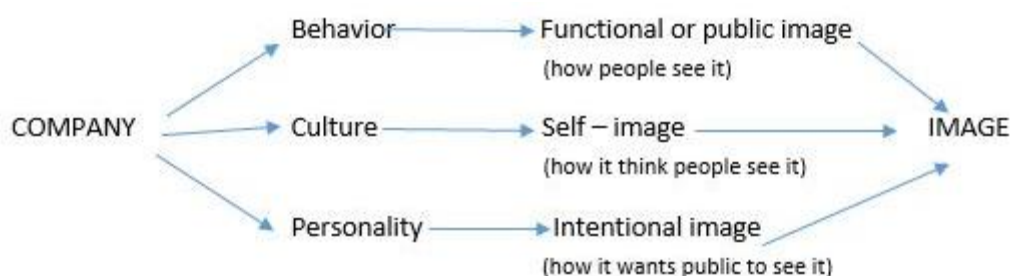
The first one is about actions companies do to satisfy their audience, that is, not only communicating but also participating with doings. The communication by messages is wide, but limited. Hence, participate in everyday life of the audience and be present in their everydayness can contribute better in positive *image* of the company. For example, if Moritz wants to communicate its catalanity it should participate in Catalan markets, invest in Catalan traditions, be present in Catalan political events, etc.

Corporative *culture*, described before, is another input of *image* which is the manner of being and doing of the business, form that company has to integrate and express aspects that defines it to the public. Finally, corporative personality can be described as actions that company does intentionally to create a positive *image*.

To its better understanding, Justo Villafañe compares these three inputs with types of *image*. Corporative behavior is equal to function *image* or public *image*, which Jordi Morató (2012: 71) describes as "perception that public has of the organization" or, in other words, "how public see the company". The method to investigate it is by analyzing messages people publish in social networks or forums, by information media provides or by polls.

*Cultures* is connected to self-image which, as Jordi Morató (2012: 71) states, is equal to "intern *image* of organization" and the question is "how the company thinks public see it". Corporative personality is intentional *image* and company asks how it wants public to see it. The last one is *image* that businesses want to project voluntarily. We can see the scheme in Figure 1.2.1.

**Figure 1-3. Representation of the image's inputs**



Source: VILLAFANE, Justo. *La gestión profesional de la imagen corporativa*. Madrid: Ediciones Pirámide, S.A., 1999. 322p. ISBN: 84-368-1384-7 + personal additions

Consequently, we can conclude that *image* has to be analyzed part by part to obtain better results of global concept. First of all, it is important to explore corporate *culture* or self-image because by this way we will see how company really is. Next, ask for its personality with purpose to find company's intentions. Last the analysis of the behavior of the company or public *image* will be carried out. Perhaps, the main input is corporate's behavior, due to the importance of audience's opinions. Eventually, what people think about a company is reflected in their positive or negative *image*.

All in all, in our thesis we will analyze public's *images* about Moritz that are created from the *identity* the company communicates. The *identity* which is, obviously, focused in Catalan and Barcelonan aspects. It creates its Catalan *image* in different ways, as we mentioned before, the business participates in events of Catalonia, celebrates Catalan traditions, visits Catalan places, etc. This fact influences positively in public's opinion, especially to the ones who are very patriotic and it benefits a lot the companies. The best way to find out about Moritz's Catalan *identity* is first to analyze how it communicates it to the public and how audience receive these messages and create *images*.

### 1.2.1 **Brand**

As we performed with *identity's* concept, firstly, we are going to settle corporate branding significance. American Marketing Association defines a *brand* as

“a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term of *brand* is trademark. A *brand* may identify one item, a family of items, or all items of that seller”.

Joan Costa (2004: 18) affirms that “*brand* is, objectively, a *sensible sign*, and at the same time, a *verbal sign* and a *visual sign*”. Verbal sign is the name of a company and visual sign is equal to logo, color, and drawing.

Every company or business has its own identification and this is what differentiates from others. Hence, on the description above, it is said that *brand* together with *identity* are the main aspects of organizations which distinguish one from another.

For Seth Godin (2009), explained in his weblog, *brand* is understood as:

“the set of expectations, memories, stories and relationships that, taken together, account to a consumer's decisions to choose one product or service over another”.

Once again, *brand*, same as *identity*, depends on the experience of company's audience and how people see their products or services. In other words, *brand* helps people to choose companies.

On eHow webpage, Tyler Lacoma (2016), its contributor, describes corporate branding as

“a particular type of branding that seeks to link the name of the corporation with overall advertising efforts in the mind of the consumer. If Corporate Branding is successful, when consumers hear or see the name of the company, they will associate it with a unique value and positive experiences. No matter what product or service the corporation offers, the corporate name is always an influence”.

On top of that, according to Donna Antonucci (2011), Licensed Real Estate Broker Associate, and described on the website of Heidi Cohen, *brand* can be explained as

“a known *identity* of a company in terms of what products and services they offer but also an essence of what the company stands for in terms of service and other emotional, non-tangible consumer concerns. To brand something is when a company or person makes descriptive and evocative communications, subtle and overt statements that describe what the company stands for”.

Following all these descriptions, we can find certain level of difficulty to understand the difference of *brand* and *identity*. Most people confuse both concepts, hence it is important to explain them and compare their differences and similarities. Mash Bonigala (1998-2016), *brand* differentiator and strategist, publishes in Spellbrand webpage that “the *brand* name evokes an emotion of trust and reliability, whereas the *identity* speaks of the product's individual quality, its ethics and its focus. Two concepts are however interrelated; when the product is able to establish its unique *identity*, it is recognized as a *brand*”. Thus, *brand* is the emotional relationship between company and its audience, while *identity* is the look or feel of organization.

Companies are responsible to transmit their values and emotions to the public and create their own *brand* through communication of their *identity*. That is, businesses have their *culture*, thoughts, experiences, values, visions, etc. (what is called *identity*), which they present with help of *brand*. Hence, according to Jordi Morató (2011: 112) “*brand* is an intangible tied to the organization and, specifically, to the product. *Brand* replace the product. *Brand* is a valuable asset, the most valuable of many organizations”. Therefore, it is important to “search maximum compatibility between graphic *brand* and strategic positioning of the organization. It is not *brand* that is responsible to transmit the positioning, but it is the positioning which fills the *brand* with significant contents”.

Joan Costa, in his book *La imagen de marca (Brand image)* published in 2004, stands that “*brand image* or branding is a matter of social psychology rather than a design issue”. In other words, when people see visual *brand* of a company, they recover in their memories the *image* they have about this company, which they have created due to experiences with products or services of the business. Costa also affirms that *brand* divides in two types of *images*: *physical representation* and *mental representation*. The author explains that there are two worlds of the *image* concept. World A is the reality which shows us tangible things that we can see, touch or hear. This is the physical representation of the company. World B is our mental space, which includes what we perceive and feel and our imagination. Thus, “*brands*, products and services are presented in world A and our relations with *brands* link world A with world B” (Joan Costa, 2004: 200). The perceptions and direct relations with products of world A transforms in sensations and emotions and, finally, in mental *images* in world B.

Many times we think about products as *brands* they are connected to. Firstly products or services are born with a name and symbol connected to them, but little by little this products transform in *brand*, which acquire independency. For this reason when we see a product we do not think about it as a food or drink, for example, but as a *brand*. There are *brands* that have so much power that they are able to overcome the product and put it its name. (Jordi Morató, 2011: 113). The typical example is Coca Cola, which actually is gaseous drink, but we never call it by this name.

There are also *brands* which represent countries and people. This perhaps might be the example of Estrella Damm. When we enter to some pub or bar in Catalonia, we do not ask for “beer called Estrella Damm” because just naming “Estrella Damm” we have enough due to the fact that everybody knows this is *brand* of a very famous beer in this country. This fact is also related to the Catalanity of the beer or as a Mediterranean drink.

In addition of that, as Joan Costa affirms (2004: 148), “the product does *brand* born, which after being filled with values using the product, creates value for itself”. Nowadays, people stopped buying products to buy *brands* or branding, because of their signification to the public according to their values. Hence, branding is the feeling people have when they experience products or services of a company.

The curious trait we can find in Moritz which is also known as Barcelonan brand due to its geographical situation. We are going to analyze in this thesis to what point Moritz is considered as brand of Barcelona and how it communicate it in its social networks.

### 1.2.1.1 *Corporate Reputation*

*Reputation* is another intangible important to every company which is essential to describe or, at least, mention. First of all, it would be great to explain what *reputation* in general is. According to The Free Dictionary (2003-2016), *reputation* is

“general opinion or judgment of the public about a person or a thing”. It refers “to the position one occupies or the standing one has in the opinion of others, in respects to attainments, integrity and the like”.

In Meriam Webster (2015) blog, *reputation* is described as

“the common opinion that people have about someone or something: the way in which people think of someone or something”.

We can see that the concept is particularly focused on people’s opinions and expressed thoughts about something. This term is also applied to companies, which is named *corporate reputation*. Fresh Business Thinking describes (Andrew Lester, 2009) it as

“the sum of all beliefs and views held about the company based on its history and its future prospects, in comparison to close competitors”.

Financial Times (2016) explains that “the term refers to the observers’ collective judgments of a corporation based on assessments of financial, social and environmental impacts attributed to the corporation over time”.

*Reputation*, as *identity*, differentiates a company from others. This differentiation comes from actions done by company and which people see as good ones (in some cases, they can be bad). It also comes from the manner company expresses its *identity* and how it interacts with the audience. It must be a balance between company’s personality and treatment with the public; it is important to communicate cleanly and do people understand all messages with maximum ease possible. Therefore, consumers will understand better company’s mission and judge its actions, meanwhile giving tips for improvement. Hence, business can listen to its audience and try to improve or change some aspects of its *identity* and make it better.

Social networks turn out to be a way to express the *identity* by the company but also to make comments and publish opinions and judgments by the audience. This is the case of Moritz, it gives an opportunity to its audience to interact with the company and because of that it can pay attention to public’s agreements and disagreements with the business. It is the most suitable behavior a company can adopt.

Following the same idea, Justo Villafañe describes *reputation* as “crystallization of a corporate *image* of an entity when it is a result of excellent corporate behavior, which is remained over time that grant it structural nature in front of its strategic

*stakeholders*". (Jordi Morató, 2012: 77) As we mentioned before, company's behavior is very important to construct a good reputation, which is related to an excellent *image* people have from the company and a great quality of company's services and actions; costumers must be satisfied with it.

To summarize, as Jordi Morató affirms (2012: 77), reputation is "the sum of deserved *image* and time". It takes some relative time to construct an *identity* and then an *image* but, even more, a good *reputation*. Thus, as we can see *reputation* is a positive social impact, which is affected by company's actions so as manners to interact and communicate.

### **1.2.1.2 Corporate Social Responsibility**

*Corporate Social Responsibility* (CSR) is a concept very related to *reputation*, thus, it is suggestive to explain its definition. In general words we can describe it in the same way as Mallen Barker (2015) does in his website:

"CSR is about how companies manage the business process to produce an overall positive impact on society".

At the same webpage of Barker there is another definition from Business for Social Responsibility which defines CSR as

"operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business".

Following the same scheme, SmallBizConnect (University of Western Sydney, 2014-2015) describes CSR as

"the term used to describe the way that a business takes into account the financial, environmental and social impacts of decisions and actions it is involved in. *Corporate Social Responsibility* is a key issue for any organization aiming for long term sustainability. Whilst it is a mostly voluntary concept, there is increasing pressure on organizations to make a positive contribution to society, or at least, reduce their negative impact".

CSR began when society started to reclaim more actions for environment by companies and demand the real commitment with due to avoid environmental pollution, disasters, etc. (Jordi Morató, 2012: 79). Companies saw that is it not only essential to contribute in this aspect of society but also in others as people's everyday activities, culture events, and others.

Nowadays, taking part in social activities and environmental improvements by a company is an important action which people appreciate. It is clear that CSR is a

voluntary posture of every company, but lately a great number of businesses have adopted it to have a good impact in society. Therefore, a company not only worries about financial benefit and how to gain more money, but also about society, social everyday activities, ecosystem, etc.

When public realize that a company participates in local activities, for example, they improve their *image* of it and this fact may increase the desire of the public to consume company's products or services. Thus, it is important company's participation in different actions in the society it is located because it also can be seen during these activities and express its *identity* with more facility. When actions are repeated and done more often, company's *reputation* improves due to the fact that audience can interact in some way with the company, not only buying products or services.

Our thesis will focus on *CSR* of Moritz, but especially in the scope of social, cultural, traditional and territorial activities of Catalonia. We will analyze how the company interacts with Catalan society and how it participates in Catalan everyday life. We will find these action reflected in company's social networks where we will discover how Moritz participates in Catalan society. From this point we will see how many Catalan activities they take part in, what people opinion about this participation and if there is some activities related with Catalan traditions or territory organized by Moritz. We will also see if it affects people *image* about the company and its *reputation*.

#### 1.2.1.2.1 Social Responsible Investing or Sponsorship

We have talked before about Corporate Social Responsibility which is important to construct a positive *image* of the company in the audience. Not only is the physical participation of employees or owners in activities the solution to that, but also the investing in that activities or, in other words, financial help in social life. This is called Socially Responsible Investing (SRI) or Sponsorship (in general words). The Forum for Sustainable and Responsible Investing (USSIF, 2015) defines SRI as

“an investment discipline that considers environmental, social and corporate governance criteria to generate long-term competitive financial returns and positive societal impact”.

SmallBizConnect (University of Western Sydney, 2014-2015) explains that SRI

“involves taking social, environmental, governance and ethical considerations into account when making investment decisions. This process differs from the usual investment selection and management process.”

Finally, Investopedia (2016) also provides clear definition about SRI that defines it as

“an investment that is considered socially responsible because of the nature of the business the company conducts. Common themes for socially responsible investments include avoiding investment in companies that produce or sell addictive substances and seeking out companies engaged in environmental sustainability and alternative energy/clean technology effort.”

We can say that Social Responsibly Investing is one of the key points of every company. Businesses often invest in some activities or associations in order to be seen by more people and create a positive *image* between the public. Usually they tend to sponsorship in activities that people assist more, as cinema, music concerts, fairs, etc. But in some way companies invest in environmental problems in due to help preserving nature, as well.

It is also important to mention that companies far often put their seed in activities related to the place they are situated or operate in. We can name it as territorial concerns. Businesses which want to produce a good impact in the society have to be active in events that take place around them. It can be applied also in cultural events of the territory they are built in. For instance, Estrella Damm is known in the sector of the Catalan cinema or Moritz which participates investing in *Castellers* (Catalan human towers).

In this thesis we are going to analyse Moritz's investment in different types of social activities, environment and culture and territorial events, where we will be able to find how it affects in company's *image*.



## 2 EXTERNAL COMMUNICATION

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Every company communicates, ones more than others, contrary usually all of them use the power to communicate in order to show their existence to the world. There are two main types of business communication: internal and external. The first one is “the process of exchanging information among the people of different level or internal participants within the organization” (The Business Communication, 2015). It covers the internal area of the company or, in other words, we speak about the communication between employees, owners and workers of the company. It is important to maintain this type of communication safe because is the basis of a good external one that company emerges.

External communication is “an informal exchange of information and messages between an organization and other organizations, groups or individuals outside its formal structure” (The Business Communication, 2015). Companies need to communicate their actions and proposals to the external world because this way they are seen by others, who can possibly be their customers. We are going to focus on the external communication because the fact is going to be our main point of analysis of the thesis.

Casey Anderson, demand media, published in Chron Small Business (2016) an article where he describes external communication as

“any information the company distributes to the public, either about the organization itself or their products or services. It is any communication effort, specifically for people and organizations operating outside of the businesses. It focuses on spreading news and information about the corporation to the public, customers and company stakeholders.”

As a result, we can affirm that external communication serves to a company to spread the information to people they define as their audience. That manner businesses try to show their *identity* to the exterior by messages they throw to the people. Concerning to these messages and as well actions communicated, the public create an *image* about the company. Good communication also increases the level of reputation that one company may have.

There are many types of external communication or, in other words, different means or media. We are not going to define all of them because principally our thesis focuses on social networks, which we are going to analyze later on.

Brewery Moritz is pioneer in external communication. It always participates in many activities and establishes many relationships with its public. The main point we will deal in our thesis is how these companies communicate to their public its Catalan and

Barcelonan *identity* and, in addition, how the public receive its messages and what *image* audience create because of this business' communication.

## 2.1 SOCIAL NETWORKS

It is said that Internet is the fastest media of external communication (The Business Communication, 2015). It works faster and better increasingly. For this reason, businesses bet for the communication by Internet firstly than other media. The most important part of all World Wide Web in communication are social networks. Nowadays, they are the main ones because the majority of the people use them and communicate by them. We just have to see the statistics that some study did: twenty-two millions of people in Spain have an account at least at one social network, which is the 47% of Spanish population (El Tipómetro, 2015). Hence, companies have nowadays an advantage to reach a large number of audience owing to the facility that social networks give them to become visible in a short period of time.

When a company creates an account in any social media, it also creates an *image* it wants to show to its audience. Thus, it communicates its *identity*. For instance, Moritz is related to Barcelona city and its Catalanity, then its goal is to transfer to its audience aspects of the city or activities that have some relationship to the Catalanity. People who is fan of Moritz's account will create an *image* of the company from the publications it does. It is important for the companies to generate an own presence on the web and have their account very active to keep the public aware of publications.

Otherwise, not only companies use social networks to communicate their identities, they also create ties with their audience and dialogue with them and create direct connections. Social media characterizes by creating an interaction between two parts, in our case a company and its public. The most important point of the company is to listen to the people who follow it and be aware of the opinions they generate. Thus, both parts can interact in any time and have a closer relationship; this way companies become much closer to their public and for this reason businesses gain credibility of the content. It is an explosive hot bed, from which stem current cultural trends and increasingly groundbreaking news" (Susan Dolan, Benchmark Internet Group, 2014). It means that companies could create a great impact in the public but also other way round: people can criticize or evaluate excellently publications and real actions communicated in social networks.

We are going to focus in seven social networks which are the most famous today. Businesses decided to use them in order to connect with their public and yield an impact with the content published there. They are Twitter, Instagram, Youtube, Facebook,

Pinterest, Foursquare and Flickr, where we will analyze how Moritz communicates its Catalan and Barcelonan *identity* and what *image* public create from it.

### 2.1.1 Twitter

Twitter is one of the most used social networks. It was created in California in 2006 by Jack Dorsey (Miguel-Jorge, Hipertextual, 2011). It is a micro-blogging where company can follow people and inside out. “Twitter is a short message communication tool that allows to send out messages (tweets) up to 140 characters long to people who are subscribed to certain account (followers)” (Charlene Kingston, Social Media Examiner, 2013).

It can also include links, photos, files, etc., but the key point is the hashtag (#): “a word or phrase preceded by a hash mark used within a message to identify a keyword or topic of interest and facilitate a search for it” (Dictionary.com, 2016). People can search with facility what they want and find quicker the content of a certain company. It also helps to reach the company randomly, because of followers’ connections.

This social network permits direct communication with one follower or many: one-to-one or one-to-many. People can share the publications and *retweet* them on their own profile. It means that people like the content of the company. In other case they can criticize and opine by comments posted down the information.

### 2.1.2 Instagram

Instagram is another social network which we are going to analyze. It was created in San Francisco in 2010 by Kevin Systrom and Mike Krieger (O. Pareja, Factor de Comunicación, 2013). It consist in publishing photos in which people can put *likes* if they like it, share in their account and comment the content. It also has hashtags as Twitter which help people to find what they are searching to.

It is a very young social network but today a large number of people use it. It also bases on followers who can see company’s account and investigate always they want business’s activities reflected by photos or videos.

“Instagram has become a primary channel for brands to communicate messages to their target audiences. Instagram has proven to be a perfect way to share a company’s brand, their products, and any additional content that helps engage consumers” (Jordan McDonald and Erik Snucins, TAKK, 2013). Many connections and relationships are created.

### **2.1.3 Youtube**

Youtube is a website where people upload and share their videos. It was founded by three young American men Steve Chen, Chad Hurley and Jawed Karim in 2005 and it is known as a third social network most visited in the world with more than 1,000 million visitants per day (Rod Locksley, Batanga Inc., 2005-2016).

It is based in creating an account by people or companies where they publish videos of themselves or from others. It is characterized by different actions as star ratings, comments, advertising, playlists, favorites, "like" and "do not like", link with social networking, content channels, streaming live and multitudinous events.

### **2.1.4 Facebook**

Facebook is a social network created by Mark Zuckerberg at the University of Harvard. It is one of the oldest social networks and is used by the majority of people which have an access to the Internet in the world. Nowadays, it is very used by public with all kind of ages, contrary to Instagram which is very young as its users.

It has been a good tool for many companies where they started the direct communication with their audience. It is based in publishing news, sharing other publications, put likes and dislikes, comments the publications and also write private messages to whoever. It can be used to publish all kind of items: text, videos, images, photos, records, links, etc.

### **2.1.5 Foursquare**

Foursquare was created by Dennis Crowley and Naveen Selvadurai in 2011. Foursquare is a service that uses intelligent location or geolocation to inform the consumer about the companies or services that are nearby. This social network permits to the companies create their account and publish information as photos and publications of text. From here, it allows all people that have an account to comment the companies' and service's pages and publish their opinions. People that visit this pages can be informed by the opinions of others and decide if they want to visit the company or not.

In this thesis we are going to analyze Moritz's page of Foursquare and search how many positive and negative comments are about the company. We are going to analyze also the publications of social media workers of Moritz and see how many of them are about Catalan and Barcelonan items.

### **2.1.6 Pinterest**

It is a social network started on 2010 by Ben Silberman, Paul Sciarra and Evan Sharp (Alejandra Asensio, Socialocious, 2015). Pinterest allows to upload, store and catalog images on boards where people classify them by themes or places. There are more than 250 million monthly active users (Alejandra Asensio, Socialocious, 2015), which publish they images and share them with others. Pinterest permits to comment and put likes; people there can express their opinions.

The elements that this social networks has or allows are: creation of virtual boards, add pictures or videos called “pins” to that boards, follow to other users or pinners, be able to mark “like” to other users, possible sharing or “repin” from other users and check the timeline or biography of pins that have published pinners people follow.

### **2.1.7 Flickr**

Flickr is a site to post videos and images created in 2004 and acquired by Yahoo! the following year. It has more than 6 billion images and can be considered as one of the first photo sharing sites that have incorporated social tools which can be found now in other social networks (Fernando Escudero, About, 2016).

This social network allows to access to a very large network of images that can be filtered and shared efficiently, generate traffic from the account to a website, blog or online store, recruit followers or potential clients of a business, give a visibility to an artist, brand or business, there are images without copyright, but to have access to Flickr and create an account it is necessary to be registered in Yahoo! (Alejandra Asensio, Socialocious, 2015).

### 3 STATE OF THE ART

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There are two Catalan projects that were found based on the same thread that this thesis. Both are about how the audience receives advertising of breweries' companies. They analyze TV campaigns in order to find how Moritz expresses its Catalan *identity* and what aspects of Catalan *culture* appear in these advertisements.

*MEDITERRÒNIAMENT. La catalanitat emocional* is the first project which is going to be described. Its basis is brewery Estrella Damm, company that every year creates a campaign that consists in a video of about three minutes where young people drink beer in some Catalan place and supposedly in some way reflect Catalan *culture*, *territoriality* or *identity*. Authors of this thesis try to demonstrate that the *culture* reflected in the advertisements of Estrella Damm is not the same that the one Catalans have. According to this analysis, the company provides messages that are utopian about the lifestyle and the Catalan *culture*. It basically centers to explain that "Mediterràniament" is the emotional utopia and is totally different to the real Catalanity. This work will help our thesis to compare some Catalan aspects appeared in campaigns analyzed until 2009 with the ones that we will find from the advertising of year 2015 of Moritz due to the fact that both Estrella Damm and Moritz use similar topics to create their own different identities.

*El discurs publicitari en català: la catalanitat de les marques de begudes catalanes* of the author Berta Cantó Gargallo is the second thesis related to ours. This dissertation demonstrates the importance of the advertisements or publicity that is used to unit people as a group. In this case, the author focuses in Catalan brands of drinks, including Moritz. She analyses companies' advertising campaigns but also language labelling, sponsorships, etc. in order to see how they use the Catalan *identity*. To develop the work, the author used the timeframe from year 2004 until year 2013. She centred especially in the words of Catalan language but also in iconic elements of the campaigns. This thesis will help us in the comparison of the campaigns and in the identification of Catalan elements in Moritz company's advertising. It is going to drive us to the direction of identify easily the use of language and some Catalan images.

There are not any work about social networks related with the advertising communication of Moritz in Catalan or Barcelonan scope. Accordingly, in this thesis we are going to examine how the brewery communicates its Catalanity on the seven of social networks described before. Besides, we will investigate the impact of it in people that use social networks and check company's publications.

## **FIELD WORK**

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There have been academically described the most important intangibles that are going to be used on the practise in the section of field work. Identity is the one that prevails and which is going to be worked deeply in this thesis.

As there can be seen, the territoriality is another significant concept that is strongly related to the identity. For that reason, Catalan and Barcelonan identities are the ones that should be worked more accurately later on. This identities that are closed with territoriality are usually defined as nationalities and this is what is going to be seen at the practise.

Every company has its own identity which makes it different from others. Sometimes this identity is also a territorial one. It should be important to analyse one real example to make it clearer. In the thesis this example is going to be Moritz, a Barcelonan brewery that will be analysed thanks to its communication on social networks, which are one of the most important business media nowadays.

To perform the practise analysis, there will be two parts of it: the qualitative and the quantitative ones. It is essential to follow the methodology to better understand the steps that are going to be followed.

## 4 METHODOLOGY

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The methodology used in the field work of our thesis is divided in two sides: qualitative and quantitative. Both help our research to achieve real results, conclude the answers of the questions and validate the hypothesis raised at the beginning.

The **qualitative field** research is based on in-depth interviews of two kind of professionals: the first group is formed by sociologists and the second one by experts in the corporate communication field. The qualitative analysis of the sociologists' interviews are essential to describe accurately the concept of *identity* and, certainly, the one which is referred to Catalonia and Barcelona. The best method to do it is to establish common points of the experts' opinions and knowledges and describe them one by one.

The following part of the qualitative field research is the professional's opinion of the corporative communication, where they expose their statements about the *corporate identity* and how companies must express it through the channels of communication they usually use. These experts also comment the strategies Moritz use to communicate Catalan and Barcelonan identities.

The second part of the study is **quantitative field** research where we present the real example of a company which communicates its *territorial identity* to the public: the brewery Moritz. First of all, it is important to briefly situate Moritz's context with the description of its history. Then, in the quantitative field research there are two important parts showed in their totality in the thesis: quantitative analysis of the publications of seven social networks of the company and the vision that people from Catalonia and outside it have about Moritz.

The first one englobe social networks that are Facebook, Youtube, Flickr, Instagram, Twitter, Pinterest and Foursquare. The period chosen of publications is basically the year 2015, but there are two social networks that are timeless (Pinterest and Foursquare) because of their little number of publications. We wanted to reflect the last year of the Moritz's publications before the thesis submission, but due to lack of time there was no possibility of analysing the whole pack of seven social networks throughout the year. For this reason, we assigned to each social network a specific period of the year, so as to cover the whole 2015. For instance, Youtube and Flickr covered January, February, March and April; Instagram and Facebook, May, June, July and August, etc. Hence, the analysis was based on searching how many publications where from Catalonia, Barcelona or from none of both; number of likes every publication has and what kind of comments; and, finally, what area of Catalonia and Barcelona the publications promoted.



The second part of quantitative analysis are the results of the surveys done to 100 people from different regions of Catalonia and some from outside of it. This section has the aim to see what vision people have about Moritz and what this brewery transmits to them. The main question, which has really importance, is if the public see Moritz as Barcelonan or Catalan. To represent different regions of Catalonia, not only Barcelona, we divided 100 surveys in 5 parts of public: from the province of Barcelona, from the Tarragonan, Gironan and from Lleida's; the fifth part are people who are not from Catalonia.

Therefore, the quantitative part demonstrates the identity of Moritz with the analysis of social networks and the image of the company with the surveys to people who at least one time in his or her life had some contact with the business.

## 5 DEFINITION OF THE CONCEPTS BY SOCIOLOGISTS

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We have widely defined the main concepts the thesis is based in at the theoretical framework. But we wanted to work them more deeply at the field work. The methodology used in this part is focused in the statements that three sociologists made at the depths interviews done to them personally. They are Salvador Cardús, sociologist, journalist, writer and PhD in Economics; Montserrat Clua, professor of the Department of Social and Cultural Anthropology of the Universitat Autònoma de Barcelona (UAB); and Jordi de San Eugenio Vela, Doctor of Social Communication at the University Pompeu Fabra and associate Dean for Research, Teaching Quality and Knowledge Transfer at the Faculty of Business and Communication at the University of Vic.<sup>2</sup>

In theoretical framework we described the concepts more generically, relying at the authors that really worked with them in their thesis or books. The general description of these concepts is basic to define the concrete ones. Therefore, our goal is to go from the global description to the one that is more specific. We understand as general concept the *identity*, followed by *territorial identity*. Our thesis is about Catalanian and Barcelonan identities and, for this reason, we have classified them as specific concepts. To better understanding, there is a scheme which explains it in visual way on Figure 5-1:



**Figure 5-1. The structure of the definitions formulated by the sociologists.**

Every expert stated certain definitions about every concept which are going to be explained more accurately in this part of the thesis. The three professionals affirmed in the same way the majority of the statements, but which have to be commented separately to emphasise every one of them. Finally, we are going to construct one global definition from these statements which is going to be useful in the analysis part of Moritz communication.

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<sup>2</sup> All the depth interviews are at Annex, where appear the questions done to the professionals and their answers to them.

## 5.1 IDENTITY

Identity is the main concept to analyze and which is the base of the entire thesis, due to the fact that all other concepts which are going to be showed in this part derive from this one.

### *i. Montserrat Clua<sup>3</sup>*

*- The concept of identity is really complicated. There is a part that belongs to the Psychology, where all the human beings need to have a certain identity to reach the normality. The identity is understood in the way of how the people are prone to be located in the world and recognise ourselves, even through the time. The identity is how we identity the individuality. It is a way of distinguishing ourselves from the others. It is something that allows us to locate ourselves among the others and into the environments, as individuals but sharing stuff with others. The identity is built up always in relation with someone. An individual alone is not an identity.*

One of the most complicated concepts that have been appeared in the thesis is the one that refers to identity. It has a huge number of definitions which, more or less, are related to each other, though they have different branches that are really complicated to understand. We all know what identity is, but it is complicated to us to define the concept.

Montserrat Clua affirms that identity only is possible in the environment where there is more than one person. People must establish some kind of relationship with others to see what kind of differences and similarities they have: what they share and what they do not. Therefore, identity appears when afterwards the differentiation is established.

*- In Anthropology's point of view we talk about the identities in general, in a multidisciplinary way. The matrix of the identity, in general, embodies lots of elements about the identities in plural. We do not reduce ourselves to a single identity, but we possess many.*

Identity is always seen as a plural concept, according to the professional, which contains a lot of "mini identities" inside. Talking about people, it can be affirmed that one person not only is Spanish at the level of nationalities, for example, but also is a woman or a man, a student or a worker, a religious or atheist, etc. It is important to return to the previous affirmation of Montserrat Clua, where she says that identity is complicated; but also complex: one global identity has a huge number of elements that form part of it.

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<sup>3</sup> Montserrat Clua's working areas are Political Anthropology, ethnical and national Identity, Nationalism, Catalan Nationalism, Anthropology of Spanish villages.

*- The identities are the product of a game between the internal identity of an individual and the external, I mean, how the others identify such individual. Both are built up simultaneously, anyone create an identity without the other. In fact, the own identity incorporates the collective identity.*

In addition, identity has always two parts: the internal or the one that the person creates by himself or herself and the external one that is created by people that he or she has a relationship with. For example, a person can think that he or she is funny, but other people could see this person as boring. There must be a balance between the internal identity and the external one, and all this depends on the communication the person use to transmit his or her values or elements that form part of his or her identity.

*- All of us have some elements in common that we share, but others that are completely different. Is the context that produce the increase of emphasis in some elements rather than others, and the element that help us to realise ourselves about the elements that get us closer or far away.*

As it was mentioned before, every identity has a huge number of different elements that form part of it. Some of these elements are shared with other people, but others are completely different. Perhaps, there are elements that are not shared with anyone, which are considered part of our own and personal identity. The elements that are shared with others are considered as the ones that form some other identity but in a bigger scale: national, gender, age, etc.

## **ii. Jordi de San Eugenio Vela<sup>4</sup>**

*- The identity is the sum of the elements that make the difference with the others. Why they have a different culture respect the others, why they have a different language, why they have different traditions, etc.*

As Montserrat Clua do, also Jordi de San Eugenio Vela affirms that the identity is formed by a lot of different elements: some of them shared with others and the rest not. Elements that are shared from different people create certain identity. This is the case of nationalities, where people differentiate from other people by their physical characteristics, their languages, their customs, their traditions, their food, etc.

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<sup>4</sup> He is a professional in the area of Territorial Identity and the Doctor of the work named "The transformation of territorial brands: recognition and spatial differentiation of identities in postmodern times. A state of the art."

### iii. **Salvador Cardús<sup>5</sup>**

- *The identity is, in the sociologic point of view, a social process of recognition. 'In order to define yourself, someone has to recognize you as so'.*

According to Salvador Cardús, identity's main statement is that it is a social recognition. In other words, identity means nothing if other people do not know about its existence. For instance, if somebody do not know about the existence of the mapuche's society<sup>6</sup>, this one would not have any identity established.

- *The identity is a negotiation process. The identity is only important the day that is not recognized by anyone. Whether is recognized, there is no problem, neither people think about it.*

Identity is a real relationship between different people. The identities appear when people "negotiate" them or, that is the same, when they raise their differences and common things and divides by groups. If people do not recognize the differences that exist between them, they cannot form a certain group and they cannot create an identity. The recognition takes an important role here.

#### **5.1.1 The concept of identity by the mix statements of three authors:**

First of all, it must be said that identity's concept is one of the most complicated to describe. Identity is defined as a group of elements that together form part of it, some of them shared with other people and some of them completely different. Hence, identity cannot be described as a single element or value, but a plural one.

Secondly, identity is created from the relationship produced between different people or groups of people. In other words, it is created when people recognize that they have differences with ones but common things with others. In this way, people are conscious about that and it is when they divide themselves in categories. But without the recognition of these elements (equal or different), there would not be any kind of identity.

Identity is also considered in both manners: internal and external. The first one is the way that a person see himself or herself and the second one is the way that other people see him or her. In many cases, this two identities can be totally different and not coincide. The solution to the case is a good communication that every person have to adopt when communicating his or her identity.

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<sup>5</sup> The areas that this sociologist Works at are Epistemology of the Social Sciences, Paradoxes and the metaphors in Sociology, Sociology of the religion and culture, Analysis of the dissolutions of the conditions and relations immigrant's identities.

<sup>6</sup> People originally from Southern Chile that have been reinvidicating their identity for many years.

## 5.2 TERRITORIAL IDENTITY

Territoriality is a concept that comes from the identity as a global conception but related to some kind of territory. It is important to expose the ideas of the territorial identity from Montserrat Clua and Jordi de San Eugenio Vela.

### **i. Montserrat Clua i Fainé**

*- This is a typical element of the sedentary occidental society. The population rights and debts of nowadays, are determined by the territory that they belong to. The mobility of the people that has always existed now is limited with frontiers. That is what is known as territory belonging. We territorialize the rights and debts of the identities.*

The territoriality has not been established as a concept in the society until the appearance of the sedentary life. In previous era people moved from one place to another when they considered it necessary. They had not any place to where they belonged. Nowadays the major percentage of our society is sedentary in some place where they born, grew up, live and die. Years ago, there were no frontiers between territories; nowadays the world is divided in different parts. This frontiers mark differences between people and divide them in different identities. Everybody belongs to some territory, to the customs that are there, the traditions, culture, landscapes, language, etc. Hence, everybody identifies with some place or territory; it can be in large scale as continent, in middle scale as country, in little scale as town or village or in a very little scale as a piece of land.

### **ii. Jordi de San Eugenio Vela**

*- The identity could be represented in a global form when talking about territorial marks, adding the culture, the environment, the landscapes, etc. It should include all the singularities, all the genuine elements, which are part of the territory and their inhabitants. That is the tangible and intangible landscape: culture, folklore, architecture... The identity is build up over the difference.*

Territorial identity composes by different elements as culture, physical geography, architecture, language, symbols, type of education, etc. These elements are which people identify with. Every territory has its own elements that differentiate it from other territories. These elements or values are also what people that live at the same territory share.

### 5.2.1 The concept of territorial identity by the mix statements of three authors:

Our world is divided in different territories by physical frontiers, which streak and potentiate differences between people. Every territory encircled in borders has its own elements and values that do not share or are not the same with other territories. People that leave in these territories are affected in some way by the elements and values it has and adopt them. Here raises the concept of nationality, where people share the same territory with the same elements, customs, landscapes, culture, language, religion, etc. Usually, people identify themselves with territories they are happy or feel good in.

## 5.3 CATALAN IDENTITY

Catalunya is a region of Spain situated on the north-east of the Peninsula's territory. According to Institut d'Estadística de Catalunya (IDESCAT, Generalitat de Catalunya, 2016), it has more than 7,516,254 inhabitants. Catalunya is a large territory with its own industry, tourism, commercial sector, education, administration, services, etc. There are two official languages, unlike other territories of Spain, which are Spanish and Catalan.

Otherwise there are a very strong feeling of independency inside the major number of Catalan inhabitants. They want to be completely independent from Spain and achieve the foundation of a real nation by the official way. That is a complicated theme to describe and which is very related to the Politics. However Catalans consider themselves different from Spanish people and this is what we are going to describe: their Catalan identity.

### *i. Montserrat Clua i Fainé*

*- The Catalanity is an ethnic identity of a cultural group that has been transmitted through many years. In Catalan territory there is a different language and culture that is not going to be repeated anywhere else.*

As it was mentioned before, Catalan people is a group that differentiates itself from Spanish people because of their different values, language and culture in general. These elements and values have been transmitted through generations and established uniquely in this territory, elsewhere.

*- They are not objective elements, but elements that we have been relating during the time. Therefore, there is no objective criteria, all the elements are formed in function of society's context and the community which is talked about. Constantly, we have elements that keep helping us to identify ourselves with the territory, with the community, with which we share different things.*

Montserrat Clua affirms that it is impossible to describe what kind of elements form part of Catalan identity because they are not objectives and which can be enumerated and, certainly, they are objectives that are in constant change as our society. These elements are adopted by people depending of the era they live in. For instance, the sardana's dance, which was very popular in XX century but nowadays there are only few people that practise it, because the new generations have other style and practise more modern dances, which are starting to be universal in all the world. But this is another branch of identity that is not going to be commented in the thesis.

*- An element that indeed is really important is the language, because it totally defines the Catalan identity, mainly in the nowadays context. The landscape is also important, because it has a symbolic power and it generates emotions.*

The only element that continues existing in all the times is the language. It obviously varies in some little aspects over the time, but in very little dimensions. Catalans differentiates themselves by their Catalan language which they also have as an official one. Certainly landscapes are also a differentiator factor, but the natural ones, because the artificial as buildings and other constructions varies over years.

## **ii. Salvador Cardús**

*- What does being Catalan means? Are Catalans who like to dance sardanes? There is people that like it, and people that don't. Are Catalans people who do Castellers? Someone does indeed, but the majority of the population does not. There are not specific elements because we are complex societies and is very difficult to say that we share something in common, we do not even share the history, because the majority of the Catalan people has come before the civil war.*

Salvador Cardús affirms that there are not specific elements that can describe all the Catalan population. There are people that share some elements but others that share totally different. For example, Barcelonan people have Sagrada Família which is the emblematic building of the city, meanwhile inhabitants from Lleida have another building called La Seu Vella, which is not the identification of Barcelonan people. But all these elements together confirm Catalan identity as a whole.

*- The only thing that is strong and make the difference itself is the Catalan language, and this is because it is not spoken anywhere else. Whether Catalan language was spoken somewhere else, this language wouldn't have such differentiator force.*

As Montserrat Clua, Salvador Cardús also stands that language is the most important element in Catalan culture which really differentiates Catalans from other people. This language is only spoken in the territory of Catalunya and has become a very strong element for Catalans to fight for their independence.



*- Now it is more recognized as an identity in fight, of people that fight for the independence. The problem of the Catalan people is the politic recognition.*

Catalunya is an identity that is recognized as an identity that fight for its independence. Catalunya has not a real identification abroad. It is not even recognized internationally as an identity, because it is “hidden” behind the Barcelonan identity which has become very popular all over the world. Therefore, Catalan identity is recognized only as a political fight, not as cultural, geographical or linguistically differentiator.

### **iii. Jordi de San Eugenio Vela**

*- Catalonia is really rich and is not only focused on Barcelona, because it has three other regions more. What really happens is that Catalonia should have a good strategy able to speak about all the towns and cities around Catalonia, and at the moment this strategy doesn't exist.*

Jordi de San Eugenio Vela affirms that Catalonia has a great number of different regions that are very rich in cultural elements and also in landscapes. These elements together compose Catalan identity. But it is very flow compared to Barcelonan identity. The sociologist states that Catalonia needs a good strategy to make it be seen all over the world.

*- Catalonia should be only one brand, otherwise it would turn out to be a tumult of brands. Neither is positive to create as much brands as possible. The foreign people should understand the Catalonia brand as a unanimity.*

As mentioned before, Catalonia is not one identity, but a lot of small identities together. It can be seen that the territory has four provinces and a great number of cities and villages. Every one of them is different but together they share common elements that make them Catalan.

### **5.3.1 The concept of Catalan identity by the mix statements of three authors:**

Catalan identity have a lot of elements and values that cannot be described objectively because they vary over the years depending on the generations. Catalan territory has many cities and villages with different elements that together compose all Catalonia and its identity in general. It is very complicated to define or enumerate all of them because the list would be very long. In addition there are elements that are shared by some people but not by others and this becomes a characteristic item of the modernity. The unique element that unifies Catalan identity is its language, the one that is only spoken in this territory. For this reason it is very complicated to define a good strategy that will

raise Catalunya as a brand know abroad and, certainly adding the fact that one part of this territory which is Barcelona has a huge importance here.

## 5.4 BARCELONAN IDENTITY

Barcelona is a capital of Catalonia. It is a big territory with many kind of different emblematic sites, activities and personalities that form part of it. In addition, there are 1.604.555 inhabitants (IDESCAT, Generalitat de Catalunya, 2016) that are considered as Barcelonan. Barcelona has also been the most developed city of Catalan territory and, for that reason, it is important to describe its identity.

### i. **Jordi de San Eugenio Vela**

*- Barcelona is known world-wide, whilst Catalonia not that much. The recognition that Barcelona brand has nowadays should help to the same recognition to the Catalanian brand. And, in order to locate and explain the people about the Catalanian brand, we should first speak about Barcelona.*

As it was mentioned before, Barcelona is the focused element of Catalonia. It is a city that is recognized all over the world and due to that fact when we speak about Barcelona everybody knows the theme, meanwhile Catalonia is “hidden” behind this city.

*- Barcelona has generated strategies to potentiate its own brand and they have put resources. The Olympic Games were the big showcase and the attraction to locate Barcelona. From that spot, the people that have visited Barcelona have seen the historic and artistic patrimony; Gaudi’s works, a city in front of the sea, the Born, the Mobile World Congress, etc.*

Barcelona has a very powerful identity as a famous city of our planet. It is not a fact of coincidence, but a great job where a potential strategies have been used all over the year. Barcelona has very emblematic sites that represents the city. For instance, when we speak about Sagrada Família, we also speak about Barcelona, not Catalonia. There are a great number of elements that can be enumerated to describe Barcelona and its identity but the most famous ones are buildings of authors as Gaudi, the beach, cultural centers as El Born and historic patrimony.

### ii. **Salvador Cardús**

*- Barcelona uses certain elements to differentiate itself, such as the Sagrada Familia, the Born, the Parc Güell, etc. These are elements that have attributed some part of the representation. A French anthropologist named Pierre Nora names this facts as “memory*

*places”, that are these spaces where the national memory is built up. There are places, monuments, spaces, landscapes, people that are the elements that allow represent and defend a specific national space. They are which enhance the difference, the personality and whose elements do not belong to anyone else.*

As Jordi de San Eugenio affirms, Salvador Cardús also states that Barcelona has elements that are only in this territory and which differentiate it from others. As Catalan identity, Barcelonan one is full of “memory places” that are recognised by people (the inhabitants and the visitants as tourists), which form the identity of this city. These elements not only are buildings, but also values of the people. For instance, the Catalan language is quite different in Barcelona that in other Catalan regions as Lleida or Girona.

#### **5.4.1 The concept of Barcelonan identity by the mix statements of three authors:**

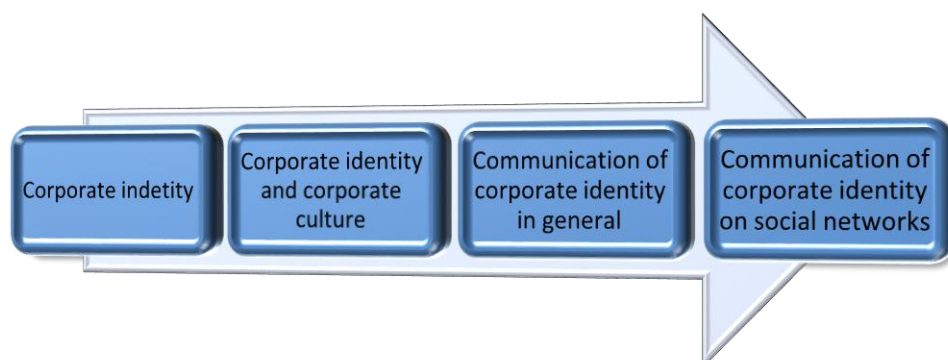
Barcelonan identity, as the Catalan one, has a lot of elements that differentiates it from others. Cities are usually different from other by their sites, but Barcelona is also different by its values, its culture, its language variation, etc. Moreover, the capital of Catalonia is very famous and recognized, and its identity is deeply established all over the world. This fact is because of the strategies that have been used to put the city in a very powerful place.

## 6 DEFINITION OF CORPORATE IDENTITY AND ITS COMMUNICATION BY EXPERTS OF COMMUNICATION

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There have been defined completely the concept of Identity in general terms by sociologists that are experts in this field. It is very important to focus now in *corporate identity* and which are the best manners to communicate it, especially on social networks. Six experts in communication have been interviewed deeply. The specialists are Arantza Danés, communications consultant at Zelig Comunicació; Carlos Garcia, Brand Manager Europe (Reckitt Benckiser) & Digital Marketing Lector (IIMN); Elisenda Estanyol, Professor of Communication Science Studies at UOC, associated professor at UPF, previous worker in public relations agencies and in the communication departments; Ferran Lalueza, PhD in Journalism, professor of UPF, director of COMeIN, investigator of group GAME – Communication & New Media; Ignacio Jaén, Branding Consultor; and Jordi Tudela, Consultor / Director of projects in Ideak (Projects). They commented from their point of view and experience what the identity in corporate level is and how it must be communicated. In this thesis there have been chosen some of their appointments which would be mixed between them and create one unique concept or definition about every section treated in this part.

These sections are explained in the way that is considered from more general to more specific. In other words, there firstly appears the concept of corporate identity (its description); secondly, the differentiation of corporate identity with corporate culture (another definition focusing on the differences); the third section is the communication of corporate identity by businesses in general (the practical section); and, finally, how the corporate identity is communicated on social networks in the best way (other practical section but more specific).



**Figure 6-1. The structure of the sections**

## 6.1 CORPORATE IDENTITY

It is very important to define business' identity to understand the real concept that we deal with in this thesis. There was defined the concept of identity in general words, the one that belongs to people, but it is also used on the area of companies and businesses in its wide extension.

### i. **Arantza Danés<sup>7</sup>**

*- Identity is the essence of what a company is; everything that identifies the company as it is. There are a lot of small companies that spend many years in the market but have not found yet their values, mission and vision. For that reason many times we can see businesses that have nor consistency nor cohesion and the things they tell do not much with the ones they do.*

As Arantza Danés affirms, identity is the most important thing of any business, it is its essence, its "heart". Identity is formed by vision, mission and values of a company, which are its reasons to exist, its activities, its culture, its members' thoughts, etc. All these components must have some kind of cohesion between them and consistence over the time. Some companies did not do well these work and this is the main reason to their failure.

### ii. **Jordi Tudela<sup>8</sup>**

*- Identity is everything that the company does, in different scenarios in which it operates and in the relations with its audiences. It is often defined as the DNA of the company. The point we make to built an image of "corporate" with a distinct personality; who are we? What makes us different? What we want to be?*

Other expert in communication, Jordi Tudela, also stands that the identity is the DNA of any company and it is the balance that is produced between the essence of the company, the things the company says to its public and the actions it does later. Identity is created at the time when members of a company together think about things which differentiate them from other companies: they can be in the area of prices, values, target, territory, etc. Its members must think about how they want their public to see them.

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<sup>7</sup> Arantza Danés is Communications Consultant at Zelig Comunicació working at marketing and communication areas.

<sup>8</sup> Jordi Tudela is consultant and director in projects working at communication areas.

**iii. Ignacio Jaén<sup>9</sup>**

*- The Identity, from the point of view of Branding, is the set of values and attributes that make up the brand and will determine the positioning.*

Corporate identity also determines the positioning of the company: if it has a well-defined values, objectives and actions, the company would be on the best of the positioning; contrary, if the identity is not clear, the company would disappear quickly.

**iv. Ferran Lalueza<sup>10</sup>**

*- For me the corporative identity would be the brand's personality. It is the brand when all its attributes are summed.*

Ferran Lalueza stands that identity is a company's personality, as in people's personal identity. Every company has different attributes that together form a whole identity. Some of them are similar with other businesses but to establish the difference companies' must find the ones that are totally different and potentiate them.

**v. Carlos Garcia<sup>11</sup>**

*- At the end we cannot forget that companies are directed by people. Such people have a feeling of belonging, identification, culture, etc. Everything that identifies them as humans, is going to identify their company as well.*

Carlos Garcia affirms one of the most important things that none of experts mentioned and it is the evidence that companies do not work for themselves, but are directed by people which form part of it. All these people have different values and thoughts, which together form one unique identity. A company is what its people are.

### **6.1.1 The concept of corporate identity defined by communication experts**

Corporate identity is the essence of every company, it is its personality and its DNA. Companies are formed by people where together they construct this identity, with their values, their traditions, their cultures, their points of view, etc. Hence, identity is the reflection of all this parts put on together.

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<sup>9</sup> Ignacio Jaén is branding consultor working at branding and marketing 2.0 areas.

<sup>10</sup> Ferran Lalueza works at public relations, persuasive communication, crisis communication and *Think Tank* areas

<sup>11</sup> Carlos Garcia works at Branding, Strategy Communication, Marketing as analysis of market areas

Many times companies act in the same territory, has the same public or even the same product. They can have a lot of similarities, but they are obligated to differentiate themselves from other in some way. In this point is when companies search differences which they establish as their main characteristics.

Companies that play well the role of their identity, are the ones that succeed, meanwhile businesses that have not any identity defined are the ones that disappear.

## 6.2 CORPORATE IDENTITY AND CORPORATE CULTURE

Often professionals of communication describe the concept of identity with the one that is referred to corporate culture. Hence, it is essential to describe both concepts to understand how culture affects the identity's one. Corporate identity is described very similar by all the professionals, however corporate culture differently depending of every expert of communication. There have been chosen some appointments of the interviewed experts, which are going to be described one by one to create a mixed concept of culture and show differences between both concepts.

### **i. Ferran Lalueza**

*- Culture always comes first, because without a corporate culture is impossible to build up an identity. The corporate culture is a crucial part of the DNA of the brand itself. As soon as a company born, its culture already exists. Logically culture can evolve. On the other side, the identity is the summation of lots of things. The culture could be one of its core elements. The culture is the element that, in some way, define the steps in relation with the people that are part of the company. That is what defines the brand personality and, without it, the identity would not be completed.*

As Ferran Lalueza affirms, corporate culture is always the first one which appears in a company. It is a base of any identity. Culture is formed as a set of different cultural elements that members of a company contribute when they join it. Thus, culture is one of the parts of identity: it is one of the components of the DNA of any business and without it identity would not exist because it is the part that defines the character of the company, its personality.

### **ii. Ignacio Jaén**

*- Corporate Culture is part of Corporate Identity. Probably, the culture is the one which shapes the Identity, hence it appears firstly. Culture is the feature of all the members that create the company or brand: it would be an aspect that has to do with the promoters of the business rather than the brand itself. Thus, it is culture that subsequently moves to the Identity of the brand.*

Ignacio Jaén states the same as Ferran Lalueza. Culture, according to him, is also the first one that appears in every company due to the fact that workers that join the business or the ones that create it, already have a culture. These different cultures merge between them and appears a unique corporate culture that have different elements of all member's.

### **iii. Jordi Tudela**

*- The culture is the factor that determines the identity. Every organization is born and developed in certain time, place and in the interaction of certain people that share and assume some kind of values. Companies are also people, they are human.*

As it was described before, companies are directed by humans and this is reflected totally in their identities. People are all different and this supposes that when they start a business or enter to work in it, they combine their different elements which together form one unique identity. These elements come from their culture and traditions they have lived with all their life.

### **6.2.1 The concept of corporate culture defined by communication experts**

Culture is the base of identity, it is its essential part. Corporate culture is the first element that appears in any business, due to the fact that it is the fusion of different cultures of the workers mixed together. All businesses are people, which share different traditions and cultural elements, which are reflected on the company's culture but also on businesses identity. The identity is formed later when the culture is established and besides the culture it also has other different elements.

## **6.3 COMMUNICATION OF THE IDENTITY BY COMPANIES**

The identity must be communicated by companies to their public in some way. There is different strategies to do so. In the depth interviews to six experts of communication it was be tried to explore which ones are the most used and considered the better ones.

### **i. Jordi Tudela**

*- The first vector of communication strategy is the identity of the company itself: what it does and what it communicates to project an image in the collective imagination. I think the communication of identity must be integrated into all communications of the organization if it really is part of the DNA. It becomes glue that binds and makes cohesion. It is very important to use own language and the design that is recognized by*



*the audience with elements of the public's culture (visual design and environmental design).*

The identity must be communicated in all the ways that a company use to interact with its public. Identity is the first element and the most important that has to be showed to everyone. People must know that the company is different from others in some way and this is what the company must transmit from the first moment. Moreover, there are different manners to communicate it, but this is a theme that will not be treated in this thesis (as all the fact of design). Also the language is the most important element, which is used to identify the territoriality of the company and which can make people to be more emphatic to a business.

## **ii. Arantza Danés**

*It is very important nowadays the fact that the Identity have to be communicated by the company everywhere, it must be seen by the largest number of people. Today all things are very standardized in our society and finally the difference between the companies appears when they know how to better communicate their identities as a whole. The first thing any business have to do is to identify how the company is (its essence), study the distinguishing features of its competition and promote its values above all. Differentiation is essential. The Identity keeps progressing and evolving, but the company must have clear from the beginning what are its values, mission and vision.*

As Jordi Tudela, Arantza Danés also states that identity has to be communicated everywhere with the goal to achieve all the segments of the companies' target. The most important thing is that identity must be clear with its differentiation from others, its values, mission and vision, which are immobile even if the company tries to change other elements that form part of it. For instance, the company can change its logo or the place of headquarter, but it must never change its values defined at the beginning of its creation. Thus, the best strategy is to be coherent and consistent with the identity that has been created at the first moment all over the years.

## **iii. Carlos Garcia**

*- The companies that want to communicate everywhere and to everyone, are the ones that finally fail, because the customers do not feel that much identified with the brand and finally choose another one. And indeed is really good that Moritz makes lots of publications about Barcelona and Catalonia. They are coherent with what they communicate.*

Carlos Garcia affirms that companies do not have to communicate everywhere and to everyone because it can be a start of their failure. As it was mentioned before, they have

to choose their target, their territoriality, their differences and their values and only act and communicate here. When companies try to achieve all the world, they fail.

Other strategy is to communicate their values of identity as they are and as they have been defined at the beginning. It is very important to be coherent with what they say. For example, Moritz has defined itself as a Barcelonan and Catalan brand and for this reason it only communicates content about this.

**iv. Ignacio Jaén**

*- The most important things are the consistency, sincerity and transparency. Either in life or in business we must be consistent with what we think and what we want to achieve. The best way to be consistent is being sincere when you communicate to your target audiences and being transparent when they communicate to you.*

Ignacio Jaén insists that the consistency, sincerity and transparency are the elements that have to be used in all the companies work, and even more when it communicates its identity. It is very important to the companies to be transparent with their publics because it is when people trust them and when a strong bond is created. Moreover, companies must be sincere with the content they communicate, which must to be completely related to the identity.

**6.3.1 The ideal communication of corporate identity by communication experts**

There is not a concrete strategy that can define an ideal model of identity's communication because it depends of every company and its actions. Therefore, all the experts defined the best strategies as the general ones. The most important of identity's communication is being coherent with their words and their actions. Companies must do all they say and define all they do. Businesses also have to be consistent with their values and do not change them when they want to. And, certainly, they must be transparent and communicate only the truth. But to potentiate these three characteristics, companies firstly must to define clearly their identities which have to be understandable for everyone they want to communicate.

Some more specific strategy is the communication always in the same language and with the same design, due to the fact that people must be used to it and identify the company very easily. And, finally, companies do not have to be obsessed to achieve everyone and everywhere because it can conclude them to a disaster. It is better to communicate to less number of people and make them compromising with the company than communicate to everyone and have a little number of "fans" that are not compromised at all.

## 6.4 COMMUNICATION OF THE CORPORATE IDENTITY ON SOCIAL NETWORKS

Communication of identity is important in all the media that the company use. One of them is the world of social networks. They have emerged in our society recently but they have transformed business communication completely. The experts opine what are the best manners to communicate in social networks and what companies must do or not.

### i. **Carlos Garcia**

*- Regardless the channel used (radio, TV, press or social networks), what changes is the customer's insight and the message. The customer's insight is what clients recognise as relevant into a category, things that make the person feel identified with. The companies gets closer the clients and study their preferences and hobbies, and many times they shape some aspects of the brand in order to adapt themselves to their customers. Thus, the channel is indifferent, because what really matters is the message itself.*

Carlos Garcia affirms that the identity is communicated by a great number of channels nowadays but this fact is not as important as a message per se. For instance, if the message is not good people would not be attracted to it (it does not matter what the channel is). Companies must think about the public they want to achieve and do publications about public's interest, always related to the identity of the company.

### ii. **Arantza Danés**

*- Social networks is simply another way of communication and cannot be seen as something isolated, since they also correspond to the global communication strategy that company has. Having a simple presence in social networks is nothing if the messages do not have any value or important information, they must have some kind of purpose. Companies not only have to promote their products, but also to interact with customers.*

Companies do not have to focus their communication only on social networks. They have become an important channel today, but it is not the unique one. Moreover, messages published in social networks must be coherent, clear and reasonable with the identity of the company. And, certainly, businesses also have to interact with their public, not only use their pages to promote the product because people will avoid them and would not feel attracted.

### iii. Elisenda Estanyol<sup>12</sup>

*- In previous years the companies had unidirectional profile and now, there is the possibility of having excellent public relations where the company and the public can communicate between each other. I would say that the most effective strategies in the social networks are those that do not put pressure in its followers with the promotion of products, but those where an interesting content for the public is created. The company should be quickly in this strategy and answer instantly what the public says. Also, summing up, using the language of the territory is another good strategy, because is another excellent and effective way of show up where the brand is from.*

Elisenda Estanyol is another expert that affirms that social networks give the possibility to have interaction with the public of the company. It is very important to establish relationships with customers because that is how businesses can win their trust. The ideal strategy in social networks is to answer the public very quickly, giving them a good message and attract them with a content that have some interest or significance for them. The expert also states that using the own language from the territory the company is directed or it is born in is a very good strategy, due to the fact that people see them related to the company, as one of them.

#### **6.4.1 The ideal communication of corporate identity on social networks by communication experts**

Social networks have not a specific strategy neither. Nowadays companies are required to use social networks because it is a channel where a great number of people move every day and it has become one of the most important ones. But businesses do not have to confuse this channel as the unique, but as just another one to use. The ideal strategy depends on every company, as it was mentioned before. But the general ideas that every company must follow are:

- All the messages published must have some coherence with the identity of the company.
- The messages that businesses publish not only have to promote their products, but also to communicate some other information that shall have interest to the public.
- There have to be interrelation between the company and the public. Companies must listen and answer the people that comment on their publications.
- There must be used a language that is related to the territory the company acts in.

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<sup>12</sup> She works at brand & product communication, events organizations, institutional relations, communication strategy

## 7 ABOUT MORITZ

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Moritz is a Catalan brewery that is more than 150 years old and is considered as the most ancient beer of the Iberian Peninsula (Juanjo Moreno, Yorokobu, 2011). It was created by Louis Moritz Trautmann who came to Barcelona from Alsaciahace in 1851. The beer was firstly produced in 1856 at one of the famous parts of Barcelona, Ronda Sant Antoni (Moritz Barcelona, 2016) and had had real success over the years. It disappeared some period of time in XX century but in 2004 it was relaunched by the fifth and sixth generation of the founder.

To know better about the Moritz's brewery it is important to go back to its history. As it was said before, Louis Moritz arrived to Barcelona in 1851 from Pfaffenhofen, locality of Alsacia (SH Barcelona, 2015). Five years later, he started to produce craft beer at the district of Raval. In 1859 he bought a factory of Joan Maurer which became headquarter of the brewery. Moritz in those times became one of the most important beer producers of Barcelona. For that reason, Louis exposed his beer in different competitions and won Bronze Medal at the Wine National Expo (1877), Gold Medal at the Universal Expo of Barcelona (1888) and Silver Medal at the Universal Expo of Paris (1889). Beer demand increased and business grew with the acquisition of more land. Hence, Moritz won a great prestige and in 1897 and the founder opened up the Moritz's local where the beer could be drunk in situ. The company started its participation in different areas of people's lives of Barcelona and Catalonia. One of the examples is that the brewery had been headquartering of Futbol Club Barcelona of Joan Gamper in 1910.

In 1920 Louis Moritz died. Two years after his death, his heirs created the brewery as Fàbrica de las Cervezas Moritz, S.A. (as a real and official company), which in 1930 has taken over 34% of the beer market of Catalonia. Moritz, to reinforce its participation in Catalan areas, participated in a trade fair that was created by Second Republic in 1934 with the goal to impulse Catalan industry. Two years later, with the outbreak of Civil War, the production of Moritz notably decreased, although it subsequently recovered at the end of the war and the business enlarged its forces. In 1950 Moritz even increased more its sales, production and profits (SH Barcelona, 2015). For that reason, in 1966 Moritz started its era of the publicity, where its first campaign is about one of its beer called *Epidor*.<sup>13</sup> (Moritz Barcelona, 2016).

The business continued to grow up steadily but in 70s the oil crisis seriously affected various sectors of the economy and Moritz owners decided to sell their part of the stakeholders and close the company in 1978. Louis Moritz's generations always wanted

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<sup>13</sup> The campaign name was *Ep, Ep, Epidor!*

to reestablish the company because they thought it could someday come back and be part of the beer market of Catalonia.

It is not until 2004 that the fifth and sixth generations of the founder decided to reopen the business and start again with the revival. This time, they clearly wanted to position themselves as the “Beer of Barcelona”. (SH Barcelona, 2015). They started to participate more actively in public’s lives and spread their identity to all the audiences. Company’s main goal was the recuperation of the architectural and cultural heritage. The clear examples are the rehabilitation of the factory Fàbrica Moritz Barcelona, in the heart of the city; the remodeling of the legendary cafe Bar Velòdrom and the participation in the design of the restaurant situated in one of the emblematic Barcelonan cultural attractions El Born Centre de Cultura i Memòria. The same way, the company collaborates in other gastronomic and cultural institutions of Barcelona and Catalonia. With this proposal Moritz aims to go beyond to its industrial activity and wants to become a reference point of gastronomy and leisure of Barcelona (Centro de documentación publicitaria, 2007).

➤ **Cronology of Moritz’s history:**

- **FIRST PERIOD (Moritz, 2016)**



- **SECOND PERIOD** (Juanjo Moreno, Yorokobu, 2011).

2004	• The family Moritz come back to Barcelona with their famous beer
2005	• They take as a symbol the car SEAT 600, fabricated in the past century in Barcelona
2007	• Lounching of new types of beer of the company
2009	• Moritz inaugurates Bar Velòdrom
2013	• Moritz takes over the space called 300 El Born and creates the beer 17.14

Today, Moritz covers 5% of the Catalan market. It has 15,000 clients in Catalonia and 6,000 in Barcelona (Juanjo Moreno, Yorokobu, 2011). But it also sells in UK, USA, Australia, Japan, New Zeeland and so on in 17 countries more, linking always their brand to Barcelona. In 2014 the company had turnover 37 million Euros, despite the crisis (Centro de documentación publicitaria, 2007). However, nowadays the brand remains outside the Spanish market, due to the fact that they believe that the current political context and the fight that takes place in the country is not the appropriate to expand throughout the national territory. They also had seen the brand as totally Catalan and independent and still remember that their Catalan values have been questioned in the era of Franco.

Therefore, the company reborn as a drink that identifies with the cause of Catalan independence. Moritz labels only in Catalan language and its main communication to the public is basically Catalan. And, certainly, the brand's workers are Catalans and most of them bet for the independence of Catalonia (J. Reixac, El Triangle, 2014).

## 7.1 THE MAIN POSSESSIONS OF MORITZ

Moritz, as it was mentioned before, has a high level of participation of the everyday life of Catalan and Barcelonan people. But the main things the company has are greatly related to both identities. There are three of them that are the most remarkable:

### 7.1.1 “Fàbrica Moritz Barcelona”

It is the factory that has been opened in 1856 and reopened in 2004 with its certain restoration by the famous architect Jean Nouvel<sup>14</sup>. It is considered one of the first buildings of the new Eixample. They still retain the vestiges of the factory that was operated all over the century and became the benchmark that is still preserved in the historical memory of the residents of the area it is situated.<sup>15</sup>

Inside the factory there is a bar called Bar À Vins, the M-Store where all the products of the company are on sale, a kiosk, a “concept store” where they sell artisanal bread from oven, multipurpose rooms where they celebrate different events and cultural activities or parties and a bar where people can buy and drink beer. The factory is considered one of the largest breweries in Europe (Moritz Barcelona, 2016).

### 7.1.2 “Bar Velòdrom”

Velòdrom was a cafe o local considered as a legendary place where the intellectuals gathered many decades ago to play cards, discuss current events, write or share experiences. Moritz wanted to recover this place and keep its original spirit. Thus, they rehabilitated the legendary literary cafe at the Muntaner Street of Barcelona. They keep the architecture art Deco that Velodrom had originally. Moritz consider its DNA is “tradition and modernity”, which predominated in the past century in this cafe.

The company wanted to return Velodrom as a meeting point of Barcelonan cultural life, as it was in the past. People where used to sit there and talk, as it is supposed to promote now in this place (Moritz Barcelona, 2016).

### 7.1.3 “El Born de Cultura i Memòria”

El Born is one of the most charming neighborhoods of the city and the nerve center of the tercentenary celebrations of 1714. Moritz wanted to be present in this place and since 11 of September of 2013 the company has its own gastronomic space called El 300 del Born<sup>16</sup>, where the business presents historical gastronomy of Catalonia. El Born is one of the most important symbols of the Catalanity in Barcelona (Moritz Barcelona, 2016).

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<sup>14</sup> The style of the factory is considered modernist architecture.

<sup>15</sup> It can be find by the direction Ronda Sant Antoni, 39 (Barcelona), SPAIN.

<sup>16</sup> It is situated at Plaça Comercial, 12 (Barcelona), SPAIN



Moritz considers that it has very huge commitment with El Born. For this reason the company wanted to dedicate to the Cultural Center a beer which was named Barcelona Born 17.14 and is only available to buy or drink there.

## **7.2 MORITZ'S IDENTITY**

Catalonia has a great number of beer in its market and this is the thing that determines the competency of Moritz. But the brand we are analyzing in this thesis have find the differences they have with other breweries brands and intent to potentiate them above all. In a depth interview of Moritz's social media manager, Leticia Rodriguez<sup>17</sup>, there can be seen what are the main elements that determine brand's identity and how do they communicate them to their public, especially on social networks.

"The identity is essential for Moritz and what makes it different from other brands, becoming something more than a product. Moritz is more than a beer thanks to a rich identity formed by several elements that are not based only on product features"<sup>18</sup>, affirms Rodriguez. Thus, the company not only promote the beer, but it also has other values related to people of its territory which they also want to promote or communicate.

Their main part of identity is culture, the one they promote a lot. The social media affirms that "culture is one of the cornerstones of our identity. It is part of our DNA. We build our brand and differentiate us from others through the participation and support of cultural events. The construction of ourselves is based on participation and promotion of the culture". Culture, for them, are traditions and elements that conform a Catalan society. For instance, Moritz always opts to promote all concerts that take place in Barcelona.

Returning to a general concept of Moritz's identity, there are three fundamental axis that compose it which are, according to L. Rodriguez, "tradition and modernity (we are the most ancient industrial beer at the south Europe), Barcelona (Louis Moritz came to the centre of Barcelona and started the production of our beer here) and Culture". As it can be seen, the most powerful element is culture which is totally related to tradition and in some way to modernity. They treat the Barcelonan culture but also the Catalan one, because as if it is known Barcelona is part of Catalonia. Otherwise it can be said that Barcelona has its own history and some traditional elements that not depend on the culture that all the territories of Catalonia have.

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<sup>17</sup> L. Rodriguez words as a responsible in defining the strategy on social networks of the company.

<sup>18</sup> All the appointments can be fins in the part of Annex, in depth interviews section.

As it was mentioned before, identity must be created on the beginnings of the company. Companies secondary elements can vary over the time but its essence must stay immobile. This is what happened to Moritz's which was closed some time and reopened with new elements but its identity remained the same. Leticia Rodriguez describes it as "it has become richer, has grown and we have incorporated new elements, but the essence is the same".

Barcelona is their identification and, according to Moritz's social media, a major part of elements the company promote are from Barcelona. But it also speaks about Catalonia in their communication to the public. She affirms that "one thing includes another. We are Barcelonan because we were born at the centre of the city and we are Catalans because this is our territory. Firstly, we have a huge presence in Barcelona but today you can find Moritz in all Catalanian territory". Both Barcelona and Catalonia are essential in their brand. The areas they communicate the most, as Rodriguez affirms, are culture (mentioned before) and gastronomy (it can be seen also with the opening of new restaurant called *Born 300*).

Moreover, Moritz's is related to its territory and it is focused on a local point of Catalonia. They think that it is important to have a little number of public but engaged to them than a large one and without any kind of commitment. Leticia says that "for us it is something natural; we are from Barcelona and that is what we transmit. There are other brands more global but for us it is important this kind of local point which facilitates us to transmit to the public what are our actions".

As to communication of their identity in general, Leticia Rodriguez states that "a brand is built through what it does, not what it says by its advertising. We communicate what we are through our sponsorship and activities. We make traditional advertising, but this is not the focus of our communication. Our strategy is slower but allows us to get to people with more 'reality'. We want people to live the essence of Moritz and make them to create an idea of the personality we have by themselves." Thus, they communicate their essence without press people to believe what they are, they let them to interpret what they communicate to make people conclude about company's image by themselves.

Referring to social networks, social media strategist describes Moritz's communication as "we have not marked a written pattern because we like to improvise. Our principle is: COMMON SENSE. We like to talk at social network about the themes people talk at the moment and this is a thing that cannot be predicable. We intend Moritz to actuate as a person, not as a cold brand. We like to be closed to people and approach to the actuality". They act on more than seven social networks, which are going to be analysed later on, but their choice is to work on the same social networks as their followers.

### 7.3 EXPERTS OPINION ABOUT MORITZ'S COMMUNICATION STRATEGY

Some of the experts<sup>19</sup> interviewed commented about Moritz, its identity and how it communicates it, especially on social networks. Jordi Tudela, Ferran Lalueza, Elisenda Estanyol and Carlos Garcia have showed their point of view about the company. Some of the statements coincide with the ones that social media of Moritz affirmed. It would be interesting comment them one by one, which would help in the analysis of the company's social networks.

#### **i. Jordi Tudela**

*- Moritz searches the complicity of the audience by integrating cultural values of Barcelona and participates by promoting and generating conversation about events in the cultural life of the city. This is the engagement that every company searches in social networks. It is the cultural identity that inspires and embodies the conduct of the company. The content of Moritz published in social networks includes characters of the culture (music, cinema, politics...) of the environment of Barcelona. Moritz includes cultural values of the cultural Barcelona.*

As Leticia Rodriguez affirmed, Jordi Tudela also states that Moritz's principal goal is to promote the cultural life of Barcelona, generating publications about events that take place at the capital of Catalonia. This is a good strategy to attract Barcelonan citizens and inform them not only about news of the products of the company but also about the events that will take place, both at the company and at other places of the city. This also creates a conversation between the company and its public, which is very positive to its good reputation.

#### **ii. Ferran Lalueza**

*- Since the beginning Moritz tinkered with this role of identity. Firstly, more than Catalan, Moritz has been Barcelonan. But, slowly, this brand has been rooting its identity with Catalonia. In social networks its activity has been deeply related with the sponsorship of events, mainly of culture, theatrical, gastronomy, etc. That is, precisely, what gives Moritz a very important visibility in its own territory. That is a fact that gives to this brewery brand the capability to play a very local card. Moreover, in some occasions Moritz has played its role in favour of Barça. Moritz has never sponsored this team but, however, it has been its fan. In some occasions there have been publications about certain matches in its social networks. Thus, even though Moritz did not have a real economic link with FCB as other companies did, Moritz has been eager to support them in order to enforce its role as company rooted with Catalonia.*

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<sup>19</sup> There can be seen all depth interviews in Annex.

Moritz was founded in Barcelona and it has always been considered as Barcelonan brand. It has been always its main differentiation. But, over the time, it has expanded its production to other parts of Catalonia. For this reason, the company not only promotes Barcelonan events and activities, but also Catalan ones. Ferran Lalueza affirms that its identity is focused on the areas of culture and gastronomy of its territory. Moritz opted to be a local beer and attract a largest number of people easily.

*- Its distribution was only done in Barcelona. However, in the present times, Moritz has spread its distribution all over Catalonia and has been identifying itself with the Catalan feeling. It should be noted that both identities are not black and white, but they cross themselves.*

Recently Moritz expanded to all Catalonia and communicates not only elements from Barcelona, but from the whole Catalan territory. It is important to mention that both identities are not different due to the fact that Barcelona is capital of Catalonia and they are strongly interconnected.

- The language used is basically Catalan.

The language is the most significant element in all the communications of all the brands. Logically, Moritz uses Catalan, the one that is from its territory.

### **iii. Elisenda Estanyol**

*- Moritz has a strong tendency to link itself with the Barcelona brand and with the scope of Catalonia. What Moritz does really good is having a restaurant just in the core of the Catalan and Barcelonan cultural historic referent, the Born. Moreover, Moritz sponsors lots of activities, mainly in the world of the Catalan culture. In addition of that, they also communicate a lot with other Catalan brands, such as Munich. Moritz contributes with lots of activities and events of little format in the Catalan scope, such as, university scope. It is also important that Moritz possesses the Fàbrica Moritz, where apart from offering beers tasting and a route to watch how the beer is done, they also have room where Moritz staff organize cultural activities and Moritz tend to give this room up to other Barcelonan and Catalan entities in order to be able promote their own events.*

Moritz has developed a great strategy which consists on be engaged with an extensive number of different events of Barcelona and Catalonia. Elisenda Estanyol gives some of the examples but the one that highlights the most is Moritz's restaurant in the cultural place of the centre of Barcelona. This one not only includes Barcelonan activity but also the culture of Catalonia.

*- Barcelonan brand is really strong and is easy to have success communicating it. Whether Moritz wants to increase its Catalanian profile there should be an increase of presence in other locations of the territory.*

Moritz has intensified its Barcelonan brand a lot but not the Catalan part. Therefore, Elisenda Estanyol opines that it is important Moritz to work more deeply in the sector of Catalan identity.

**iv. Carlos Garcia**

*- What Moritz have done well versus other companies is to have its strategy and the execution of it really clear. That is pretty common in the companies. Moritz has focused on a certain type of public, and has left aside other targets, such as the ones outside Catalonia, and has focused all the efforts in this territory. And indeed is really good that Moritz makes lots of publications about Barcelona and Catalunya. They are coherent with what they communicate.*

Carlos Garcia thinks that Moritz is doing a great job in the field of the communication of its identity. The company has clearly defined its values and communicate them perfectly to their public. Another action well done by Moritz is the segmentation of its target and the collocation of the brand in local scale. This action allows the company to win trust and consistency of their public.

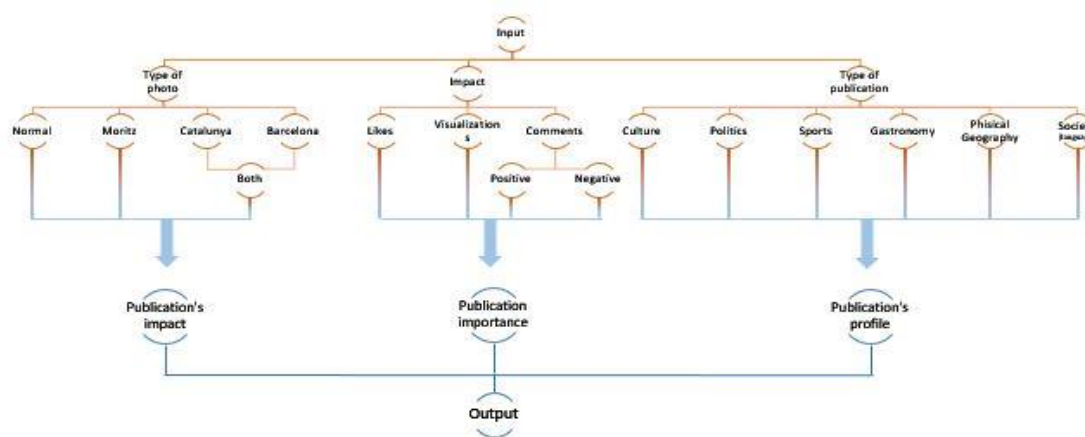
## 8 QUANTITATIVE ANALYSIS OF SOCIAL NETWORKS OF MORITZ

In the present work, Moritz's social networks have been temporally analysed during the months from January 2015 to December 2015. All the whole year have been analysed, but every social network had its specifically period. This division is because of the impossibility to the analysis of the year in every social network due to the insufficient period of time of working and to the restriction of Twitter analysis of the publications that are older than 3,000 tweets<sup>20</sup>. Therefore, the analysis of social networks of Moritz's company has been distributed by the following structure:

- Youtube – January, February, March, April      · Flickr - January, February, March, April
- Instagram – May, June, July, August              · Facebook – May, June, July, August
- Twitter – September, October, November, December
- Pinterest – Timeless<sup>21</sup>                                      · Foursquare – Timeless

These are seven social networks the Moritz uses habitually. They are all linked in the company's webpage and very accessible to the public. Thanks to this kind of division by period of time, we can see all the publications of the year 2015, but in different social networks. It could not be very representative, but it has strokes of all twelve months.

Definitely, the study aims to understand how the Moritz brand uses the Catalan and Barcelonan identity and communicate it to their public. To do so, a statistical analysis has been designed, where the inputs and outputs extracted from the social networks are the ones shown below:



**Figure 8-1. Analysis's scheme of every publication on Moritz social networks**

<sup>20</sup> There is the possibility to only see publically 3,000 latest tweets. The programme that we have used in this part of analysis is *SnapBird* (<http://snapbird.org/>).

<sup>21</sup> It means that Foursquare and Pinterest have been analyzed by all their publications.

As we can see up, every publication chosen by the period of time assigned is analyzed by all of the items the scheme consists. First of all, it is important to detect if the publication is Catalan, Barcelonan, both of them, exclusively of Moritz – as promoting some of its products – or normal, without any aspect that would differentiate company's identity from others. After that, we analyze the impact of the publication, and this includes likes, visualizations and comments – positive and negative. Finally, comes the part where we ruled the publications which were named as normal and exclusively of Moritz and we focused on only the Catalan and Barcelonan ones to find out the areas of both identities: culture, politics, sports, gastronomy, physical geography and society.

The results have been tabulated as numerical inputs or letter inputs (Yes/ No). Numerical inputs have been used for impact inputs, where the number of likes/visualizations/comments has been introduced in our database table. On the other side, the type of photo or publication inputs have been introduced as YES or NO, whether or not each publication meets the requirement. For instance<sup>22</sup>:

Barcelona	[...]	Catalan	Likes	[...]	Comments	Culture	[...]	Society
YES	[...]	NO	750	[...]	12	NO	[...]	YES
YES	[...]	YES	1100	[...]	22	YES	[...]	NO

*Table 8-1. Illustrative image of the social networks database.*

Subsequently, owing to the fact that this sort of database is extremely difficult to analyse a data treatment must be done to properly proceed with the calculations of the commented outputs. Hence, what has been done in the present thesis is transform the letter inputs into numerical inputs using binary variables. This mathematical resource helps the statistical calculations turning out two independents variables into (1 or 0) values, what in our case the independent variable of "Yes" corresponds to "1" and the variable "No" to "0".<sup>23</sup>

Barcelona	[...]	Catalan	Likes	[...]	Comments	Culture	[...]	Society
1	[...]	0	750	[...]	12	0	[...]	1
1	[...]	1	1100	[...]	22	1	[...]	0

*Table 8-2. Illustrative image of the social networks database transformation.*

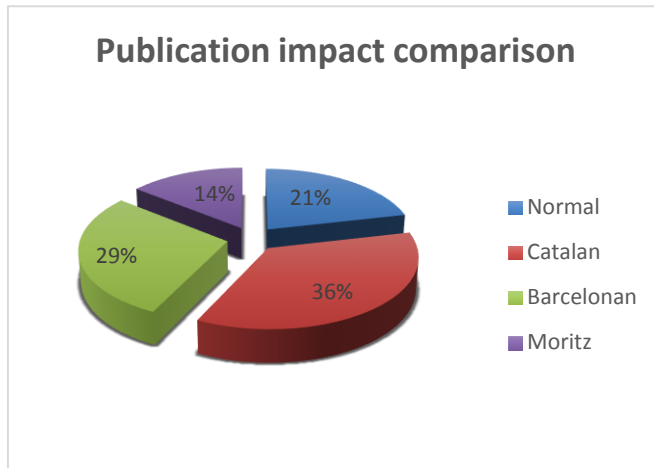
Finally, the results of the database have been transformed in graphics which show all the analysis done more visually. It would be convenient to describe all of these graphics below. The description is divided by social networks with the goal to make clear all of the results and not to mix them because the understanding could be more difficult.

<sup>22</sup> Database or numerical tables realized with Excel are joined in Annexes. All the variables are showed of all the social networks.

<sup>23</sup> This transformation are just an example to make understand how the analysis have been done.

## 8.1 SOCIAL NETWORKS IN GRAPHICS

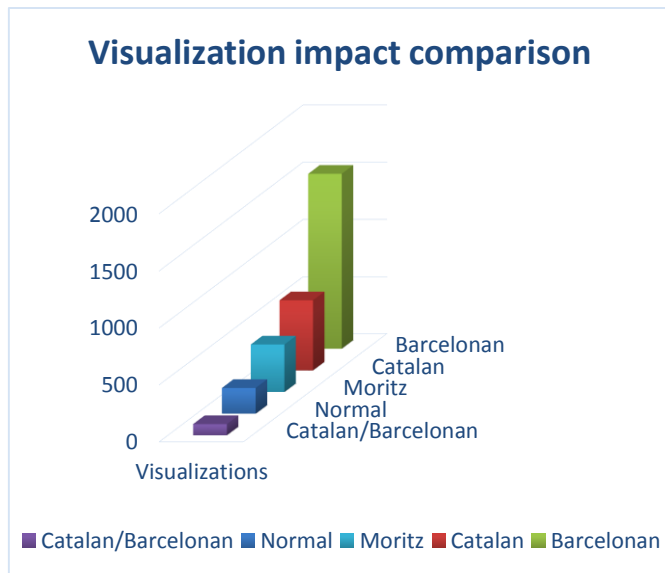
### 8.1.1 Youtube



In the graphic we can see what percentage every area composes. The one which wins the biggest piece of cheese is Catalonia (Catalan publications), with 36% of all the publications analysed. The one that follows the winner is Barcelonan area, with 29% of publications. After them, normal ones and Moritz's compose 35% of videos published in Youtube.

**Figure 8-2.** The graphic represents the quantity of different publications

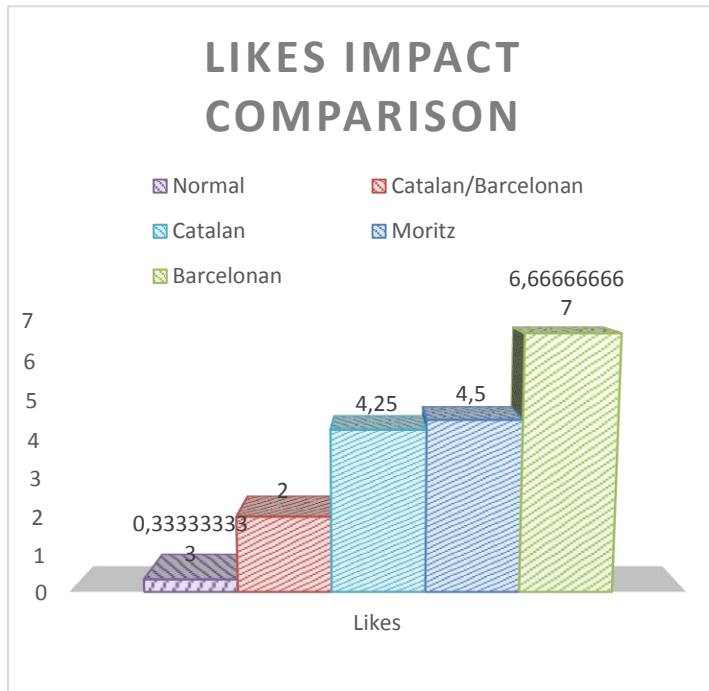
The graphic of visualization impact is more or less the same as the previous one. The videos that have been more seen are Barcelonan (1531 visualisations), followed by Catalan ones (615 visualisations). We have to sum to them the publications which are Catalan and Barcelonan (98 visualisations) at the same time<sup>24</sup>. Only a third part of the videos belongs to normal and Moritz's ones (417 visualisations). We can see here a great impact of the interests of the public.



**Figure 8-3.** The graphic represents the number of visualisation of the publication by areas

<sup>24</sup> Catalan/Barcelonan o Barcelonan/Catalan is the area that englobes publications that have items of Barcelona and Catalonia at the same time.

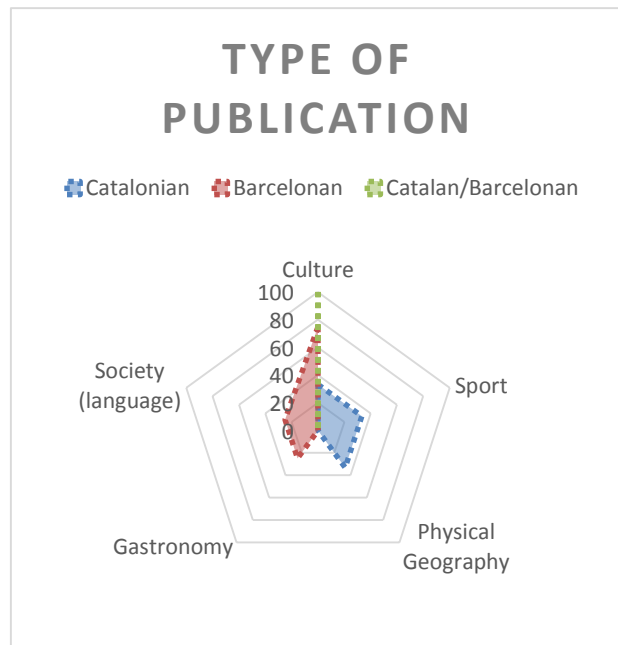




**Figure 8-4.** The graphic represents the likes different publication received on Youtube

Here we can see a strange event, where the publications changed their usual place, as in graphics up. The audience likes more the Barcelonan and Moritz's publications and the Catalan ones go down to the third place. There is no explanation to that. Perhaps, people exclusively Moritz's publications are more interesting or funny. However, if we sum Barcelonan, Catalan and Barcelonan/Catalan at the same time, they are much more than Moritz's and normal ones together.

This graphic represents the type of publication of the areas of Catalan and Barcelonan ones. There is no representation of Moritz or normal publications. As we can see, the graphic is divided in Culture, Politics, Sport, Society, Geography and Gastronomy. In Catalonia, there are 33% of Culture, 33% of Sport and 33% of Geography. In Barcelonan publications there are 25% of Gastronomy, 25% of Society and 75% of Culture. And in Catalan/Barcelonan publications there is all Culture represented, with 100%. Hence, the winner of both areas is Culture.



**Figure 8-5.** The areas that appear the most of Catalan, Barcelonan or both on Youtube

### 8.1.2 Flickr

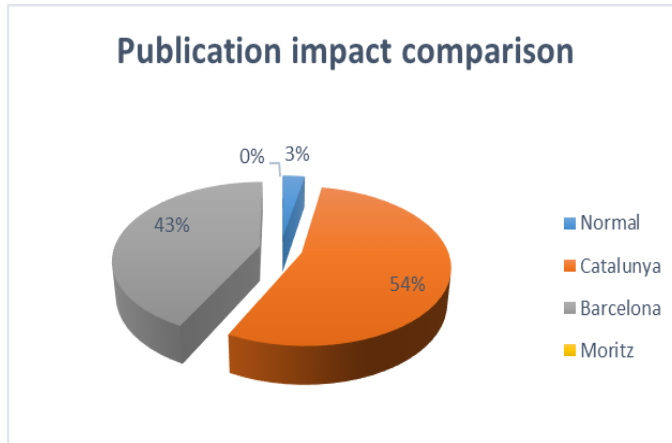


Figure 8-6. Publications by identities on Flickr.

In this graphic there is a clear exaltation of Catalan publications, more than a half of the total (54%). The second section that predominates are Barcelonan publications, with 43% of them. And, finally, normal ones only represent 3% of the total. Exclusively Moritz's publications do not have the representation in this social network.

The following graphic represents the visualization impact of the publications. We see another time that the ones which have more visits are the Catalan/Barcelonan, but summing to them the ones that are just Catalan and Barcelonan separately, the number of visits exceeds almost double comparing to the normal publications. However, normal ones have more visits that Catalan or Barcelonan separately.

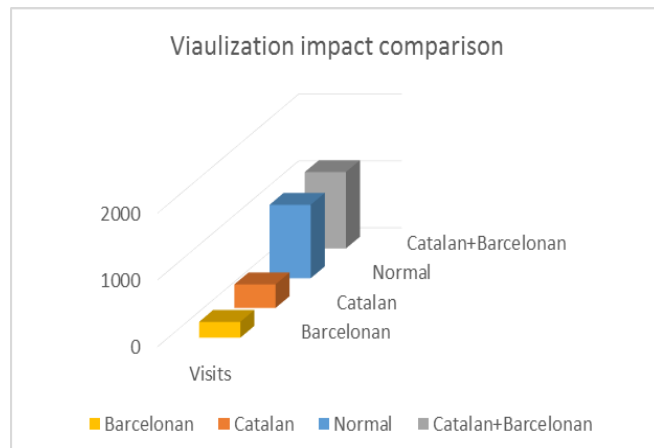


Figure 8-7. The publications more visualized by identities on Flickr.

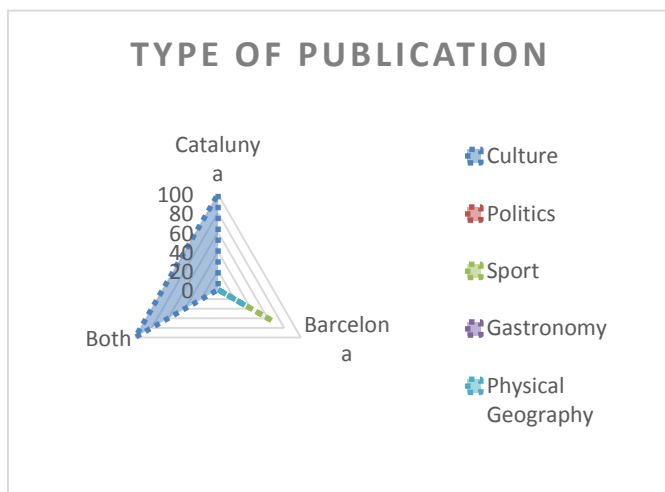
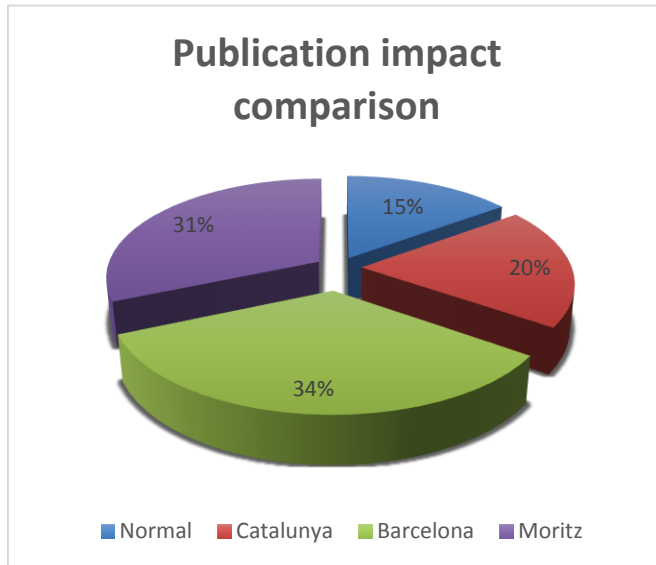


Figure 8-8. Areas that are mentioned at the publications on Flickr

We can see in this graphic the type of Catalan, Barcelonan and both areas of publications. There is a clear sample of Culture, which in Catalan publications and Barcelonan/Catalan ones is 100%. Sport is also represented here which reaches 66% in Barcelonan area. This fact is due to the existence of Futbol Club Barcelona in the city. Finally, Geography has a 33%, also in the area of Barcelona.

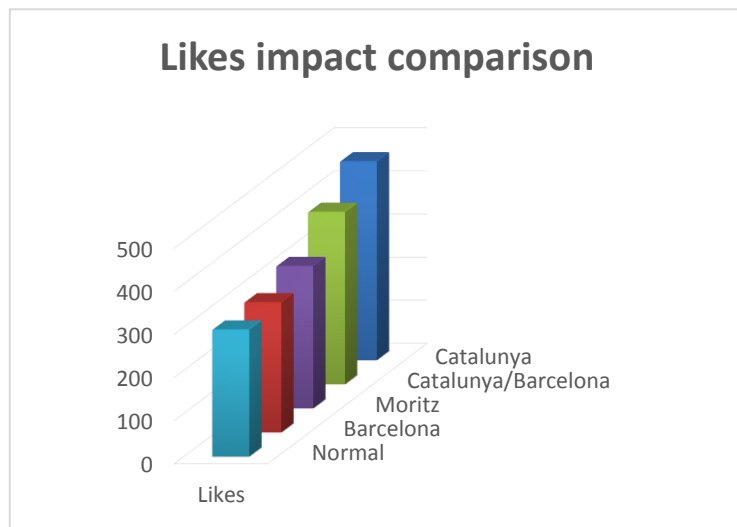
### 8.1.3 Instagram



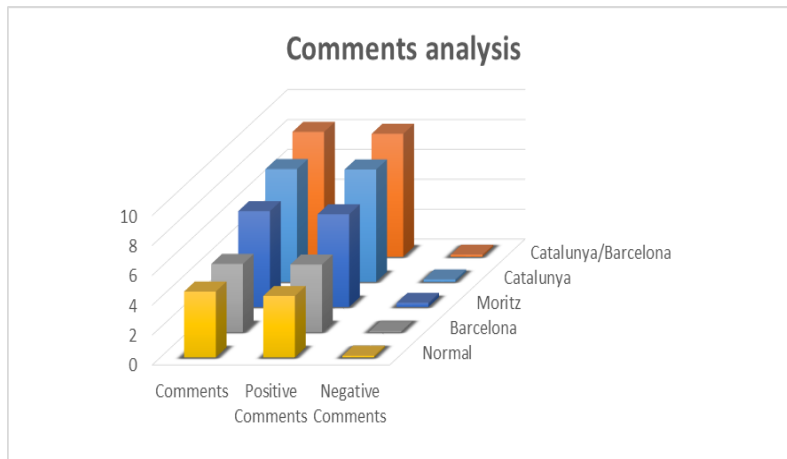
**Figure 8-9. The percentage of different publications on Instagram.**

In this graphic, as in the first ones of social networks described before, we can see a little change in the data. We can see that the leader here is Barcelonan area, with 34% of publications. It is followed by exclusively Moritz publications, represented by 31%. The third place is for Catalan ones, which have 20% of photos and videos in Instagram. The last position is for normal ones that only have 15%. But, if we sum Catalan and Barcelonan, we can obtain a 54% of the publications, but only 45% of summing Normal ones and Moritz's.

There is a great number of likes in Catalan area (461.46 likes per photo), followed by Catalan/Barcelonan which reaches 400.13 likes per photo. In the third position we can find exclusively Moritz's publications with 330.465 likes per photo, followed by Barcelonan area with 302.355 likes per photo. The area that stands on the last place is Normal one. We can see that the major number of likes go to Barcelonan and Catalan areas, together and separately.



**Figure 8-10. Likes that different publications received on Instagram**

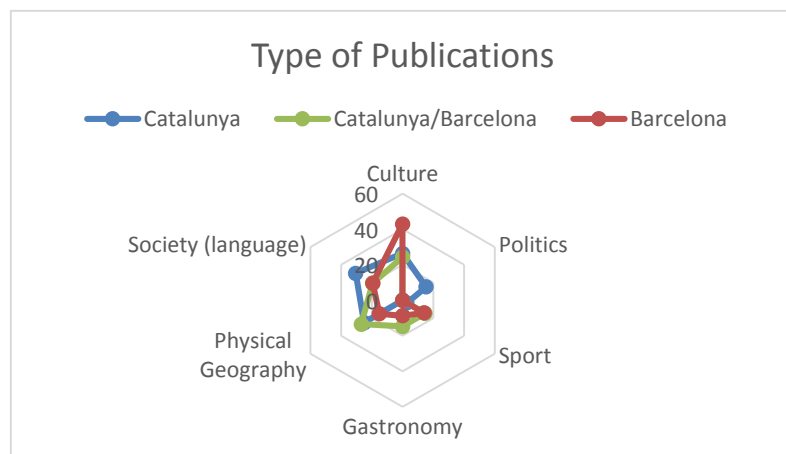


**Figure 8-11. Quantity of positive and negative comments on Instagram**

This is another type of graphic that our analysis is composed. It is very important also the comments of the public, not only their likes. Logically likes are related to good comments. Sometimes the large quantity of comments can be bad, but in Moritz company's case they are not. Hence, we can see

that the most commented area are Catalonia/Barcelonan and Catalonia. Barcelona has the fourth place, behind Moritz's publications. Otherwise, the sum of the Catalan and Barcelonan are much more than Moritz's and normal ones together. Almost all comments are positive, with a little exception in all areas. However, Moritz's publications are the ones that have more negative comments.

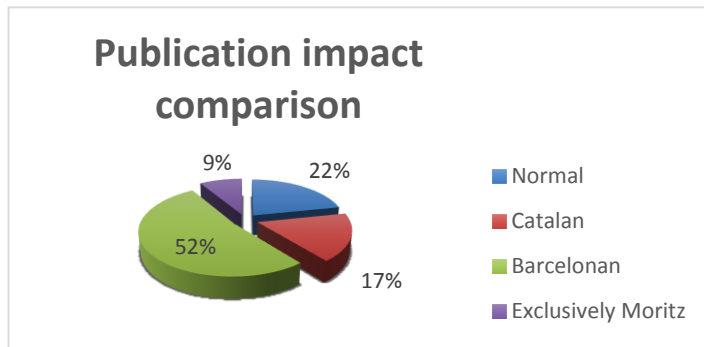
The type of publication, as in other graphics described before has a winner the Culture. In Barcelonan area it has a representation of 43%, in Catalan 26% and in publications that have both of the areas 24%. Politics has 15% only in Catalan area. Sport reaches 3% in Catalan



**Figure 8-12. Type of the areas of the publications on Instagram**

one, 14% in Barcelonan and 15% in both of them together. Gastronomy is not represented in Catalan area, but it has 9% in Barcelonan one and 15% in both. Geography is in three of the areas: 25% for Catalan, 15% for Barcelonan and 27 for both. The same as the previous area happens with Society: 30% in Catalan one, 19% in Barcelonan and 20% in both of them.

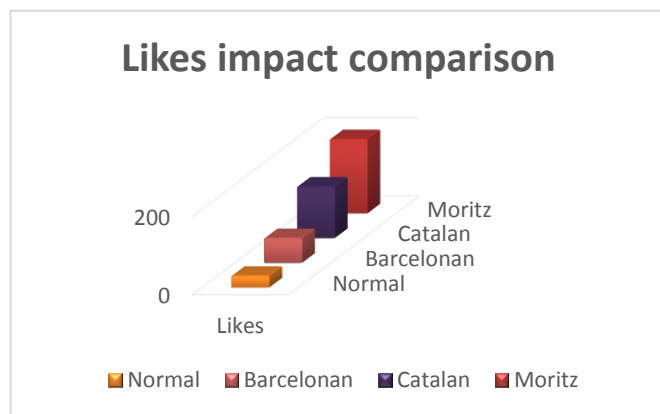
### 8.1.4 Facebook



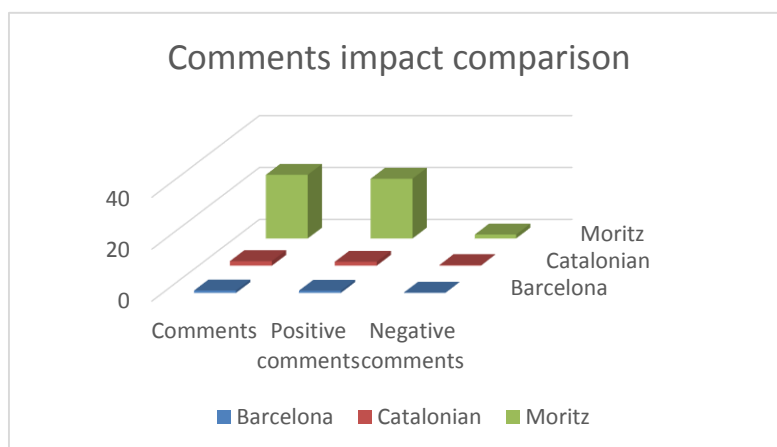
**Figure 8-13. Publications by areas on Facebook**

Facebook is another social network that has a great number of publications of Barcelona (52%) and Catalonia (17%). Otherwise, there is also a large number of Normal publications, which exceed 22% of the overage. Exclusively Moritz's publications have only 9%. Hence, there can be seen that the promotion of the beer products is low.

In this graphic there is a representation of the likes' impact of the four areas analyzed in the thesis. Moritz publications take the first place, followed by Catalan and Barcelonan ones. Normal publications do not have a lot of likes compared with others. There is no a clear explanation of this kind of phenomena, perhaps the publications of Moritz beer are more attractive visually in this social network. But if we sum the likes of Catalan area to the Barcelonan, there would be the result of the same likes as in Moritz's publications.



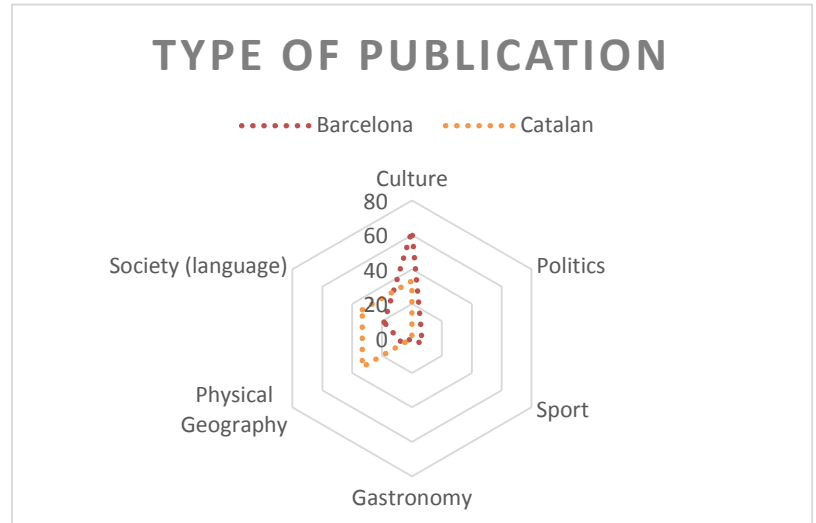
**Figure 8-15. Likes that different publications received on Facebook**



**Figure 8-14. Quantity of positive and negative comments on Facebook**

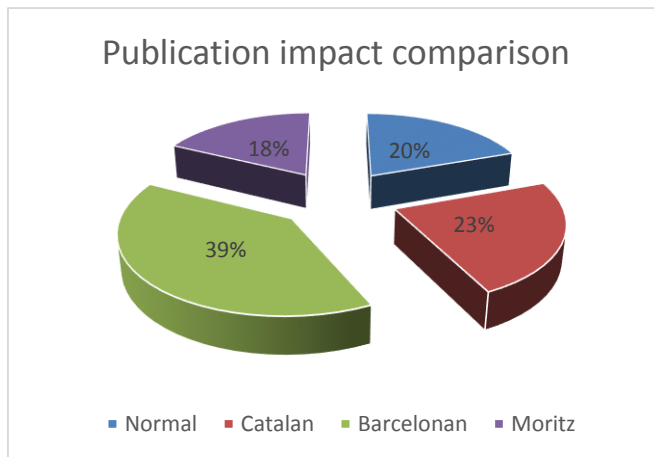
In this graphic happens the same phenomena that in the previous one: Moritz's publications have the greatest number of comments as the other ones. Normal publications are not represented in this graphics because they do not have comments at all.

The graphic represents the types of publications of all areas analyzed. The particularity of this graphic is that there is only Catalan and Barcelonan areas, because Catalan/Barcelonan have not any publications in this social network. As usual, highlights the type of Culture: in Barcelonan area it has 66% and in Catalan 33%. But in Catalan area the same percentage also represents Geography and Society, while in Barcelonan area Geography has only 6% and Society 19%. There can be seen that in Barcelonan area Politics and Sport have 6% of publications separately.



**Figure 8-16. Publications by areas on Facebook**

### 8.1.5 Twitter



**Figure 8-17. Quantity of publications by different identities on Twitter**

The same phenomena happens in Twitter, as in other social networks commented before. There is a large number of publication of Barcelonan area and also of Catalan one. 62% of the publications are from both areas. The other 38% are normal and Moritz's publications, the first ones overcome the last ones.

This graphic represents the type of publication of the Catalan, Barcelonan and both areas. Culture continues being the winner of all of them: Catalonia has 47%, Barcelona 45% and Barcelona/Catalonia 34%. In Catalanian area the second place goes for Gastronomy with 40%, the type that in Barcelonan/Catalan area has 15% of publications. In Barcelonan area the second place is for Geography with 19%, which in Barcelona/Catalonia is 11%. And, finally in Barcelona/Catalonia the second place is Society with 32%. The other types in these three areas have a little number of percentage, less than a 10%, which goes for Sport in Barcelonan area.

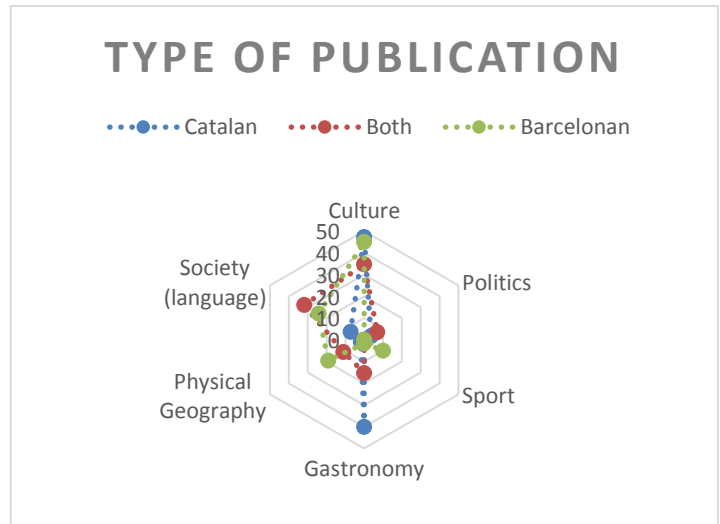


Figure 8-18. Publications by areas on Twitter

### 8.1.6 Pinterest

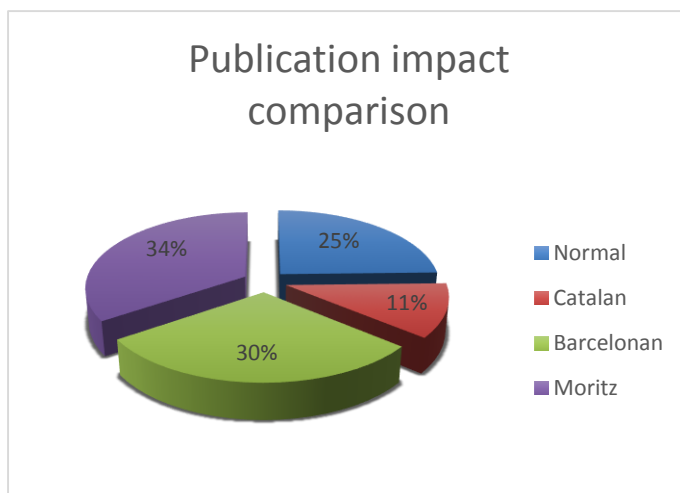


Figure 8-19. The publications by different identities on Pinterest

The graphic represents the publications impact comparison. There can be seen that publications of Barcelona are on the second place and the Catalan ones are the last. This phenomena is not common in other social networks. Otherwise, Barcelonan publications with 30% and Catalan ones with 11% continue being the areas with a greater representation in the analysis of the social networks in the thesis.

The graph shown below represents que likes impact in the publications. In Pinterest the most published area is exclusively Moritz, although the area that has most likes in Catalan, followed by Catalan/Barcelonan. If we sum this both areas with the Barcelonan one, there would be more likes that in the sum of Moritz and Normal areas.

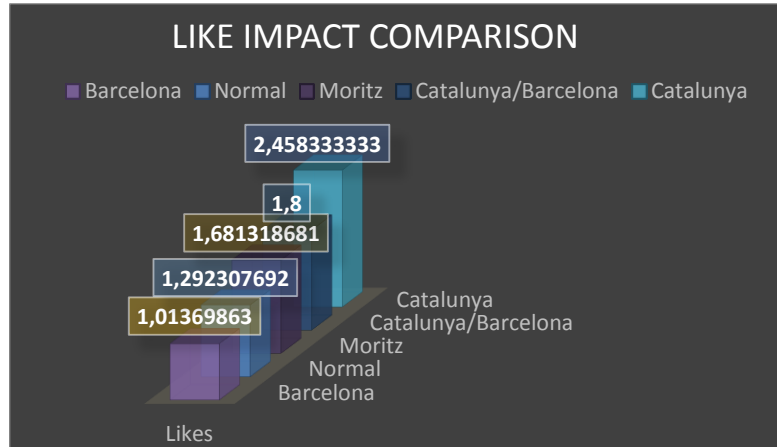


Figure 8-20. Quantity of likes by different identities on Pinterest

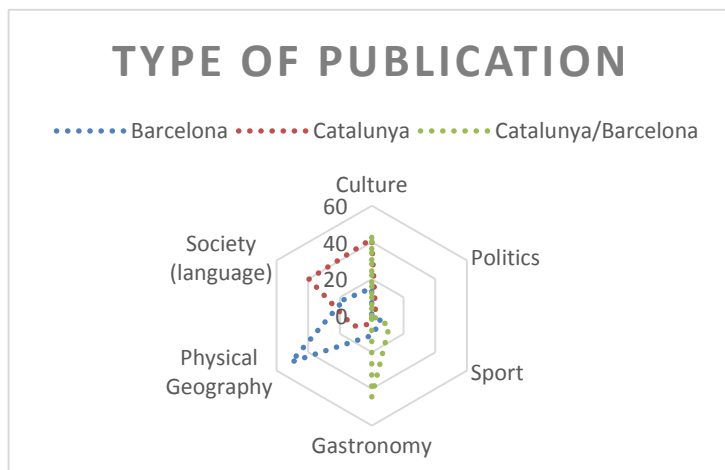


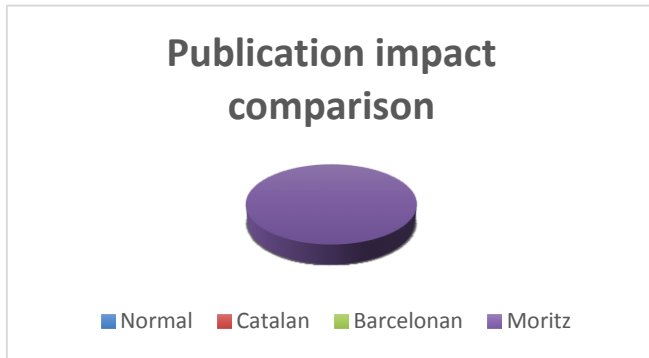
Figure 8-21. Publications by areas on Pinterest

The graphic that determines the type of publication of Pinterest, varies the results. Culture is not the one which is the most representative in all three areas. In Catalan one it represents 42%, but in Barcelonan 15% and Barcelonan/Catalan 44% as another type that is Gastronomy. In Catalan publications Gastronomy has only 5% and in Barcelonan

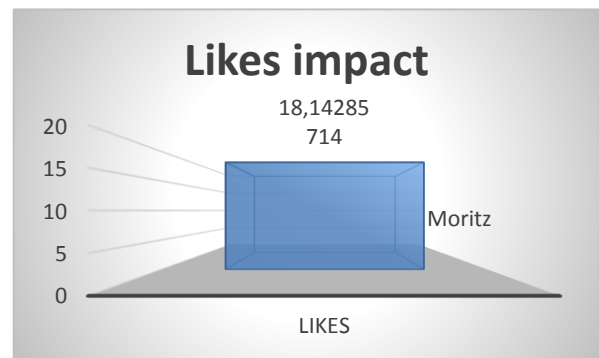
11%. Geography is the one that wins in Barcelonan area with 51% of publications, but in Catalonia it has only 11% and it is not represented in Catalonia/Barcelona. Sport has only 6% in Barcelona and 11% in Barcelona/Catalonia. As to Society, Catalonia as 40% and Barcelona 18%. Only 2% of all the publications go to Politics of one area which is Catalonia.



### 8.1.7 Foursquare



**Figure 8-23. Number of publications by areas on Fousquare**



**Figure 8-22. Likes that different publications received**

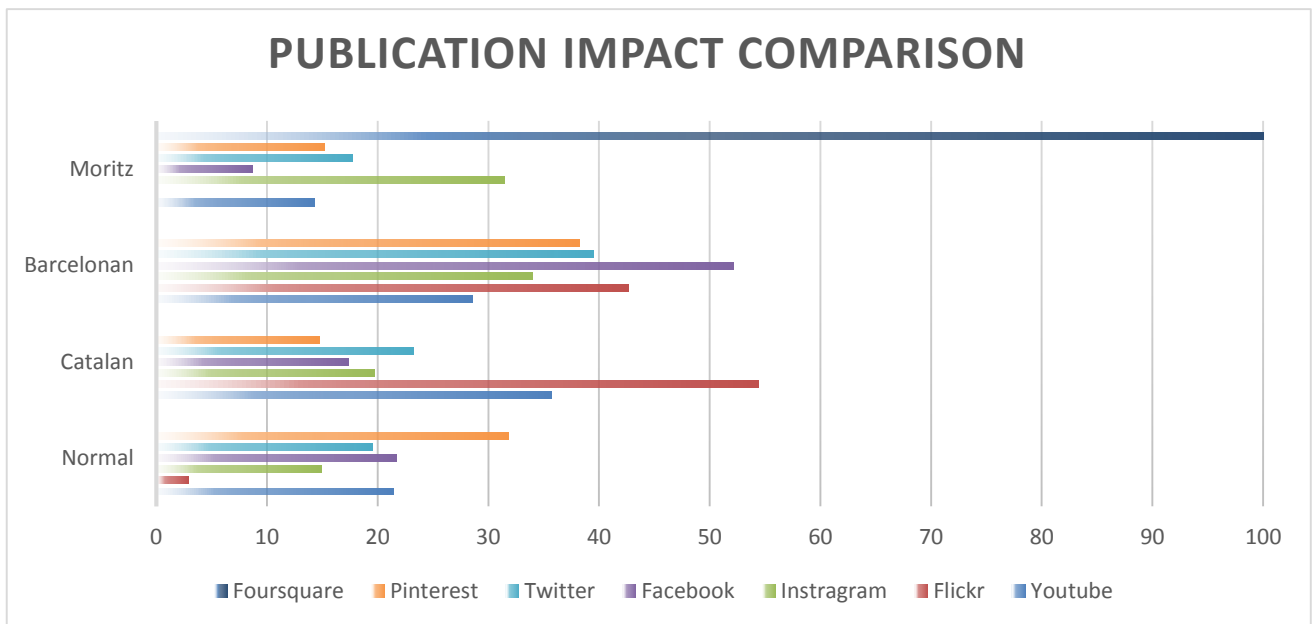
Foursquare is a social network that differentiates totally from the other analyzed before. The publications here are exclusively of Moritz and its brand as a brewery company.

## 8.2 CONCLUSIONS OF THE GRAPHIC RESULTS

First of all, it is important to mention that Moritz has seven social networks that are active and which are used to publish in every day by social managers of the company. All of them have been analyzed with all the possible depth. Hence, there are a large number of graphics in every social networks which can confuse us if we comment them separately. For this reason, it will be correct to compare all the graphics by themes together.

The most important topic is the publication impact, between Normal, Catalan, Barcelonan and exclusively Moritz's publications. If we discuss the publications by social networks, we can see different results. Youtube most published subjects are classified in Catalan and Barcelonan areas. The same impact as in Youtube there can be seen in Flickr and Twitter. Instagram has a bit different conclusions in this topic, due to the fact that Barcelonan area is the most published but the Catalan one stands at the third place. The same publication impact has social network of Facebook that has Barcelonan area in the first position and the Catalan one in the third place. Pinterest in this case has Barcelonan publications at the first place but Catalan ones at the forth. And, finally, the Fourthquare is a social network different of the all previous ones because its analysis focuses only in exclusively Moritz's publications. In the following graphic drawn from the

previous ones it can be seen the publication impact in all social networks by four areas detected and analyzed in the thesis:



**Figure 8-24. Publications by identities appeared on all social networks analysed**

As a main results, it can be said that the most published items of Moritz's company are from the area of Barcelona, no matter what social network it is told. The Catalan area is situated in the second place in the most of them, though in some of the social networks this area goes down the position. To sum up, the winner area is the Barcelonan, which appears in the first place in all the social networks analyzed, except Foursquare.

The second most important subject to comment is the type of publication by areas. In this analysis there have been eliminated Normal and exclusively Moritz's areas and added the new one that is named as Catalan/Barcelonan (or Barcelonan/Catalan, which is the same). Thus, there are three areas analyzed as a types of publication which can appear in every society. This types or items are: Culture, Politics, Sport, Gastronomy, Physical Geography and Society (as language, interactions between people, etc.). The type that appears the most in all both areas is Culture, which is the winner in all social networks. Geography and Gastronomy are both other types which have also great representation in all three areas, but not as the Culture one. Sport is also represented with big numbers, but it does not take one of the first places. It is mostly represented in Barcelonan area, due to the fact that Barcelona has a Futbol Club Barcelona's team with headquarter at the city. Politics is the type that have not a great representation representation at the social networks of Moritz. The Society's type is the same as Politics, but it is important to mention that the language that the company uses is exclusively Catalan: there are not any publication in another language. Thus, this can remark the Catalanity of Moritz.

The third theme to conclude is likes impact comparison. It can be seen in social networks as Youtube, Instagram, Facebook and Pinterest. It have not been analysed this area in Twitter (likes and shares of the publications) because of the technical problems.<sup>25</sup> In Youtube the publications that people like more are Barcelonan ones, while the Catalan ones are the thirds. Pinterest has the contrary impact: Catalan and Catalan/Barcelonan are the ones that have more likes, while Barcelonan publications are on the last place. In Instagram it has another impact: the ones that are at the first place by likes are Catalan, followed by Catalan/Barcelonan, while Barcelonan ones are at the fourth place. In Facebook, Catalan and Barcelonan publications are not at the first place, but the sum of their likes is equal or even more than the Moritz's publication have. Hence, all these social networks have different impacts but all of them have a great number of likes, no matter if they are counted separately or together.

Comments analysis is another theme that has been done in this part of thesis. There are two social networks that are responsible to show the results of it: Instagram and Facebook. They have totally different results: in Instagram the most commented areas are Catalan/Barcelonan and Catalan (the Barcelonan one is on the fourth place), while in Facebook the most commented is Moritz's area. In both social networks the comments are positive (there are only few of them that are negatives and they use to be from the Moritz area, not from Catalan or Barcelonan ones).

The last item to comment is visualisation impact that only can be seen in Youtube and Flickr because these are both social networks that can publish videos. The most viewed videos in Youtube are the Barcelonan ones on the first place and the Catalan ones on the second place. In Flickr the first place is for Catalan/Barcelonan, but the second one is for Normal publications. But the sum of the publications which are Catalan, Barcelonan and Catalan/Barcelonan are notably superior that the others.

To sum up, all the graphics analysed before show the considerable existence and representation of Barcelona and Catalonia in all of the social networks. But the area that mostly dominates over the others is the Barcelonan one.

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<sup>25</sup> Twitter has been one of the problematic social networks to analyse because of the impossibility to visualise publications' likes and shares. The programme *SnapBird* which has been used to access to antique tweets does not permit to see likes and shares.

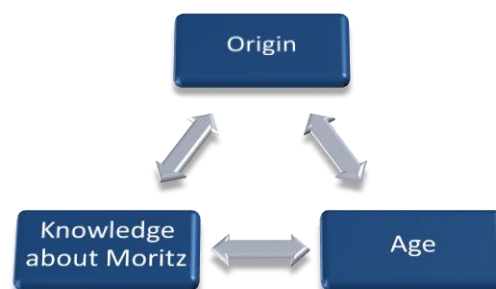
## 9 QUANTITATIVE ANALYSIS OF PUBLIC OPINION ABOUT MORITZ

The second part of the quantitative analysis of the thesis is the real image built on the base of public opinion. Until now the thesis showed the concept of identity and the one that prevails in the company, which is transmitted to the audience by strategies of communication explained before. It is important, though, to investigate what people opine about the identity that Moritz established and if it is really seen the way the company wants to.

To carry out this research there have been done 100 surveys to the people that at some moment of their lives have drunk Moritz's beer and know about the company. The target audience has been a number of 100 people of Catalonia and outside. The surveys have been distributed in a balanced way. Catalonia has four regions that are quite different. The goal was to achieve all these regions equally. That is, there have been done 20 surveys to the people who are from Barcelonan region, 20 to people from Lleida, 20 for the audience in Tarragona's region and 20 surveys more in Girona. And the 20 surveys left were distributed to people that are from outside of Catalonia but know about Moritz or, at least, its existence.

A part of the native territory of the audience, another factor that has been used on the distribution of the surveys was the age of the people. All of the participants that have answered the questions were people from 18 to 25 years old. It is one of the most important elements to have in mind because people who usually drink beer are the young ones and, in some cases, the ones that are students of the university, where they often have a drink with their companions. Besides, this target audience is the one that uses social networks more than older people.

Therefore, there have been used three factors to distribute the surveys: knowledge of Moritz's company, the territory the people are from (origin) and the age. This dimensioning was very useful to represent Catalan society equally and breweries real public, which uses to be young people.



**Figure 9-1. The three elements used to choose the target public for the surveys.**

Finally, the questions conducted in the surveys have been the same for every one of the respondents. The survey is divided in thirteen questions with multiple choice the majority of them. The questions of the survey are focused basically on Barcelonan and Catalan identities with the goal to discover what people really think about Moritz's identity. All the questions are distributed in the way that in every one of them are mentioned both identities. Therefore, there have been collected 100 answers which together have emerged in graphics that show the identity of Moritz.

The following survey is the real model distributed to the audience:

**Identity of Moritz**

1. Name and Surname:  
\_\_\_\_\_
2. Age:  
\_\_\_\_\_
3. Region of origin:
  - ☐ Barcelona
  - ☐ Lleida
  - ☐ Tarragona
  - ☐ Girona
  - ☐ Outside of Catalonia
4. How much do you know Moritz's brewery?
  - ☐ A lot
  - ☐ Normal
  - ☐ A little bit
5. What kind of identity does the company transmit to you? Do you think that a part of the promotion of its beer the company also promotes another identity?
  - ☐ It does not transmit me any kind of identity
  - ☐ It only transmits me the identity of Moritz
  - ☐ It also transmits me the identity of Barcelona
  - ☐ It also transmits me the identity of Catalonia
  - ☐ It also transmits me both Barcelonan and Catalan identities

6. From the previous question, there only must be answered the questions below in case that the response was one of the last three (Barcelonan identity, Catalan identity and both Catalan and Barcelonan identity).

What areas do you think Moritz promotes the most?

- ☐ Culture
- ☐ Politics
- ☐ Sport
- ☐ Geography (sites, landscapes...)
- ☐ Gastronomy
- ☐ Society

7. Write a couple of examples of the areas that you have chosen in the previous question. For example, if it was Geography you can put Montserrat or Sagrada Família; if the area was Culture, you can put music festivals, the celebration of Sant Jordi, etc.

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8. When you drink the beer Moritz, do you also drink the essence of Barcelona or Catalonia or both at the same time?

- ☐ Yes, when I drink Moritz I also drink Barcelona
- ☐ Yes, when I drink Moritz I also think I drink Catalonia
- ☐ Yes, when I drink Moritz I also drink both Barcelona and Catalonia at the same time.
- ☐ No

9. If you are the one that thinks that Moritz communicates both Barcelonan and Catalan identity, which one do you think prevails the most?

- ☐ Catalan identity
- ☐ Barcelonan identity
- ☐ Both at the same level

10. Are you the follower of the company at its social networks?

- ☐ Yes
- ☐ No

11. List the social networks of Moritz that you follow:

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12. Do you think Moritz communicates well its Barcelonan, Catalan or both identities?

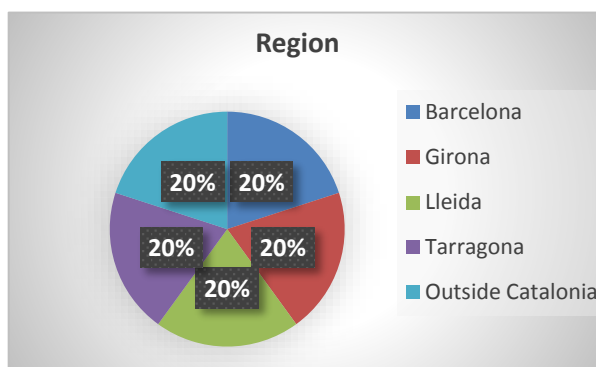
- ☐ Yes
- ☐ No

13. Did you have been informed in any time about some kind of activities of Barcelona or Catalonia on Moritz's social networks?

- ☐ Yes, only about Barcelona
- ☐ Yes, only about Catalonia
- ☐ Yes, about both Barcelona and Catalonia
- ☐ No

## 9.1 THE IMAGE OF MORITZ IN GRAPHIC

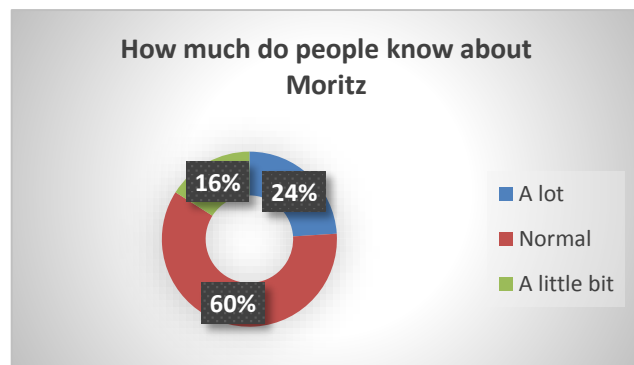
There have been chosen the questions that are considered the most important to identify what type of image about the company's identity people that know the brand of Moritz have. As it was mentioned before, the results of the answers are focused on 20% of people of five different regions they live or are from. In the following graphic it can be seen this fact visually.



**Figure 9-2. Percentage of people divided by different regions**

The model of the survey that was included in this part of thesis before, was distributed to 20 people of Barcelona, 20 of the audience from Girona, 20 more from Lleida and 20 from Tarragona. The last 20 people that answered the survey were originally from other parts of Spain or from other countries.

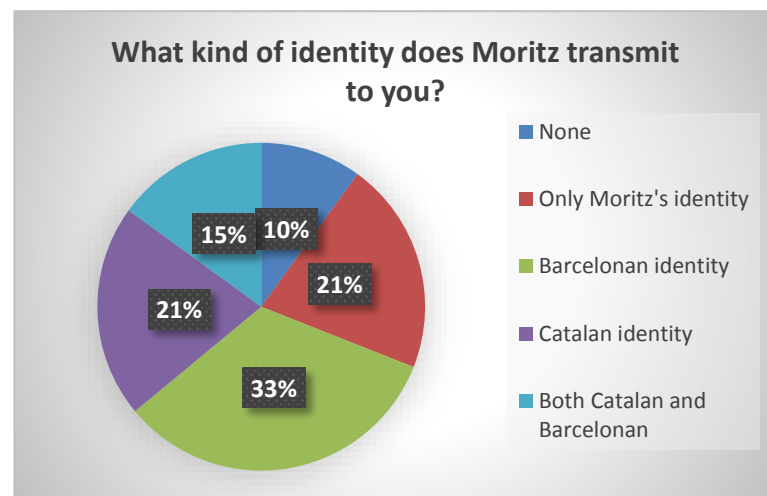
The first question of the survey was "How much do people know about Moritz?" and the results can be seen in this graphic. The majority (60%) know sufficient about the company to comment it as a brand and to identify its identity. 24% of the respondents know a lot about Moritz, due to the fact that some of them consider themselves as the company's fans. Only a 16% know a little bit about the



**Figure 9-3. Percentage of knowledge of people of the Moritz's company**

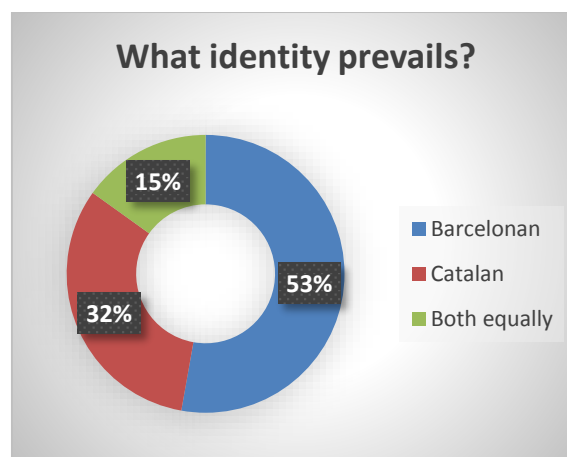
brewery. Therefore, the goal was to choose people that at least knew about the existence of Moritz. The major number of the selected are well-informed about it.

To identify what the public think it is transmitted from the company, there have been done the question “What kind of identity does Moritz transmit to you?” and the answers were quite different. Referring to Barcelonan identity, people’s votes summed up to 33%, the highest percentage of all of the answers. The second major percentage was between Catalan and Moritz identity. A 15% of the audience answered that they see Moritz’s identity as both Catalan and Barcelonan. And, finally, a 10% of the people do not see any identity transmitted by the company.



**Figure 9-4. Percentage of kind of identity Moritz transmit by people's opinion**

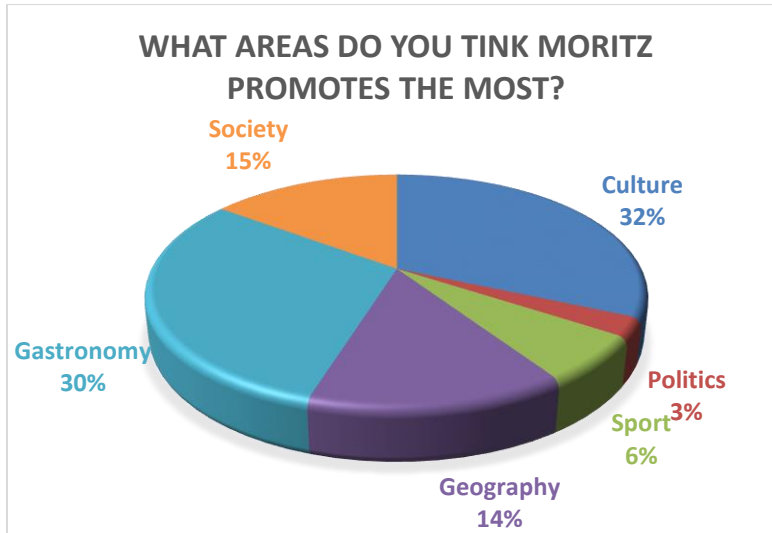
People who answered the question below on the way that Moritz communicates Catalan, Barcelonan or both identities, had to respond to the one that is reflected in this graphic: “What identity prevails between the both commented?”. The majority (53%) think that it is the Barcelonan one. The second percentage goes for Catalanian identity, which has 32% of answers. And the last one is for both identities equally (15%).



**Figure 9-5. The percentage of different identities**

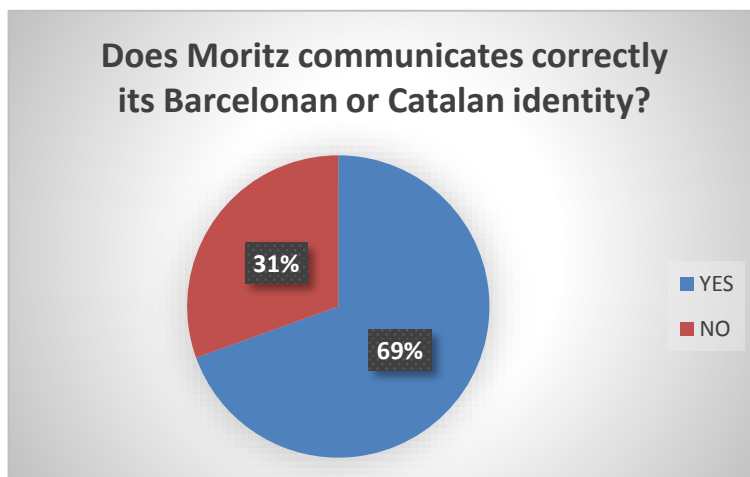


This is another important question to comment, which identifies what areas people think that are more promoted by the company. The one that highlights the most is Culture (32%), followed by Gastronomy (30%). The other more voted areas are Society with 15% and Geography with 14% of the answers. Finally, Sport (6%) and Politics (3%) are the ones that practically do not appear at the votes of public's answers.



**Figure 9-6. Percentage of the areas perceived by the audience**

It was also important to ask people what they think about the communication of Moritz's Catalan or Barcelonan identities at its social networks. A 69% of the public responded that its communication is totally correct and only 31% that it is not correct, in other words, that it can be improved.



**Figure 9-7. Opinion of the audience about the quality of Moritz's communication of their identity**

## 9.2 CONCLUSIONS OF THE GRAPHIC RESULTS

The surveys have been the last part of the research of the thesis. This is the section that shows the real image people have of the company analysed. To achieve these results, 100 people have participated answering the survey with 13 questions. From that questions there have been chosen the most important ones that, actually, show the image that is created at the public.

As a conclusion, it can be seen that the audience see Moritz with Barcelonan identity. The major percentage of the votes went to Barcelonan part. In other words, in the question of “what identity does Moritz transmit?” the major part of the people answered that the Barcelonan one, which exceeds the Catalan one with 12% of the people. Otherwise the Catalan identity takes the second place together with only Moritz’s identity. A great number of people see the company with Catalan identity but it does not have any choice to achieve the same percentage as the Barcelonan one.

The same fact can also be perfectly seen at the question of “What identity prevails the most?” where people answered that the Barcelonan one with a 53%. Besides, the Catalan identity has also a great number of percentage (32%), which means that is also very common at the thoughts of the public. However, Barcelonan identity wins the Catalan one with practically 21% of the votes.

Another part to have in mind of the research are the areas that Moritz communicates. There have been implemented in the survey six areas: Culture, Politics, Gastronomy, Geography, Sports and Society. The respondents had to choose the ones that they thought Moritz communicated to with their publications on social networks. The areas that highlighted by their percentage were Culture (32%) and Gastronomy (30%). Others did not have the same echo at the votes of the people. Therefore, Culture and Gastronomy are the areas that people see the most at the publications of Moritz at all their social networks.

Finally, the last question to analyse and which is very important is the correct communication of the company about their identity. The “YES” *won the battle*. People who opine that Moritz communicates well its Catalan or Barcelonan identities have achieved the major number of the votes.

To sum up, the survey to 100 people shows that Moritz communicates Barcelonan identity the most. The public see Moritz as the Barcelonan brand and which communicates the city’s activities most of all. In addition, the areas that Moritz communicate from Barcelona are basically Culture and Gastronomy. However, people also voted the Catalan identity with a great number of votes which achieved a high percentage. But Catalan identity did not arrive at the same level as Barcelonan one.

## 10 CONCLUSIONS

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The thesis has different conclusions that are going to be exposed one by one in this part. To carry out the work there have been planned two groups of questions. The first one is exclusively about identity, that is, what the concept is, how it is related to the territoriality and how should it be communicated by businesses, especially on social networks. All this issues are placed in the corporate communication area, though to understand the identity's concept in this area, there was been necessary to define it in a more general way firstly.

As the Sociologists interviewed during the thesis affirm, identity is defined as a group of elements that together form part of it, some of them shared with other people and some of them completely different. Thus, identity is considered a plural concept. It produces when people establish relationships between them and is created when they recognize they have things in common but also differences. The concept is also seen as internal and external, which sometimes do not coincide and the solution to this is a good communication to establish some kind of balance.

Also identity is related to the concept of territoriality due to the fact that people mostly identify themselves depending on the region or territory they live in. Here raises the concept of nationality, where people share the same territory with the same elements, customs, landscapes, culture, language, religion, etc. Hence, it is called territorial identity.

This territoriality's fact is applied to Catalan and Barcelonan identities. Catalonia has a very strong customs, traditions, landscapes, language, etc., but also Barcelona has its own elements that some of them are completely different from the ones that other regions of Catalonia have. All professionals that have been interviewed concluded that it is very complicated to define or enumerate all of these elements of both identities because the list would be very long. For that reason, at the analysis done afterwards about Moritz there have been chosen elements that are popularly known by the majority of people.

The more specific areas of identity have been described by professionals of corporate communication which defined corporate identity and how it should be communicated by businesses and especially on social networks. Corporate identity is the essence of every company, it is its personality and its DNA. Companies are formed by people where together they construct this identity, with their values, their traditions, their cultures, their points of view, etc. Hence, identity is the reflection of all this parts put on together and that differentiates companies from others. Culture is the element that plays the main role in corporate identity. Corporate culture is the first element that appears in

any business, due to the fact that it is the fusion of different cultures of the workers mixed together.

This corporate identity does not have concrete strategies to be communicated because it depends on every company. Hence, there is not any ideal communication but there are some tips that companies should follow to reach the success. The most important of identity's communication is being coherent with their words and their actions. Businesses also have to be consistent with their values and do not change them when they want to. And, certainly, they must be transparent and communicate only the truth. Some more specific strategies are the communication always in the same language and with the same design. Finally, companies do not have to be obsessed to achieve everyone and everywhere because it can conclude them to a disaster.

As to social networks, there are not specific strategies neither. Otherwise, there are some general ideas that can be summed up in all the messages published must have some coherence with the identity of the company; the messages that businesses publish not only have to promote their products, but also to communicate some other information that shall have interest to the public; there have to be interrelation between the company and the public; and there must be used a language that is related to the territory the company acts in.

All these criteria where applied to the analysis of the Moritz's company that is the real example of the thesis. Thence, the second group of questions planned was about the kind of identity used by Moritz and, taking on the account that it has both identities, which one prevails, on the context of social networks. Moritz was settled down in Barcelona and from its beginnings it has been constituted by the city's elements, but over the time it was adding Catalan elements from other regions. The main goal of the thesis was to analyse which one of both identities was used the most on company's social networks.

At the section of the quantitative analysis of the publications done by Moritz's on its seven social networks (Youtube, Facebook, Twitter, Instagram, Flickr, Fousquare and Pinterest), as a main results, it can be said that the most published items of Moritz's company are from the area of Barcelona, no matter what social network it is told. The Catalan area is situated at the second place in the most of them, though at some of the social networks this area goes down the position. To sum up, the winner area is the Barcelonan, which appears at the first place in all the social networks analyzed, except Fourthquare. Regarding the area of Barcelona or Catalonia that has the biggest representation is Culture, followed by Gastronomy and Geography at the second place. Other areas as Sport, Politics or Society appear less often.

The second quantitative analysis based on 100 surveys to people who have some knowledge about Moritz showed the results of the image audience have about the company. It was seen that the audience see Moritz with Barcelonan identity. The major percentage of the votes went to Barcelonan part. A great number of people see the

company with Catalan identity but it does not have any choice to achieve the same percentage as the Barcelonan one. As for areas, the ones that won was Culture and Gastronomy. In other words, people see Moritz as the brewery which does many publications about these both areas.

As a conclusion, the social media of Moritz stated some appointments about the company that have been analysed and are totally concluded in the thesis. First of all, Leticia Rodriguez affirmed that the company not only promotes its beer but also the activities of the city of Barcelona. Therefore, the greater number of publications found in the analysis of the social networks are from Barcelona.

Another statement from the company is that they intent to communicate their territoriality (Barcelonan values) and this is what was found in the analysis. The publications that dominated where from the capital of Catalonia.

The third affirmation of Rodriguez was that they basically communicate Barcelonan and Catalan Culture on the first place and Gastronomy on the second place. This statement can be totally confirmed by the analysis realized in the thesis. The areas that appear the most are Culture and Gastronomy, but also Geography with Catalan and Barcelonan landscapes and sites.

In general, and following the explanations of professionals that have been deeply interviewed, Moritz has always had the same essence or identity. The company closed during some years and has been reopened but its values never changed. Also the business interacts intensely with their public and not only promotes the company's products but also other activities of its Barcelonan identity that have some kind of interest to the public. Professionals of communication also affirmed that it is very important to communicate at the language of the territory the company is situated in and Moritz totally complies this rule because Catalan language is the unique one that is used in its publications. Finally, as Moritz's social media affirmed, it is important to them to act locally and have confident public, the same statement that specialist of communication did at the interviews.

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## APPENDIX

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### A.1. DEPTH INTERVIEWS

#### A.1.1. DEPTH INTERVIEW MORITZ COMPANY

Name: Leticia Rodriguez

Charge: Social media manager at Moritz

Working areas: Responsible in defining the strategy on social networks of the company

Questions and answers:



- **What is for your company the concept of identity?**

The identity is essential for Moritz and what makes it different from other brands, becoming something more than a product. Moritz is more than a beer thanks to a rich identity formed by several elements that are not based only on product features.

- **And the concept of culture?**

Culture is one of the cornerstones of our identity. It is part of our DNA. We build our brand and differentiate us from others through the participation and support of cultural events. The construction of ourselves is based on participation and promotion of the culture.

- **What identity was Moritz born with?**

There are three fundamental axis: Tradition and modernity (we are the most ancient industrial beer at the south Europe), Barcelona (Louis Moritz came to the centre of Barcelona and started the production of our beer here) and Culture.

- **Did it change by over the years?**

It has become richer, has grown and we have incorporated new elements, but the essence is the same.

- **What is the real identity of the company today? How can you describe yourselves?**

We are a brand that focuses on cultural emergent talent. We identify a lot with Barcelona and its people.

- **Do you consider the company more Catalan or more Barcelonan?**

One thing includes another. We are Barcelonan because we were born at the centre of the city and we are Catalans because this is our territory. Firstly, we have a huge presence in Barcelona but today you can find Moritz in all Catalan territory.

- **Do you think it is important that a brand of beer is identified as territorial, that is, it communicates its territoriality?**

For us it is something natural; we are from Barcelona and that is what we transmit. There are other brands more global but for us it is important this kind of local point which facilitates us to transmit to the public what are our actions.

- **How do you communicate your identity to the public? What kind of strategies do you use?**

A brand is built through what it does, not what it says by its advertising. We communicate what we are through our sponsorship and activities. We make traditional advertising, but this is not the focus of our communication. Our strategy is slower but allows us to get to people with more “reality”. We want people to live the essence of Moritz and make them to create an idea of the personality we have by themselves.

- **What is your potential public?**

We are a brand of beer and our public is very wide. If you like a good beer, you have to choose Moritz.

- **Do you communicate the Barcelonan identity independently of the Catalan one or do you consider them as a group?**

We do this in an uninhibited way, as we feel, and without separating Barcelona from Catalonia. Both are inherent in our brand.

- **What elements do you use to communicate your Catalan and Barcelonan identities? What are the main ones?**

The cultural element is fundamental in our communication. We have proposals as the one that claims to bring back the cultural VAT of 21% to the people who goes to cinema or theatre and the present is an exchange of their ticket for a bottle of our beer. We support activities related to the brand and transmit our values by actions.

- **What is the area you communicate more?**

Culture and gastronomy using our own spaces created exclusively to this purpose.

- **And how do you communicate at the social networks? Do you have some kind of stylebook?**

We have not marked a written pattern because we like to improvise. Our principle is: COMMON SENSE. We like to talk at social network about the themes people talk at the moment and this is a thing that cannot be predicable. We intend Moritz to actuate as a person, not as a cold brand. We like to be closed to people and approach to the actuality.

- **You have got seven social networks. Why so many?**

We are present in more than seven social networks. We live in beta: if we see a new product, we try it. If it works, we continue with it; if not, we leave it. Every day we work with Facebook, Twitter and Instagram. Now we started with Snapchat and we like it a lot. We are present at Youtube, Flickr, Pinterest, Foursquare, LinkedIn... We try to work with the same social networks us our followers.

- **Which is the one you use the most?**

Twitter is the one that we work the most with. But Facebook and Instagram are also basic social networks that we use every day.

- **What do you think would improve your communication of identity?**

More benzene, largest way. More resources can always gain the visibility and dissemination.

#### A.1.2.1. DEPTH INTERVIEW SOCIOLOGIST

Name and Surname: Jordi de San Eugenio Vela

Charge: Doctor of Social Communication at the University Pompeu Fabra. Associate Dean for Research, Teaching Quality and Knowledge Transfer at the Faculty of Business and Communication at the University of Vic.

Working areas: Territorial Identity. The Doctor of the work named "The transformation of territorial brands: recognition and spatial differentiation of identities in postmodern times. A state of the art."<sup>26</sup>



Questions and answers:

- **What is for you the territorial identity?**

The identity through mark territorial investigations are located just in the middle, is nuclear. I mean, I am interested on analysing how the territories do their project with their own identity, whose identity already exists (neither is fabricated nor done artificially). The identity, then, could be represented in a global form when talking about territorial marks, adding the culture, the environment, the landscapes, etc. Is a way of explaining why a territory is worth to have tourism, get financial support, etc. The identity, at the end, is a the territory's cover letter.

- **What should be included in the territorial identity?**

It should include all the singularities, all the genuine elements, which are part of the territory and their inhabitants. That is the tangible and intangible landscape: culture, folklore, architecture... The identity is build up over the difference.

- **According to you, which is the Catalan brand, I mean, how it is differentiated?**

Is differentiated with the heritage assets such as culture, nature, language, economy, urbanism, territory, etc. We could write down a pretty extensive list.

- **Which is the difference between the Catalan and Barcelonan identity?**

Barcelona is known world-wide, whilst Catalonia not that much. Despite Catalonia has been in all world-wide newspapers publications, by the moment there is no such

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<sup>26</sup> Jordi de San Eugenio Vela has been doctorated with the project named "La transformació de territoris en marques: el reconeixement i la diferenciació d'identitats espacials en temps postmoderns. Un estat de la qüestió". It is available online: <http://hdl.handle.net/10803/22673>

reputation as Barcelona has. The people still do not identify Catalonia, they do not situate it in the map. Whether in the future Catalonia finally achieve the popularity, Barcelona should be its engine.

- **Therefore, should Catalonia come from the Barcelonan brand?**

The recognition that Barcelona brand has nowadays should help to the same recognition to the Catalanian brand. And, in order to locate and explain the people about the Catalanian brand, we should first speak about Barcelona.

- ***Why do you think that Barcelona is more famous than Catalunya?***

Because Barcelona has done efforts specifics as a brand. Barcelona has generated strategies to potentiate its own brand and they have put resources. On the other side, the Catalanian brand hasn't done anything. Whether nowadays there are no resources or strategies, is impossible the existence of this recognition.

- **How the Barcelona brand has been consolidated?**

The Olympic Games were the big showcase and the attraction to locate Barcelona. From that spot, the people that have visited Barcelona have seen the historic and artistic patrimony; Gaudi's works, a city in front of the sea, the Born, the Mobile World Congress, etc.

- **According to you, why Catalonia has troubles to differentiate itself? Why is the way more scattered in front of the territorial concentration of Barcelona?**

Catalonia is really rich and is not only focused on Barcelona, because it has three other regions more. What really happens is that Catalonia should have a good strategy able to speak about all the towns and cities around Catalonia, and at the moment this strategy doesn't exist.

- **How the territorial marks are originated, how they stem to the light?**

According to my point of view, the territorial mark is more complicated to communicate than the business brands. Many times the business brands are limited towards a logotype or slogan, fact that cannot explain a territory. To explain a territory a speech should be created, a storytelling, about this territory.

The brand stem from the restlessness of many people, not only the public administration. Therefore, as I told you, the crucial point is the strategy to communicate the commented identity of the brand.

- **Is the brand the same thing as the identity?**

The identity is located at the DNA core of a brand.

- **Catalonia, then, englobe different little brands, whilst Barcelona is just one?**

Yes, but also Catalonia should be only one brand, otherwise it would turn out to be a tumult of brands. Neither is positive to create as much brands as possible. The foreign people should understand the Catalonia brand as a unanimity.

- **Which field is the most used to promote the brand's identity: culture, landscapes..?**

It depends on every case. The element most singular should be always sought, the most significant and the differential. In a specific territory it could be the culture, but in another one the natural heritage.

- **Do you think that companies, basically the breweries, should be linked to the territory they belong?**

It depends. Firstly, it should be noted that this fact is not well regulated. They are not going to wait too much for linking them with it, because every company could link themselves with a territory. Estrella Damm, is a brand deeply linked with the Mediterranean territory, whilst Moritz is linked with Barcelona.

- **Which fields of the Barcelona identity would you point out?**

Modernity, innovation, linking with new technologies, core of design, universities, the biomedical research, *Futbol Club Barcelona*, etc. What highlights in Barcelona is the Sagrada Família, Casa Milà, Casa Batlló, a reputed gastronomy, Ferran Adrià, etc. That is a big exhibitor that generates interest and a world-wide recognition. That is the result of many years of work that, nowadays, are giving great results.

- **According to you, how do Moritz communicate it?**

I do not think that Moritz is a Barcelonan brand, but is a company with their own identity, but linked with the Barcelonan territory. This linking gives them recognition, but they have to realise properly which aspects of Barcelona give them more success. And, when the costumer drink their beer, they should feel that they drink Barcelona.

- **The identity, in general, how can it be defined?**

The identity is the sum of the elements that make the difference with the others. Why they have a different culture respect the others, why they have a different language, why they have different traditions, etc.



#### A.1.2.2. DEPTH INTERVIEW SOCIOLOGIST

Name and Surname: Montserrat Clua i Fainé

Charge: Professor of the Department of Social and Cultural Anthropology of the Universitat Autònoma de Barcelona (UAB)

Working areas: Political Anthropology, ethnical and national Identity, Nationalism, Catalan Nationalism, Anthropology of Spanish villages.



Questions and answers:

- **What is identity itself?**

The concept of identity is really complicated. There is a part that belongs to the Psychology, where all the human beings need to have a certain identity to reach the normality. The identity is understood in the way of how the people is prone to be located in the world and recognise ourselves, even through the time. The identity is how we identify the individuality. It is a way of distinguishing ourselves from the others. It is something that allow us to locate ourselves among the others and into the environments, as individuals but sharing stuff with others. The identity is built up always in relation with someone. An individual alone is not an identity.

In Anthropology point of view we talk about the identities in general, in a multidisciplinary way. The matrix of the identity, in general, embody lots of elements about the identities in plural. We do not reduce ourselves to a single identity, but we possess many. For instance, it could be an identity of gender, another to the ethnic group, the age, etc. We have different identities superimposes in ourselves, ones more outstand than others.

Some of this identities could become in a politic fight, I mean, they could be politicised. Even, we can talk about the identities as processes, I mean, a succession that could keep varying throughout all our life.

The identities are the product of a game between the internal identity of an individual and the external, I mean, how the others identify such individual.

- **Which one is more important, the interior or exterior?**

Both are built up simultaneously, anyone create an identity without the other. In fact, the proper identity incorporate the collective identity.

- **Then, the identity is the sum of all the different item of personality together that the person has and which differentiate him or her from the others?**

Yes, but they are elements whose we look at. All of us have some elements in common that we share, but others that are completely different. Is the context that produce the increase of emphasis in some elements rather than others, and the element that help us to realise ourselves about the elements that get us closer or far away. This is the example of the skin colour, I mean, in US the skin black colour plays a really important role, whilst in Africa don't. This is always in function of the context.

- **And the territorial identity?**

This is a typical element of the sedentary occidental society. We have the tendency to consider it universal, I mean, that the people really belongs to a place. But the territoriality is considered as to the identity of an individual is linked to a certain place. The population rights and debts of nowadays, are determined by the territory that they belong. The mobility of the people that has always existed, now is limited with frontiers. That is what is known as territory belonging. We territorialize the rights and debts of the identities. These identities have own languages, flags, songs, etc., I mean, elements that identify themselves. Therefore, we territorialize the identities because we are in a State-nation context. Maybe, with a different context this concept wouldn't exist.

- **The Catalan identity is very linked to the territory as well, isn't it?**

The Catalan identity is an ethnic identity of a cultural group that has been transmitted through many years. Moreover, it has generated a movement of politic reclamation. Is considered, then, that in this Catalan territory there is a different language and culture that is not going to be repeated anywhere else. Therefore, either the State concept or the nation, both are linked with the territory.

In the Spanish case, we speak of a country as a plural territory, but not because is everywhere, but because is a territory that in the same country the territories are differentiated between each other: Catalonia, Bask Country... There is a Spanish nationality but we territorialize it with territories, we diversify it.

- **Could you tell me which elements form part of this Catalan identity?**

No, because they are not objective elements, but elements that we have been relating during the time. Before, some things were done and now, others are done instead. For instance, la *sardana* time before was a dance that practically everywhere was danced, and nowadays, the people has to take courses to learn it. Then, we can claim that the culture and the elements that are linked with the national identity keep recreating. Constantly, we have elements that keep helping us to identify ourselves with the territory, with the community, with which we share different things.

An element that indeed is really important is the language, because it totally defines the Catalan identity, mainly in the nowadays context. The landscape is also important, because it has a symbolic power and it generates emotions.

Therefore, there is no objective criteria, all the elements are form in function of society context and the community which is talked about.

- **What could you explain me about Moritz and its use about the Catalan and Barcelonan identity?**

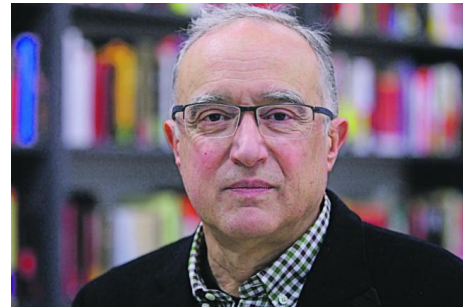
What Moritz seeks is the identification of the costumer. They seek a young and urban's people profile, and a little bit modern as well. Therefore, they seek elements, mainly from Barcelona, that can be linked with it. They look for, then, elements with which the public is also identified with. They do not create this elements from nothing, but are the elements the ones flying around us, that are part of our life. Moritz select the more suitable elements for the brewery company and the public they want to contact with.

### A.1.2.3. DEPTH INTERVIEW SOCIOLOGIST

Name and Surname: Salvador Cardús i Ros

Charge: Sociologist, Journalist, Writer and PhD in Economics

Working areas: Epistemology of the Social Sciences, Paradoxes and the metaphors in Sociology, Sociology of the religion and culture, Analysis of the dissolutions of the conditions and relations immigrant's identities.



Questions and answers:

- **According to you, could you explain me what is the concept of identity?**

In my point of view, it is common to make big mistakes throughout the analysis done about the identity: We define it as something that can describe itself. The identity is, in the sociologic point of view, a social process of recognition. "In order to define yourself, someone has to recognise you as so". The identity processes are interrelation ones, not only one-dimensional. For instance, Moritz doesn't do things to define their own identity, but they do the things to cause, among the people, the recognition of their identity. Then, the content is more an excuse than an essential thing. The consequences of this is that, in general, these identity recognition processes themselves lead to specific social and politic situations. The strategy Moritz has used is their appearance in the commercial scene when Catalonia has been going through difficult politic moments. In this case, the point is to define an image of the brand that highlights and differentiates from the other ones. This commented difference in Moritz's brand is based on its territoriality and Catalan location. The way of doing it is linking the brand with all the existing Catalan elements. Moritz is only using the Catalan language, they are identified with elements of the Catalan culture, elements related with the political field, etc. Therefore, in Moritz the identity is not something intrinsic, but a communicative strategy that works on the establishment of links and the differentiation with the competence.

- **And now, leaving aside Moritz, what is for you the pure identity and the territorial identity?**

The identity is a negotiation process. The identity is only important the day that is not recognised by anyone. Whether is recognised, there is no problem, neither people think about it. I'll give you an example: when I started my studies, my mother used to go many days to the market or shops, and she used to say: "My older son is student at the University", and the people asked what I was studying. She answered them "Sociology"

and the people always asked “and, what Sociology is?”. My mother, lost for the question, used to come at home and she asked me to explain to her what my degree was about and, at the end, I told them that the simplest was to say the people that I was studying Economics and no one wouldn’t ask anything else. And that’s it, anyone ask nothing else. Even though the people didn’t know what economics were, it was a degree that ring them a bell and they limited themselves not to ask anything. Therefore, if people know that certain identity or concept exists, that’s fair enough. Hence, the identity is a recognition of a politic space, personal, individual, etc. whose can be related with other ones. The debates about the identity are debates about the recognition and the conflicts that derive from here. The identity is not recognised by the content, but by the social dynamic that generate.

The same happens with the nationalities. For example, when you say that you are Spanish, everyone knows who you are, but when you say that you are Catalan, the people ask you because they do not know. Therefore, here there is the point of recognition. It is more useful for hiding and not saying, because an identity when someone starts describing it through it content, always it is being falsified. What does being Catalan means? Are Catalans who like to dance *sardanes*? There is people that like it, and people that don’t. Are Catalans people who do *castellers*? Someone does indeed, but the majority of the population doesn’t. There aren’t specific elements because we are complex societies and is very difficult to say that we share something in common, we do not even share the history, because the majority of the Catalan people has come before the civil war.

- **Do you think, then, that the Catalan society is not recognised?**

No, obviously not. Now it is more recognised as an identity in fight, of people that fight for the independence. The problem of the Catalan people is the politic recognition. If the Catalans wants to be recognised, we need a stronger politic structures.

- **If someone asks you “what being Catalan means”, with which elements would you explain about it?**

The answer would be with all the symbolic elements, the elements of representation. I guess we wouldn’t find any part shared with everyone. The only thing that is strong and make the difference itself is the Catalan language, and this is because it is not spoken anywhere else. Whether Catalan language was spoken somewhere else, this language wouldn’t have such differentiator force. Is like a flag, like a symbol.

- **Does the same happen with Barcelona?**

Yes, totally. Barcelona uses certain elements to differentiate itself, such as the Sagrada Familia, the Born, the Parc Güell, etc. These are elements that have attributed some part of the representation.

A French anthropologist named Pierre Nora names these facts as “memory places”, that are these spaces where the national memory is built up. For example, the Pirineus and Sant Climent de Taüll, Ripoll and the birth of the Catalan nation... There are places, monuments, spaces, landscapes, people that are the elements that allow represent and defend a specific national space. They are which enhance the difference, the personality and whose elements do not belong to anyone else.

- **Do you think that the Moritz brand is more Catalan than Barcelonan?**

I have never analysed Moritz in that point of view. But I would say that Moritz have played more with the Catalanity than with the Barcelonan dimension. This depends on the market they have, because if for example they sell lots of beers in Barcelona, is logic that they have more links with Barcelonan elements.

### A.1.3.1. DEPTH INTERVIEW PROFESSIONAL OF COMMUNICATION

Name and Surname: Arantza Danés

Charge: Communications Consultant at Zelig Comunicació

Working areas in corporate communication: Marketing and communication

Questions and answers:



- **Can you explain what the concept of Identity is for you?**

For me, Identity is the essence of what a company is; everything that identifies the company as it is. It would be similar for the Identity of a person, the thing that could be visible or touchable and goes beyond. What occurs at companies is that there are a lot of them that have some kind of Identity but did not done the homework of analysing them deeply and find their real essence. This is very common in small companies, due to the fact that the big ones have done the analysis mentioned before. There are a lot of small Catalan companies that spend many years in the market but have not found yet their values, mission and vision. For that reason many times we can see businesses that have not consistency nor cohesion and the things they tell do not much with the ones they do. Hence, it is very important to have all the values identified, from the directors to the workers of the low level. If the Identity is well found, it is simpler to create a culture that will correspond to it.

- **And Identity in general terms?**

It is the essence, what we are.

- **What do you think comes first, the Culture or the Identity?**

Identity is always the first one. The Culture is the way of creation of different mechanisms of socialization between people that work in the company and perceives the Identity. It is the way how the Identity tend to socialize. For example, when you start to work in some company which has not the same values that you, you will not stay for long there. I remember that when I worked in Vueling all the workers where made of the same pattern: we were all under 40 years old, with previous experience and very motivated. Vueling company and its workers had a brutal consistency between them. Therefore, workers must always correspond to the values of the company.

- **How the Identity is formed?**

The essence of being a part of some business is marked by the Identity. From this point there are all other factors that influence it: legal, competence, etc. Many factors affect the essence of the company, but especially the founders and the company's directors are the ones which have the most influence on it, due to the fact that all values fall down from them to all the workers. It is important to breathe the same spirit by all the workers of the company and do the same things from the top to the bottom of the business.

- **And what the Culture is then?**

Culture is how the workers of the company built their relationships from the manner of doing told before. Thus, the Culture are actions that comes from the values of the Identity and are transmitted to the public.

- **Nowadays, how companies communicate their Identity?**

It is very important nowadays the fact that the Identity have to be communicated by the company everywhere, it must be seen by the largest number of people. Thus, the way workers dress, the reception, the signature of the mail, communication between employees, the communication with suppliers, shareholders, customers, etc. is what makes the difference in the company. Today all things are very standardized in our society and finally the difference between the companies appears when they know how to better communicate their identities as a whole. The first thing any business have to do is to identify how the company is (its essence), study the distinguishing features of its competition and promote its values above all. Differentiation is essential. Companies that have exit are the ones which stop some time, identify themselves, show their values and transmit them to the people. When a company lies, the customers see it and a business lose the entire market. Today customers do not let any company lie, because they have enough with politicians.

- **Is the Identity formed from the beginnings of the company?**

Yes, it is, and eventually it keeps developing and shaping. The Culture also follows the same way. For example, some years ago women worked with skirts and nowadays all of us can dress trousers.

- **Do you think that the Identity must be communicated from the beginning or better give it some time to be formed?**

As I said before, the Identity keeps progressing and evolving, but the company must have clear from the beginning what are its values, mission and vision. These three things are like a constitution and are immobile.

- **Nowadays is very important the presence of the companies on social networks. How do you think businesses have to communicate their identities there?**



Social networks is simply another way of communication and cannot be seen as something isolated, since they also correspond to the global communication strategy that company has. Sometimes, many companies put a community manager being in charge of social networks and in this way companies separate them as it is something insignificant. Social networks have to be included in the company and all its communication. Having a simple presence in social networks is nothing if the messages do not have any value or important information, they must have some kind of purpose. Nowadays rises a lot content marketing, which goal is to publish information to provide some added value to the messages. Companies not only have to promote their products, but also to interact with customers.

- **Following what you said, Moritz not only promote its products but also informs about things that are in Barcelona, such as concerts, exhibitions, etc. Do you mean this kind of information?**

Yes, it is a type of information of interest to the user. It is not good talking all the day about the products, because it would tire the customers. Companies must create content with quality on social networks. I also corresponds to the Identity because the information published in social networks has something in common with the brand, for instance beer with festivals.

- **How important it is for the company to interact with costumers on social networks?**

It depends on the type of the business. FMCG companies have to do it. Moritz is one of them because it is a product that arranges from young people to the ones who are 40 years old, more or less. Hence, they will find their clients in social networks, where they can communicate them their identity.

- **Which do you think is the ideal strategy to communicate the Identity?**

It depends on where is the public of the company. If the company is on social networks, it would be a great place to communicate. Breweries have young costumers, thus it is important for them to use social networks as a channel to communicate. Here we can also see the issue of financing because a lot of companies reduced their money on promotion thanks to social networks.

- **Do you know any other brand that communicates its Catalan identity, a part of the drinks?**

Now I cannot tell you about this. Many brands do not take a position to communicate its catalanity because of the political issue that Catalonia has nowadays. But Moritz communicates its Barcelonan Identity more than the Catalan one. They sell Barcelonan brand, which is better world-wide known. Therefore, Barcelonan brand is associated with success. The same is with Estrella Damm, which is communicated as Mediterranean, which has a little in common with Catalonia.

- **What elements represent Catalan identity?**

Catalan Identity has nothing to do with business one, they are two different things. Catalan Identity can be a part of a company, but a company is much more than the Catalan identity. The elements are more than only a flag or a language, the elements are the way to do things, for example, the effort, the innovation...

- **And Barcelonan elements?**

The brand is B A R C E L O N A and everything that enters inside the city is its identity.

- **Tell me about the territoriality of the breweries.**

Nowadays the locality and the beer of the land are triumphing everywhere. Everyone has beer in their own town. The issue of the commerce and the proximity is on the rise in society. It is not the value of companies, but of the society because is the society that wats local products. This is an intrinsic value in the company.

### A.1.3.2. DEPTH INTERVIEW PROFESSIONAL OF COMMUNICATION

Name and Surname: Carlos Garcia Trillo

Charge: Brand Manager Europe (Reckitt Benckiser) & Digital Marketing Lector (IIMN)

Working areas in corporate communication: Branding, Strategy Communication, Marketing as analysis of market



Questions and answers:

- **What means for you the concept of identity?**

Is a personal perception, a personal feeling, an individual feeling or collective belonging. The identity is something, either individual or collective, that make the human being reach the motivation to keep with his own life. All of us have our own identity and we belong to something bigger than us, what ourselves are not able to see. Hence, identity is everything settled above ourselves.

- **And the corporate identity?**

At the end we cannot forget that companies are directed by people, not for semi-Gods as many people is used to think. Such people have a feeling of belonging, identification, culture, etc. Everything that identifies them as humans, is going to identify their company as well.

I am going to give you an example: I have been working for *Ferrero's* brand over many years. *Ferrero* is a company with a strong conservative leadership, familiar and slow, what effects are clearly reflected in its own innovation, I mean, their conservative attitude and slow policies are traduced in facts such as the maintenance of products thrown to the market 30 years ago. Moreover, their familiarity can be seen in *Ferrero's* business policies, in other words, there are no layoffs but relocations. Thus, what is transmitted through the company is the directors/founders identity, and what is going to last during the years in market.

The identity topic seems silly, but when you are into a company you can deeply feel it, either enjoying or suffering it. The corporative identity is the reflection of the top-manager personal identity, whose task is transmit it from the company's top until the bottom.

- **Then, what is culture?**

Culture is the consequence of identity, in other words, what first appears is identity and later on, culture. When the identity is really clear, culture can be created, englobing the identity group values and common believes. For instance, nowadays in Catalonia there is a strong developed catalanism and independentism culture. Though, 10 years ago this catalanism feeling did not exist. Then, identity should be initially appealed in order to secondly, develop a common culture. First of all the macroscopic part, identity, must be identified so as to get into action, what is known as culture. Therefore, before holding cultural mechanisms, identity has to exist. Simplifying it, the identity are the principles and the culture are the actions to transmit this principles.

- **Is for you important that companies differentiate each other?**

Is really important, indeed, because the differentiation is the key of hooking on the client. The differentiation concept in the marketing knowledge field regards to the positioning, whose utility is to set into clients mind what differentiate the company over the others. The communication work-field tries to work with the companies' differentiation aspects and do their best to impose these aspects into customer's minds.

- **How this differentiation is made using the identity?**

This can be done in many ways, but at the end is to always appeal the same from the company. The type of differentiation have to be elected (the price's issue, goals, territoriality...). In the Moritz case this kind of differentiation is territoriality. Here in Spain is really common to appeal the territoriality differentiation in the breweries companies. This territoriality should be strongly noted, because they should have the capability to differentiate each other. Regarding Moritz again, they have done everything they could to make customers associate Moritz with Barcelona.

Into the marketing world there is a concept that should be really clear: people do not buy products, but buy brands. What is the difference between products or brands? The identity, culture, differentiation, etc. The company workers work on the brand to make it arrive quickly to the people and when they see other similar products with a wide range of brands, customers choose the better known brand. Therefore, people do not buy products, but concepts. Sometimes the key is not to win with the product itself, but with the brand it comes from.

- **In practice, which are the strategies used to communicate the companies' identity?**

Regardless the channel used (radio, TV, press or social networks), what changes is the customer's insights and the message. The customer's insights is what clients recognise as relevant into a category, things that make the person feel identified with. The companies gets closer the clients and study their preferences and hobbies, and many times they shape some aspects of the brand in order to adapt themselves to their customers. The clue is understand the customer and be able to see through him. From that point, the messages transmitted to the public are created. Thus, the channel is

indifferent, because what really matter is the message itself. The message should be really relevant and specific.

- **But the fact that the channel is not significant depends a lot on the customer which the company wants to transmit its messages. For instance, in the breweries world is assumed that its presence in social networks is really important, because young people are the ones who mostly drink beer, and they are the ones with major presence in social networks.**

Yes, I totally agree, but this statement is already in quantitative terms. This fact regards to the customers analysis as well. Whether the company realises that the majority of their public have presence in social networks, it worth to invest lots of efforts on them. But we are in the same point, what is really important is the message transmitted in these social networks. Always the customer comes first, and later the “where” is another story. Moreover, social networks is an issue of budgetary limitation, because not all the companies can afford publicise themselves into important media; such as TV. Thus, social networks are the media responsible of saving lots of companies from the non-publicising, thanks to its free or hugely reduced costs of its use.

- **In your opinion, how the social networks have influenced the advertising of the company’s identity?**

Social networks are a really good tool to achieve an approach between companies and its customers. In the past it was mandatory that the workers of a certain company had the capacity to interact with their public. Moreover, neither the small company had the capacities to be noticeable in foreign countries. Nowadays, thanks to social networks, all these have changed. The communication world and publicity have been deeply democratized. With small budgets is really easy to invest in social networks in such a way that the publications are going to arrive to an unimaginable number of people.

- **According to you, which strategy or set of strategies could be ideal to communicate the company’s identity?**

The ideal strategies are grasping the message which is relevant for the customer, to understand the customer, to keep its track and to attack them. This is the case of Estrella Damm in the concerts’ world. Estrella Damm is a company which sponsors all the concerts in Catalonia, absolutely all. For me, this is the most winner strategy of all. It has been a really smart strategy, because during many years the concerts has been associated with Estrella Damm.

- **Do you know any Catalan brand that communicates its own identity?**

Yes, Bon Preu. The president of this company has expressed publicly that he is very catalanist and independentist. When you enter to a Bon Preu’s shop and the first thing you see is a poster that communicates the new Catalan telephone company created recently, this is a sign of strong positioning into the catalanist identity. On other parts of

the shop, Catalan flags can be seen as well. In the wine section, there are lots of Catalan wines (maybe 7 over 10 brands are Catalan). Thus, the catalanism in Bon Preu is strongly pushed forward with the wine market, similarly with the cheese. In each category of products you can breathe this catalanity.

- **How do you see the topic of Moritz?**

What Moritz have done really well is relaunching a brand nearly at the spot of dying. Moritz has been always a really small brand and until 10 years ago the brand was pretty unknown. However one day, someone gets the marketing department direction and make it step forward considerably. From that point, the brand has been hugely modernized. Moritz is a brand that has been positioned deeply into the territoriality, but, as far as I know, there is no clear positioning into the Catalan independentism topic. It is a Catalan brand, either of feeling and identity, but there has not been further action digging into the independentism, and is something they have done really well. Now, the problem is that whether Moritz have territorialized that much, they are going to have difficulties with the growth in foreign countries. However, the Barcelona feeling can be exported easily, because is a very popular aspect, even at world wide scale.

- **Do you think it is important that Moritz, in their social networks, posts a significant amount of publications about Catalonia and Barcelona?**

What Moritz have done well versus other companies is to have its strategy and the execution of it really clear. That is pretty common in the companies. Moritz has focused on a certain type of public, and has left aside other targets, such as the ones outside Catalonia, and has focused all the efforts in this territory. The companies that wants to communicate everywhere and everyone, are the ones that finally fail, because the customers do not feel that much identified with the brand and finally choose another one. And indeed is really good that Moritz make lots of publications about Barcelona and Catalunya. They are coherent with what they communicate.

### **A.1.3.3. DEPTH INTERVIEW PROFESSIONAL OF COMMUNICATION**

Name and Surname: Elisenda Estanyol Casals

Charge: Professor of Communication Science Studies at UOC, associated professor at UPF, previous worker in public relations agencies and in the communication departments

Working areas in corporate communication: Brand & Product communication, events organizations, institutional relations, communication strategy



Questions and answers:

- **What comes to your mind when we talk about the concept of identity?**

Identity is what defines what the company is. It is its essence, the personality. The corporate identity is related with what the companies are.

- **And the concept of culture?**

The concept of culture is related with the previous concept of identity. It makes reference to the way of how people have to behave inside the own institution or company. Culture is the way how the things are done into the company, the processes that are carried out and the relation between departments.

- **What comes first: identity or culture?**

Both are concepts interrelated. In public relations we do not speak of culture, but only about corporate identity that is what englobe everything. Foremost identity comes first, from which the actions that englobe culture are formed.

- **Is important that the companies differentiate each other?**

Is really important, because nowadays we are submerged in a capitalist environment, which is really competitive. The companies offer lots of products and services similar, and in order to differentiate they highlight their elements. For instance, the price could be a difference. Another could be the image that transmit the principles of the product. Also, the context where the product comes from. In a context where the consumer and the company are saturated with an over-information environment, is important that the differences exist.

- **How the companies do this differentiation using their identity?**

Firstly the aim of the company should be defined, I mean, the *raison d'être* of the company and what they do. Subsequently the vision that is what the company wants to become. And, inside the aim and the vision, the company should define the principles of the company, or similarly, what defines the company. It could be defined as the

adjectives that the company wants to have (client's attention, sustainability, being responsible...). These principles are the ones the company transmit and create the base of differentiation with other companies.

- **That could be more theoretically related, couldn't it? But, in practice, which strategies the companies use to communicate their identity?**

One of the strategies is to hang out with the media. An example of that is to send them all the news and changes done in the products. Moreover is important to arrange meetings with journalists in order to show them the activities the company perform and, thus, boost the principles presented in these activities that differentiate the company with others.

Another strategy is the commercial communication, launching TV commercials, press release, etc. Also the organization of events, organizing open doors sessions in order to invite the company workers with their relatives, for instance.

Moreover, is also important the internal communication between workers. Is essential to communicate all the news, initially to the company workers, and lately inform the consumers.

The use of digital communication is important as well; a good portal web should be developed, it is important to be present in the social networks and communicate with the public.

- **According to you, how do you think that the social networks have influences in the communication or diffusion of this commented identity in the companies?**

It has been a huge evolution in the way the companies communicate with their public. In previous years the companies had an unidirectional profile and now, there is the possibility of having excellent public relations, I mean, having a bidirectional communication, where the company and the public can communicate between each other. Nowadays, the costumers are not only aware of what the company says, but they can participate as well in the conversation, say what they think that can be modified or improved, participate in contests, etc.

- **Which strategy would you set as ideal in the communication through the social networks?**

I would say that the most effective strategies in the social networks are those that do not put pressure in its followers with the promotion of products, but those where an interesting content for the public is created. If, for example, the followers of a company are fans of music, it would be interesting inform them about concerts, festivals, etc.

Another sort of tool would be the sponsorship or patronage. The companies can sponsor lots of types of events. In Moritz case, for example, they do big sponsorships of cultural



events in the city of Barcelona. The content is to create interest in their followers and create comments and interaction about this content itself.

Another interesting strategy is the contests, where the people participate through games created in the social network. It should always have a final award for the winner.

- **Could you briefly talk me about the communication of Moritz?**

Moritz has a strong tendency to link itself with the Barcelona brand and with the scope of Catalonia. What Moritz does really good is having a restaurant just in the core of the Catalan and Barcelonan cultural historic referent, the Born. Moreover, Moritz sponsors lots of activities, mainly in the world of the Catalan culture. In addition of that, they also communicate a lot with other Catalan brands, such as Munich. Moritz contributes with lots of activities and events of little format in the Catalan scope, such as, university scope. Is also important that Moritz possess the *Fàbrica Moritz*, where apart from offering beers tasting and a route to watch how the beer is done, they also have room where Moritz staff organize cultural activities and Moritz tend to give this room up to other Barcelonan and Catalan entities in order to be able promote their own events.

- **And, focusing on the social networks, how would you comment its identity communication?**

What should be done in the social networks is not only speak about the company itself, but to hear all the comments done by the followers as well. The company should be quickly in this strategy and answer instantly what the public says. Also, summing up, using the Catalan language is another good strategy, because is another excellent and effective way of show up where the brand is from.

- **According to you, what identity is communicated most: Catalan or Barcelonan?**

Barcelonan brand is really strong and is easy to have success communicating it. Whether Moritz wants to increase its Catalanian profile there should be an increase of presence in other locations of the territory.

#### A.1.3.4. DEPTH INTERVIEW PROFESSIONAL OF COMMUNICATION

Name and Surname: Ferran Lalueza Bosch

Charge: PhD in Journalism, professor of UPF, director of COMeIN, investigator of group GAME – Communication & New Media.

Working areas in corporate communication: Public relations, persuasive communication, crisis communication and *Think Tank*



Questions and answers:

- **Could you explain what is for you the concept of identity?**

For me the corporative identity would be the brand's personality. It is the brand when all its attributes are summed. The identity construction, similarly as the people's personality, everything plays its role (corporative colour, its history, the places where it is distributed, the events where the company takes part...). Then, in that way is how the company is acquiring a different personality than the other brands can get.

- **How can you compare it with the identity of a person?**

In my point of view, it is the personality. The personality of a brand is its own identity. When you meet someone, what he/she contributes you is what decides the perception that you have over her/him. These perceptions slowly attributes our own perception about the personality of that person. Whether you get to know his/her better, the attribution made over the personality is going to be closer to its real personality.

- **How would you link both culture and identity concepts?**

The fact that identity is rooted with a territory is a key element of the personality. In order to make this territoriality visible for its own public, is important that the culture take its play.

- **I was mainly referring to corporate culture, not about culture as a generalist concept.**

The corporative culture is one of the aspects that become part of the identity itself. It could be imagined as one of the ingredients mixed with the graphic image, with the historic aspect, etc.

- **According to you, what comes first: culture or identity?**

Culture always comes first, because without a corporative culture is impossible to build up an identity. The corporative culture is a crucial part of the DNA of the brand itself. Even if a weak corporative culture cannot contribute in the communication of the identity, it should always exist by definition of identity. As soon as a company born, its culture already exists. Logically culture can evolve. On the other side, the identity is the summation of lots of things. The culture could be one of its core elements, I mean, since the company born. The culture is the element that, in some way, define the steps in relation with the people that are part of the company. That is what defines the brand personality and, without it, the identity would not be completed.

- **Do you think that nowadays is really important that the companies difference themselves from each other?**

That is essential. Day by day the difference between products are tinnier.

- **In practice, which communication strategies are nowadays used to communicate the identity?**

The identity is communicated even without doing nothing. The communicative actions are not done in order to show the personality of the company, but are done to match the subjective perception of identity in each people's mind with the real identity. The strategy is not done to communicate the company's personality, because this personality is like it is, invariable.

- **How do you think that nowadays, the social networks have influenced in the communication of its own identity?**

Social networks have transformed everything. Until 15 years ago, the opportunities that companies had to be in touch with its public were very little, occasional and restricted to a little part only. Today, the social networks allow to do things that, years ago, where practically unimaginable.

- **Could you talk me through about the Moritz case?**

I kept the track of Moritz case some years ago, because of the fact that I worked for an agency of public relations and one of our clients was Damm. In that time, this company was worried due to the irruption into the market of Moritz, because since the beginning Moritz tinkered with this role of identity. Firstly, more than Catalan, Moritz has been Barcelonan. But, slowly, this brand has been rooting its identity with Catalonia.

Another characteristic that highlights Moritz is its non-publicity policy. Moritz is a brand that has achieved a great visibility without the need of using publicity. Hence, there is a big contrast between this brand and other breweries brands. Moritz has search its own types of diffusion channels and connexion with its targets, and the world of social network has helped a lot. In this social networks its activity has been deeply related with the sponsorship of events, mainly of culture, theatrical, gastronomy, etc. That is,

precisely, what gives Moritz a very important visibility in its own territory. That is a fact that gives to this brewery brand the capability to play a very local card.

In addition of that, I would like to highlight a third element to define a little bite more Moritz's strategy: opportunism. I mean, opportunism is the capacity to be very aware of the things that happen. Moritz has the ability to position itself into this reality and Moritz position itself really good in terms of communication. For instance, when Juan Carlos, King of Spain, killed the elephants, Moritz position itself against that fact. The company has always had as one of its corporative mascots an elephant, and due to that fact, Moritz express its rejection against the king in its audience. This action makes the brand get closer to his target, and even closer whether we remind ourselves that Catalan people is prone to reject the royal crown.

Moreover, in some occasions Moritz has played its role in favour of Barça. Moritz has never sponsored this team but, however, it has been its fan. In some occasions there has been publications about certain matches in its social networks. Thus, even though Moritz did not have a real economic link with FCB as other companies did, Moritz has been eager to support them in order to enforce its role as company rooted with Catalonia.

The company is really aware about certain things that happen at local scale and are of interest for the public. In addition of that, this things tend to create conversations useful to take profit for advertising the company. Then, the company position itself at the exact point when it thinks that his own principles matches with the ones of the target. Moreover, Moritz sponsors lots of things, but is done at local scale.

- **Do you think that Moritz bet more for the Barcelona brand rather than the Catalan?**

I think that initially yes, because in its beginnings, the previous century, Moritz had this intention, because its distribution was only done in Barcelona. However, in the present times, Moritz has spread its distribution all over Catalonia and has been identifying itself with the Catalan feeling. It should be noted that both identities are not black and white, but they cross themselves.

- **Which aspects come to your mind that communicate with catalan identity?**

With topics as Barça. Moritz is connecting in that way with the Catalan identity. Moreover, how Moritz scarifies the monarchy, as a musty thing, centralist, and also imposed. Whether we analyse its activity in the social networks, we can see lots of elements like this, for example the Catalan labelling. The language used is basically Catalan.

- **Do you think is it important that Moritz use the majority of its publication to the social networks, revealing the Catalan and Barcelonan aspects?**

Yes, I think that this mould its own identity. Through social networks, the company establish permanent connexions with events that Moritz participate and with its customers in general. Here Moritz has played really well to define its own personality.

One of the things that Moritz has done extremely well in the social networks is the creation of the interactivity with its customers and followers.

- **Do you think that it is important the territoriality or locality in the breweries brands?**

I would say yes, because whether we analyse the Spanish brewery market, we would see that it is really broken into territory pieces. I imagine that this is due to the time when the beer conservation was not that easy, and then, the product had to be solely transported to closer territories. And, nowadays, maintaining the profile of brand rooted with a certain territory is a really good strategy.

### A.1.3.5. DEPTH INTERVIEW PROFESSIONAL OF COMMUNICATION

Name and Surname: Ignacio Jaén Urueña

Charge: Branding Consultor

Working areas in corporate communication: Branding and Marketing 2.0 Consultor

Questions and answers:



- **What is for you the concept of Identity?**

Set of features or characteristics of a person which permit to differentiate him or her from others.

- **And the concept of Corporate Identity or Business Identity?**

The Identity, from the point of view of Branding, is the set of values and attributes that make up the brand and will determine the positioning.

- **How would you relate the concept of Culture to the Identity's one?**

Corporate Culture is part of Corporate Identity.

- **In your opinion what comes first, the Culture that shapes the Identity or vice versa?**

Probably, the Culture is the one which shapes the Identity, hence it appears firstly. Culture is the feature of all the members that create the company or brand: it would be an aspect that has to do with the promoters of the business rather than the brand itself. Thus, it is Culture that subsequently moves to the Identity of the brand.

- **Is the action of differentiation from others is important in the world of business?**

It is important to reflect about what elements or values compose the Culture of a company and how these ones must be translated to the Identity of this company.

- **How this differentiation is made using the Identity?**

Culture forms part of the brand's DNA, due to the fact that it is inside the messages and company's know-how. Culture is the reason things are done in the company. Identity is the reflection of this DNA which is expressed through the brand, the communication and the marketing.

- **What communication strategies do the companies use nowadays to communicate their Identity, widely?**

Branding strategies are currently based on the differentiator positioning, the creation of value offer and the content transmitted through the corporate communication and marketing. All this has to be aligned to the Culture and should be reflected in the storytelling, a storyline that has to preside over all the branding.

- **And what strategies they use on social networks?**

Social media strategies have to be a consequence of branding. Therefore, each brand will use the one which will suit the best to convey that storytelling.

- **In your opinion, how social networks have influenced the promotion or communication or dissemination of Identity in companies?**

Social networks have given an opportunity for brands to reach many more public and more diverse. Some have done well, other not.

- **According to your knowledge, what would be the ideal strategy or strategies to communicate the Identity and Culture?**

The most important things are the consistency, sincerity and transparency. Either in life or in business we must be consistent with what we think and what we want to achieve. The best way to be consistent is being sincere when you communicate to your target audiences and being transparent when they communicate to you.

- **Do you know any Catalan brand that actively communicate their Identity and Culture? Could you explain how they do it?**

I know few Catalan brands and I could not tell whether or not they transmit their Culture. I do not care whether or not a brand is Catalan, only if the product the company transmits is suitable for me and has been communicated correctly. Futbol Club Barcelona is perhaps the brand that is the evidence of its territorial Identity.

- **Do you know any beer brand that actively communicates its territorial Identity?**

Budweiser and Guinness beers are identified with a very specific customer and also a regional culture. But I do not know if it is something sought or a consequence of the many years they have been on the market. Estrella Galicia is another beer closely linked to its territory and Estrella Damm identifies itself as a beer of Mediterranean.

- **Normally, beer brand are territorial, they promote a lot the territory they were born in. Do you think it is important to do this kind of promotion?**

No, it is not because the most important thing is to differentiate yourself from your competition. If this differentiation must be territorial is something circumstantial, thus this is one of the ways to make the company different.

- **Everyday Moritz uses social networks to post something that promotes the company. Among these posts, there are many publication with Catalan and Barcelonan aspects. Is it right, in your opinion?**

If it works, it is correct; if not, it is a business's suicide. If Moritz has 95% of its customers in Catalonia, it is clear that it must opt for the regional identity, since in Catalonia the nationalist component is in the social debate. But the company should think if it wants to reach 50% of Catalans and other 50% of Spanish people. It is clear that this kind of positioning leaves out half of its market. If Moritz sells more beer with taking this position, it is correct; if it sells less beer, it is seen as an incorrect positioning. Moreover, the company must be consistent and sincere and if the corporative Culture of its promoters is being Catalan nationalists, it must be translated to business's Identity. There is not "good" or "bad" positioning.



#### A.1.3.6. DEPTH INTERVIEW PROFESSIONAL OF COMMUNICATION

Name and Surname: Jordi Tudela Gibert

Charge: Consultor / Director of projects in Ideak (Projects)

Working areas in the corporate communication: Consulting

Questions and answers:



- **What is for you the concept of identity?**

The identity is what identifies us and also distinguishes us: Who we are?

- **And the corporate or business identity?**

The point we make to built an image of “corporate” with a distinct personality; who are we? What makes us different? What we want to be? ... This definition or representation of itself (of the organization) is projected in all actions and communications. In other words, identity is everything that the company does and all the explanations that the company does of its actions, in different scenarios in which it operates and in the relations with its audiences. It is often defined as the DNA of the company.

Corporate identity can be defined as the set of values and principles that the members of the company associate with this company: what the business thinks of itself (self image) and how it defines itself.

In the plan of communication the company has to transfer these traits that mark its behaviour and its future vision, traits that make the company unique and different from others. Corporate identity becomes a differentiating strategy that is embodied in a system of communications.

- **How would you relate the concept of culture with identity?**

From a point of “corporate” view, culture is the set of values shared by the members of the organization which cohesion them. Culture integrates the members internally and is the factor that determines the identity, constructing it socially. In addition, it is the behaviour of the company (the decisions of the members) and the communication (visual identity and system of communications).

- **What comes first, as to your point of view, the culture that forms the identity or vice versa?**

It is difficult to affirm this aspect. I think that the culture is the factor that determines the identity. Every organization is born and developed in certain time, place and in the interaction of certain people that share and assume some kind of values. Companies are also people, they are human.

- **Is the differentiation of the companies an important aspect?**

If the company is born with the goal to last a long period of time, it is strategically crucial its differentiation to be recognised. In this sense, as with people, it is a great heritage and differential advantage that the company can possess a coherent identity with shared values and principles, controlled and strongly affirmed.

- **How companies make this differentiation using the identity?**

As mentioned, identity is the starting point for building a strong and distinct image, which is projected through the behaviour and corporate communication. I have a very corporate vision and I think that all businesses must have communications that would integrate a cohesive component, common style and own “corporate” personality.

- **What communication strategies do companies use to communicate their identity?**

Since the year 2000 and with the consolidation of the Internet as a tool of information available to everyone and the “base camp” to the business communication, the vision of many business leaders have changed. That is, the predominant strategy of marketing to create strong brands to sell has led to the importance to create a strong corporate brand which brings together all the aspects and which can project an excellent personality and image that can be last a long period of time, can be sustainable, increase its reputation and leadership, attract talent and the trust of customers. In other words, it is promoted the management of the corporate brand: corporate design, corporate culture, management of the intangibles (CSR, sponsorship, reputation, etc.).

The first vector of communication strategy is the identity of the company itself: what it does and what it communicates to project an image in the collective imagination.

- **How do you think social networks have influenced the promotion or communication or diffusion of the identity of the companies?**

Social networks have represented a real jolt in business communication. They have contributed in the creation of real “conversation” in real time with and about the brands and about the businesses. Social networks allow having a conversation with the audience, answer questions in real time and generate conversation with other brands. They have forced businesses to be present, to answer, to produce relationship and attention to others, etc.

- **Which for you would be the ideal strategy or strategies for communicating identity and culture?**

I think the communication of identity must be integrated into all communications of the organization if it really is part of the DNA. It becomes glue that binds and makes cohesion. It is very important to use own language and the design that is recognized by

the audience with elements of the public's culture (visual design and environmental design).

- **Do you know any Catalan brand that actively communicates its identity?**

The identity of the University Pompeu Fabra is one of them. Futbol Club Barcelona is another, which wants to be universal but without losing its original identity.

- **Can you comment the case of Moritz?**

Moritz searches the complicity of the audience by integrating cultural values of Barcelona and participates by promoting and generating conversation about events in the cultural life of the city. This is the engagement that every company searches in social networks. It is the cultural identity that inspires and embodies the conduct of the company.

The content of Moritz published in social networks includes characters of the culture (music, cinema, politics...) of the environment of Barcelona. Moritz includes cultural values of the cultural Barcelona.

## A.2. ANALYSIS OF SOCIAL NETWORKS OF MORITZ

### A.2.1. YOUTUBE

Publicatio	Normal	Catalonia	Barcelona	Moritz	Descriptio	Visualizat	Likes	Dislikes	Comment	Negative	Positive	Culture	Politics	Sport	Gastronor	Physical G	Society (language)
1	X	X	X	YES	Xavier Per	664	9	0	1	0	1	X	X	X	X	X	X
2	X	YES	X	X	X Serializad	421	5	0	0	0	0	YES	X	X	X	X	X
3	YES	X	X	X	X American	205	1	0	0	0	0	X	X	X	X	X	X
4	X	X	YES	X	X Lapsus Fe	164	3	0	0	0	0	YES	X	X	X	X	X
5	X	YES	X	X	X Serializad	900	8	0	0	0	0	YES	X	X	X	X	X
6	X	X	YES	X	X Palo Alto	3553	9	0	0	0	0	YES	X	X	YES	X	YES
7	YES	X	X	X	X American	248	0	0	0	0	0	X	X	X	X	X	X
8	X	YES	X	X	X La Molina	724	2	0	0	0	0	X	X	YES	X	YES	X
9	YES	X	X	X	X Orbea	224	0	0	0	0	0	X	X	X	X	X	X
10	X	YES	YES	X	X El Born	98	2	0	0	0	0	YES	X	X	X	X	X
11	X	X	X	YES	Mon Kraft	170	0	0	0	0	0	X	X	X	X	X	X
12	X	X	YES	X	X Venga Mo	876	8	0	1	0	1	YES	X	X	X	X	X
13	X	YES	X	X	X Port Aïn	417	2	0	0	0	0	X	X	YES	X	YES	X

### A.2.2. FLIKR

Publicatio	Normal	Catalan	Barcelona	Moritz	Descriptio	Visits	Favorites	Comment	Positive	Negative	Culture	Politics	Sport	Gastronor	Physical G	Society (la
1	X	YES	X	X	X Dues cob	1140	0	0	0	0	YES	X	X	X	X	X
2	X	YES	X	X	X Arquitect	1249	0	0	0	0	YES	X	X	X	X	X
3	X	YES	X	X	X Escultura	1339	0	0	0	0	YES	X	X	X	X	X
4	X	X	YES	X	X Fashion	355	0	0	0	0	YES	X	X	X	X	X
5	X	X	YES	X	X Fashion	207	0	0	0	0	YES	X	X	X	X	X
6	X	X	YES	X	X Fashion	203	0	0	0	0	YES	X	X	X	X	X
7	X	X	YES	X	X Fashion	208	0	0	0	0	YES	X	X	X	X	X
8	X	X	YES	X	X Fashion	214	0	0	0	0	YES	X	X	X	X	X
9	X	X	YES	X	X Fashion	217	0	0	0	0	YES	X	X	X	X	X
10	X	X	YES	X	X Fashion	218	0	0	0	0	YES	X	X	X	X	X
11	X	X	YES	X	X Fashion	229	1	0	0	0	YES	X	X	X	X	X
12	X	X	YES	X	X Fashion	215	0	0	0	0	YES	X	X	X	X	X
13	X	X	YES	X	X Fashion	212	0	0	0	0	YES	X	X	X	X	X
14	X	X	YES	X	X Fashion	219	0	0	0	0	YES	X	X	X	X	X
15	X	X	YES	X	X Fashion	217	0	0	0	0	YES	X	X	X	X	X
16	X	X	YES	X	X Fashion	224	0	0	0	0	YES	X	X	X	X	X
17	X	X	YES	X	X Fashion	234	0	0	0	0	YES	X	X	X	X	X
18	X	X	YES	X	X Fashion	256	0	0	0	0	YES	X	X	X	X	X
19	X	X	YES	X	X Fashion	240	0	0	0	0	YES	X	X	X	X	X
20	X	X	YES	X	X Fashion	210	0	0	0	0	YES	X	X	X	X	X
21	X	X	YES	X	X Fashion	216	0	0	0	0	YES	X	X	X	X	X
22	X	X	YES	X	X Fashion	230	0	0	0	0	YES	X	X	X	X	X
23	X	X	YES	X	X Fashion	229	0	0	0	0	YES	X	X	X	X	X
24	X	X	YES	X	X Fashion	217	0	0	0	0	YES	X	X	X	X	X
25	X	X	YES	X	X Fashion	256	0	0	0	0	YES	X	X	X	X	X
26	X	X	YES	X	X Fashion	281	0	0	0	0	YES	X	X	X	X	X
27	X	X	YES	X	X Fashion	264	0	0	0	0	YES	X	X	X	X	X
28	X	X	YES	X	X Fashion	258	0	0	0	0	YES	X	X	X	X	X
29	X	X	YES	X	X Fashion	219	0	0	0	0	YES	X	X	X	X	X
30	X	X	YES	X	X Fashion	354	1	0	0	0	YES	X	X	X	X	X
31	YES	X	X	X	X Giménez	1378	0	0	0	0	X	X	X	X	X	X
32	X	YES	YES	X	X El Barça	1413	1	0	0	0	X	X	YES	X	X	X
33	X	YES	X	X	X Un dibuix	1345	0	0	0	0	YES	X	X	X	X	X
34	X	YES	YES	X	X les 24 ho	878	0	0	0	0	X	X	YES	X	YES	X
35	YES	X	X	X	X Japó	822	0	0	0	0	X	X	X	X	X	X
36	X	YES	X	X	X vint punts	1200	0	0	0	0	YES	X	X	X	X	X
37	X	YES	X	X	X Sant Jord	157	0	0	0	0	YES	X	X	X	X	X

38	X	YES	X	X Sant Jord	156	0	0	0	0	YES	X	X	X	X	X
39	X	YES	X	X Sant Jord	167	0	0	0	0	YES	X	X	X	X	X
40	X	YES	X	X Sant Jord	170	0	0	0	0	YES	X	X	X	X	X
42	X	YES	X	X Sant Jord	172	0	0	0	0	YES	X	X	X	X	X
43	X	YES	X	X Sant Jord	172	0	0	0	0	YES	X	X	X	X	X
44	X	YES	X	X Sant Jord	185	0	0	0	0	YES	X	X	X	X	X
45	X	YES	X	X Sant Jord	181	0	0	0	0	YES	X	X	X	X	X
46	X	YES	X	X Sant Jord	190	0	0	0	0	YES	X	X	X	X	X
47	X	YES	X	X Sant Jord	182	0	0	0	0	YES	X	X	X	X	X
48	X	YES	X	X Sant Jord	183	0	0	0	0	YES	X	X	X	X	X
49	X	YES	X	X Sant Jord	183	0	0	0	0	YES	X	X	X	X	X
50	X	YES	X	X Sant Jord	195	0	0	0	0	YES	X	X	X	X	X
51	X	YES	X	X Sant Jord	219	0	0	0	0	YES	X	X	X	X	X
52	X	YES	X	X Sant Jord	211	0	0	0	0	YES	X	X	X	X	X
53	X	YES	X	X Sant Jord	214	0	0	0	0	YES	X	X	X	X	X
54	X	YES	X	X Sant Jord	215	0	0	0	0	YES	X	X	X	X	X
55	X	YES	X	X Sant Jord	214	0	0	0	0	YES	X	X	X	X	X
56	X	YES	X	X Sant Jord	223	0	0	0	0	YES	X	X	X	X	X
57	X	YES	X	X Sant Jord	224	0	0	0	0	YES	X	X	X	X	X
58	X	YES	X	X Sant Jord	363	0	0	0	0	YES	X	X	X	X	X
59	X	YES	X	X Sant Jord	179	0	0	0	0	YES	X	X	X	X	X
60	X	YES	X	X Sant Jord	182	0	0	0	0	YES	X	X	X	X	X
61	X	YES	X	X Sant Jord	189	0	0	0	0	YES	X	X	X	X	X
62	X	YES	X	X Sant Jord	207	0	0	0	0	YES	X	X	X	X	X
63	X	YES	X	X Sant Jord	236	0	0	0	0	YES	X	X	X	X	X
64	X	YES	X	X Sant Jord	231	0	0	0	0	YES	X	X	X	X	X
65	X	YES	X	X Sant Jord	244	0	0	0	0	YES	X	X	X	X	X
66	X	YES	X	X Sant Jord	251	0	0	0	0	YES	X	X	X	X	X
67	X	YES	X	X Sant Jord	207	0	0	0	0	YES	X	X	X	X	X

### A.2.3. INSTAGRAM

Image	Normal pl	Catalonia	Barcelona	Photo of f	Likes	Coments	Positive c	Negative	Other	Culture	Politics	Sport	Gastronor	Physical G	Society (la
1	x	YES	x	X	718	31	31	0	na diada".	YES	YES	X	X	X	YES
2	x	x	YES	X	273	1	1	0	ciclisme).	X	X	YES	X	X	X
3	x	YES	x	X	305	9	9	0	a catalana	YES	X	X	X	X	YES
4	X	x	x	X	268	8	8	0		X	X	X	X	X	X
5	YES	x	x	X	434	8	8	0		X	X	X	X	X	X
6	X	x	x	YES	302	11	11	0		X	X	X	X	X	X
7	x	YES	YES	X	423	10	10	0	arcelona)	YES	X	X	YES	X	YES
8	x	YES	YES	X	569	11	11	0	diterrània	X	X	X	X	YES	X
9	x	YES	YES	X	428	2	2	0	arcelona)	YES	X	X	YES	X	YES
10	X	YES	x	X	431	5	5	0	Menorca	X	X	X	X	YES	X
11	X	X	YES	X	178	3	3	0	Barcelona	YES	X	YES	X	X	X
12	X	YES	YES	X	472	5	5	0	El Born	YES	X	X	YES	X	YES
13	YES	X	X	X	337	12	12	0		X	X	X	X	X	X
14	X	YES	YES	X	456	3	3	0	El Born	YES	X	X	YES	X	YES
15	X	X	X	YES	419	4	4	0	ica Moritz	X	X	X	X	X	X
16	X	X	X	YES	483	3	3	0		X	X	X	X	X	X
17	X	X	X	YES	304	2	2	0		X	X	X	X	X	X
18	YES	X	X	X	342	8	8	0		X	X	X	X	X	X
19	YES	x	x	x	263	2	2	0		X	X	X	X	X	X
20	x	x	x	YES	246	4	4	0		X	X	X	X	X	X
21	x	x	x	YES	380	4	4	0		X	X	X	X	X	X
22	x	x	YES	x	205	6	6	0	PALO ALT	YES	X	X	X	X	YES
23	x	x	YES	x	862	8	8	0	La Sagrada	X	X	X	X	YES	X
24	x	x	x	YES	240	6	3	3		X	X	X	X	X	X
25	x	x	x	YES	355	3	3	0		X	X	X	X	X	X
26	YES	x	x	x	279	6	6	0		X	X	X	X	X	X
27	YES	x	x	x	388	17	17	0		X	X	X	X	X	X
28	YES	x	x	x	380	0	0	0		X	X	X	X	X	X
29	x	x	x	YES	317	7	7	0		X	X	X	X	X	X
30	X	X	X	YES	343	3	3	0		X	X	X	X	X	X
31	X	X	X	YES	385	25	25	0		X	X	X	X	X	X
32	X	X	X	YES	594	8	8	0		X	X	X	X	X	X

32	X	X	X	YES	594	8	8	0		X	X	X	X	X	X
33	X	X	X	YES	274	4	4	0		X	X	X	X	X	X
34	YES	X	X	X	388	2	2	0		X	X	X	X	X	X
35	X	X	X	YES	404	4	3	1		X	X	X	X	X	X
36	X	YES	YES	X	479	2	2	0	És una fot	X	X	X	X	YES	X
37	x	x	x	YES	363	12	12	0		X	X	X	X	X	X
38	x	x	YES	x	281	11	11	0	Festival In	YES	X	YES	X	X	X
39	YES	x	x	x	394	5	5	0		X	X	X	X	X	X
40	YES	X	X	X	315	1	1	0		X	X	X	X	X	X
41	YES	X	X	X	459	2	2	0		X	X	X	X	X	X
42	X	YES	X	X	455	2	2	0		X	X	X	X	X	X
43	X	X	YES	X	238	1	1	0	BAR À VIN	X	X	X	YES	X	X
44	x	x	x	YES	294	1	1	0		X	X	X	X	X	X
45	YES	x	x	x	393	5	5	0		X	X	X	X	X	X
46	x	x	x	YES	218	3	2	1		X	X	X	X	X	X
47	x	YES	x	x	254	2	2	0	Fira Tàrrag	YES	X	X	X	X	X
48	YES	x	x	x	468	4	4	0		X	X	X	X	X	X
49	x	x	YES	x	360	3	3	0		X	X	X	X	X	X
50	YES	x	x	x	421	4	3	1		X	X	X	X	X	X
51	x	x	x	YES	300	1	1	0		X	X	X	X	X	X
52	x	x	x	YES	447	35	35	0		X	X	X	X	X	X
53	x	x	x	YES	300	2	2	0		X	X	X	X	X	X
54	x	x	YES	x	303	4	4	0		X	X	X	X	X	X
55	x	x	x	YES	423	1	1	0		X	X	X	X	X	X
56	x	YES	YES	x	516	4	4	0	És una fot	X	X	X	X	YES	X
57	YES	x	x	x	313	2	2	0		X	X	X	X	X	X
58	x	x	x	YES	212	5	5	0		X	X	X	X	X	X
59	x	x	x	YES	440	4	4	0		X	X	X	X	X	X
60	x	x	x	YES	343	5	5	0		X	X	X	X	X	X
61	x	x	x	YES	438	9	9	0		X	X	X	X	X	X
62	x	x	YES	x	379	3	3	0	lona Bikes	X	X	YES	X	X	X
63	YES	x	x	x	244	1	1	0		X	X	X	X	X	X
64	x	x	YES	x	397	1	1	0		X	X	X	X	X	X
65	x	x	YES	x	404	1	1	0	Urban Pic	X	X	X	YES	YES	X
66	YES	x	x	x	233	1	1	0		X	X	X	X	X	X
67	x	x	x	YES	307	4	4	0		X	X	X	X	X	X
68	x	x	YES	x	255	1	1	0	Apareix la	X	X	YES	X	YES	X
69	x	x	x	YES	276	17	17	0		X	X	X	X	X	X
70	x	x	x	YES	147	4	2	2		X	X	X	X	X	X
71	x	x	YES	x	249	12	12	0	Apareix el	X	X	YES	X	YES	X
72	x	x	YES	x	244	6	6	0		X	X	X	X	X	X
73	x	x	x	YES	525	21	21	0		X	X	X	X	X	X
74	x	YES	YES	x	210	2	2	0	Rumba cal	YES	X	X	X	YES	YES
75	x	YES	YES	x	462	4	4	0	És una fot	X	X	X	X	YES	X
76	x	x	YES	x	584	31	31	0	Espai Cow	X	X	X	X	X	YES
77	x	x	YES	x	263	4	4	0	Surten pre	X	X	YES	X	YES	X
78	x	x	x	YES	272	7	6	1		X	X	X	X	X	X
79	x	x	x	YES	330	2	2	0		X	X	X	X	X	X
80	x	x	x	YES	287	7	6	1		X	X	X	X	X	X
81	x	x	x	YES	356	14	14	0		X	X	X	X	X	X
82	x	YES	x	x	220	4	4	0	Rumba cal	YES	X	X	X	YES	YES
83	x	x	x	YES	391	2	2	0		X	X	X	X	X	X
84	x	YES	YES	x	382	5	5	0	El temps a	X	X	X	X	YES	X
85	x	YES	x	x	411	2	2	0	El Festival	YES	X	X	X	X	YES
86	x	x	YES	x	311	0	0	0	Dissenyad	YES	X	X	X	X	X
87	x	x	YES	x	452	5	5	0	Palo Alto i	YES	X	X	X	X	YES
88	x	x	YES	x	170	0	0	0	MODAFAC	YES	X	X	X	X	X
89	x	x	x	YES	197	2	2	0		X	X	X	X	X	X
90	x	x	x	YES	312	2	2	0		X	X	X	X	X	X
91	x	YES	x	x	324	17	17	0	Platja o m	X	X	X	X	YES	X
92	x	x	YES	x	262	2	2	0	Urban Pic	X	X	YES	X	YES	X
93	x	x	YES	x	226	5	5	0	Dissenyad	YES	X	X	X	X	X
94	x	x	YES	x	219	0	0	0	"	YES	X	X	X	X	X
95	x	YES	X	x	531	3	3	0	Port de Ge	X	X	X	X	YES	X
96	x	x	YES	x	241	0	0	0	Dissenyad	YES	X	X	X	X	X
97	x	YES	YES	x	327	30	30	0	El video m	YES	X	X	YES	YES	X
98	x	YES	x	x	575	11	11	0	Carretera	X	X	X	X	YES	X
99	X	x	YES	x	250	4	4	0	Mostra Int	YES	X	X	X	X	X
100	x	x	YES	x	367	2	2	0	Palo Alto i	YES	X	X	X	X	YES

100	x	x	YES	x	367	2	2	0	Palo Alto I	YES	X	X	X	X	YES
101	x	x	YES	x	474	8	8	0	Palo Alto I	YES	X	X	X	YES	YES
102	YES	x	x	x	231	8	8	0		X	X	X	X	X	X
103	YES	x	x	x	186	0	0	0		X	X	X	X	X	X
104	YES	x	x	x	155	0	0	0		X	X	X	X	X	X
105	x	x	YES	x	598	5	5	0	Apareix el	X	X	X	X	X	YES
106	x	x	YES	x	325	2	2	0	Palo Alto I	YES	X	X	X	X	YES
107	x	YES	x	x	296	4	4	0	Reforma c	YES	YES	X	X	X	YES
108	x	YES	x	x	597	14	13	1	Reforma c	YES	YES	X	X	X	YES
109	YES	x	x	x	151	0	0	0		X	X	X	X	X	X
110	YES	x	x	x	291	3	3	0		X	X	X	X	X	X
111	x	x	x	YES	401	2	2	0		X	X	X	X	X	X
112	x	x	x	YES	391	5	4	1		X	X	X	X	X	X
113	x	x	x	YES	359	11	5	6		X	X	X	X	X	X
114	x	x	x	YES	259	0	0	0		X	X	X	X	X	X
115	YES	x	x	x	317	1	1	0		X	X	X	X	X	X
116	x	YES	YES	x	430	7	7	0	El Born (p	YES	X	X	YES	X	YES
117	x	x	YES	x	291	1	1	0	Palo Alto I	YES	X	X	X	X	YES
118	x	x	YES	x	293	0	0	0	Sofar Sour	YES	X	X	X	X	X
119	x	YES	YES	x	458	5	5	0	Platja, sol	X	X	X	X	YES	X
120	x	x	x	YES	372	3	3	0		X	X	X	X	X	X
121	x	x	YES	x	372	3	3	0	Els mapes	X	X	X	X	YES	X
122	x	x	YES	x	270	1	1	0	Sofar Sour	YES	X	X	X	X	X
123	x	x	x	YES	339	2	1	1		X	X	X	X	X	X
124	x	x	x	YES	386	6	5	1		X	X	X	X	X	X
125	x	x	x	YES	301	2	2	0		X	X	X	X	X	X
126	x	x	x	YES	327	1	1	0		X	X	X	X	X	X
127	x	x	x	YES	295	4	4	0		X	X	X	X	X	X
128	x	x	YES	x	349	2	2	0	Fundació	YES	X	X	X	X	X
129	x	x	YES	x	281	8	8	0	Surten pre	X	X	YES	X	YES	X
130	YES	x	x	x	213	2	2	2		X	X	X	X	X	X
131	x	YES	YES	x	354	1	1	0	Museu Na	YES	X	X	X	X	X
132	x	x	x	YES	455	4	4	0		X	X	X	X	X	X
133	x	x	YES	x	451	0	0	0	Els Ferroc	X	X	X	X	YES	YES
134	x	YES	x	x	342	1	1	0	Sant Feliu	X	X	YES	X	YES	X
135	x	YES	x	x	251	0	0	0	Embassa't	YES	X	X	X	X	X
136	x	YES	x	x	214	1	1	0	"	X	X	X	X	X	X
137	x	x	x	YES	287	0	0	0		X	X	X	X	X	X
138	x	x	YES	x	280	8	8	0		X	X	X	X	X	X
139	x	x	x	YES	204	0	0	0		X	X	X	X	X	X
140	x	YES	x	x	202	7	7	0	Embassa't	YES	X	X	X	X	X
141	YES	x	x	x	224	4	4	0		X	X	X	X	X	X
142	x	x	x	YES	292	6	6	0		X	X	X	X	X	X
143	x	x	x	YES	291	2	2	0		X	X	X	X	X	X
144	YES	x	x	x	159	1	1	0		X	X	X	X	X	X
145	x	x	x	YES	322	1	1	0		X	X	X	X	X	X
146	YES	x	x	x	294	10	10	0		X	X	X	X	X	X
147	x	x	x	YES	249	8	8	0		X	X	X	X	X	X
148	x	x	x	YES	294	7	7	0		X	X	X	X	X	X
149	x	x	x	YES	383	2	2	0		X	X	X	X	X	X
150	x	x	x	YES	372	7	7	0		X	X	X	X	X	X
151	x	x	x	YES	281	8	7	1		X	X	X	X	X	X
152	YES	x	x	x	138	9	8	1		X	X	X	X	X	X
153	x	x	x	YES	243	5	5	0		X	X	X	X	X	X
154	x	x	YES	x	363	2	2	0	Liv.Bcn (Fi	YES	X	X	X	X	X
155	x	x	x	YES	245	7	7	0		X	X	X	X	X	X
156	x	x	x	YES	185	4	4	0		X	X	X	X	X	X
157	x	YES	x	x	358	7	7	0	FGC	X	X	X	X	YES	YES
158	x	YES	x	x	610	10	10	0	FGC	X	X	X	X	YES	YES
159	x	YES	x	x	505	7	7	0	FGC	X	X	X	X	YES	YES
160	x	YES	YES	x	442	12	12	0	Barcelona	X	X	X	X	YES	X
161	x	YES	YES	x	296	13	12	1	BARÇA	X	X	YES	X	X	X
162	x	x	YES	x	291	0	0	0	Sala Apolc	YES	X	X	X	X	YES
163	x	x	x	YES	142	6	6	0		X	X	X	X	X	X
164	x	YES	YES	x	329	24	24	0	BARÇA	X	X	YES	X	X	X
165	x	x	x	YES	253	6	6	6		X	X	X	X	X	X
166	x	x	YES	x	248	1	1	1	Els prepar	YES	X	X	X	X	X
167	x	x	x	YES	535	13	13	0		X	X	X	X	X	X
168	x	x	YES	x	316	4	4	0	Hydropon	X	X	YES	X	YES	X

169	x	YES	x	x	192	7	7	0 Àger Lleid	YES	X	X	X	YES	X
170	YES	x	x	x	163	2	2	0	X	X	X	X	X	X
171	x	x	YES	x	625	2	2	0 Foto des c	X	X	X	X	YES	X
172	x	x	x	YES	288	12	12	0	X	X	X	X	X	X
173	x	x	x	YES	560	23	23	0	X	X	X	X	X	X
174	x	YES	YES	x	522	14	14	0 Platja,sol,	X	X	X	X	YES	X
175	x	x	x	YES	430	16	16	0	X	X	X	X	X	X
176	x	YES	YES	x	654	33	33	0 BARÇA	X	X	YES	X	X	X
177	x	x	x	YES	386	1	1	0	X	X	X	X	X	X
178	x	x	YES	x	358	0	0	0 Museu de	YES	X	X	X	YES	X
179	x	x	x	YES	335	6	6	0	X	X	X	X	X	X
180	x	x	x	YES	474	13	13	0	X	X	X	X	X	X
181	x	x	YES	x	133	8	8	0 ESCI UPF,	YES	X	X	X	X	YES
182	x	x	YES	x	406	2	2	0 Paisatge d	X	X	X	X	YES	X
183	x	x	x	YES	212	0	0	0	X	X	X	X	X	X
184	YES	x	x	x	351	11	0	0 Un gosset	X	X	X	X	X	X
185	x	x	x	YES	315	19	19	0	X	X	X	X	X	X
186	x	x	x	YES	359	5	5	0	X	X	X	X	X	X
187	x	x	x	YES	315	0	0	0	X	X	X	X	X	X
188	x	x	YES	x	415	8	8	0 Ecofrankfu	X	X	X	YES	YES	X
189	x	x	x	YES	338	40	40	0	X	X	X	X	X	X
190	x	YES	x	x	512	5	5	5 La bander	X	X	YES	X	X	YES
191	x	x	YES	x	248	9	9	0 Palo Alto l	YES	X	X	X	X	YES
192	x	x	x	YES	355	0	0	0	X	X	X	X	X	X
193	x	x	YES	x	335	8	8	0	X	X	X	X	X	X
194	x	x	YES	x	288	0	0	0 EatStreet	X	X	X	YES	X	YES
195	x	x	YES	x	261	23	23	0 Palo Alto l	YES	X	X	X	X	YES
196	x	x	YES	x	501	27	27	0	X	X	X	X	X	X
197	x	x	YES	x	263	5	5	0	X	X	X	X	X	X
198	x	x	x	YES	340	2	2	0	X	X	X	X	X	X
199	x	x	x	YES	291	6	6	0	X	X	X	X	X	X
200	YES	x	x	x	168	2	2	0 També ap	X	X	X	X	X	X
201	YES	x	x	x	452	8	8	0	X	X	X	X	X	X
202	x	x	x	YES	365	2	2	0	X	X	X	X	X	X
203	x	x	x	YES	428	10	9	1	X	X	X	X	X	X
204	x	x	YES	x	239	10	10	0	X	X	X	X	X	X
205	YES	x	x	x	228	6	6	0	X	X	X	X	X	X
206	YES	x	x	x	363	4	4	0	X	X	X	X	X	X
207	x	x	x	YES	179	0	0	0	X	X	X	X	X	X
208	x	YES	YES	x	333	4	4	0 Al Club Ar	X	X	YES	X	X	YES
209	x	x	YES	x	311	1	1	0 Club Aribà	YES	X	X	X	X	X
210	x	YES	x	x	489	10	10	0 El llac de È	X	X	X	X	YES	X
211	x	x	YES	x	331	6	6	0 Aribau Clu	YES	X	X	X	X	X
212	x	x	YES	x	271	4	4	0	X	X	X	X	X	X
213	x	x	YES	x	171	0	0	0 Aribau Clu	XYES	X	X	X	X	X
214	x	x	YES	x	194	0	0	0 "	X	X	X	X	X	X
215	x	x	YES	x	263	2	2	0	X	X	X	X	X	X
216	x	x	YES	x	321	4	4	0 Eat Street	X	X	X	YES	X	YES
217	x	x	YES	x	232	5	5	0 Cines Arib	YES	X	X	X	X	X
218	x	x	YES	x	243	2	2	0 Cines Arib	YES	X	X	X	X	X
219	x	x	YES	x	201	1	1	0 "	YES	X	X	X	X	X
220	x	x	x	YES	301	0	0	0	X	X	X	X	X	X
221	x	x	YES	x	221	0	0	0	X	X	X	X	X	X
222	x	YES	x	x	664	16	16	0 La Reform	YES	YES	X	X	X	YES
223	x	x	x	YES	293	4	4	0	X	X	X	X	X	X
224	x	x	YES	x	308	2	2	0 Sofar Sou	YES	X	X	X	X	X
225	x	x	YES	x	217	1	1	0 Moritz Fee	YES	X	X	X	X	X
226	x	x	x	YES	298	0	0	0	X	X	X	X	X	X
227	x	YES	YES	x	267	8	8	0 BARÇA	X	X	YES	X	X	X
228	x	YES	YES	x	357	5	3	2 El partit d	YES	X	YES	X	X	X
229	x	x	x	YES	242	9	9	0	X	X	X	X	X	X
230	x	x	x	x	511	15	15	0	X	X	X	X	X	X
231	x	x	x	YES	480	6	6	0	X	X	X	X	X	X
232	YES	x	x	x	378	10	10	0	X	X	X	X	X	X
233	x	x	YES	x	297	7	7	0 Eat Street	X	X	X	YES	X	X
234	x	YES	x	x	413	1	1	0 FGC	X	X	X	X	YES	YES
235	x	x	x	YES	508	9	9	0	X	X	X	X	X	X
236	x	YES	YES	x	403	6	6	0 Platja, cal	X	X	X	X	YES	X



237	x	x	x	YES	416	9	9	0		X	X	X	X	X	X
238	YES	x	x	x	371	8	8	0		X	X	X	X	X	X
239	x	YES	x	x	333	5	5	0	Roses i Ca	X	X	X	X	YES	X
240	YES	x	x	x	257	6	5	1		X	X	X	X	X	X
241	YES	x	x	x	189	0	0	0		X	X	X	X	X	X
242	x	YES	x	x	292	1	1	0	Shop Out	X	X	X	X	YES	YES
243	x	YES	x	x	506	7	7	0	FGC (línia	X	X	X	X	YES	YES
244	x	YES	x	x	413	22	22	0	El cotxe d	X	X	X	X	YES	X
245	x	YES	YES	x	280	16	16	0	BARÇA	X	X	YES	X	X	X
246	YES	x	x	x	330	2	2	0		X	X	X	X	X	X
247	YES	x	x	x	225	0	0	0		X	X	X	X	X	X
248	x	x	x	YES	258	5	5	0		X	X	X	X	X	X
249	YES	x	x	x	434	5	5	0		X	X	X	X	X	X
250	YES	x	x	x	302	3	3	0		X	X	X	X	X	X
251	x	x	YES	x	349	6	5	1	Palo Alto l	YES	X	X	X	X	YES
252	x	x	x	YES	246	4	4	0		X	X	X	X	X	X
253	x	x	x	YES	401	12	12	0		X	X	X	X	X	X
254	YES	x	x	x	278	2	2	0		X	X	X	X	X	X
255	x	x	YES	x	300	5	5	0		X	X	X	X	X	X
256	x	x	YES	x	268	7	7	0	Bar À Vins	YES	X	X	YES	X	X
257	x	YES	x	x	545	16	16	0	FGC	X	X	X	X	YES	YES
258	x	x	x	YES	313	1	1	0		X	X	X	X	X	X
259	x	x	x	YES	216	4	4	0		X	X	X	X	X	X
260	x	x	YES	x	270	8	7	1	Bar À Vins	YES	X	X	YES	X	X
261	YES	x	x	x	134	1	1	0		X	X	X	X	X	X
262	YES	x	x	x	208	11	11	0		X	X	X	X	X	X
263	x	x	x	YES	211	8	8	0		X	X	X	X	X	X
264	x	x	YES	x	379	10	10	0	Palo Alto l	YES	X	X	X	X	YES
265	x	x	YES	x	311	13	12	1	"	YES	X	X	X	X	YES
266	x	x	YES	x	250	2	2	0	Aribau Clu	YES	X	X	X	X	X
267	x	x	x	YES	210	7	6	1		X	X	X	X	X	X
268	x	x	x	YES	359	10	10	0		X	X	X	X	X	X
269	x	x	YES	x	204	10	10	0	Primer Fe	YES	X	X	X	X	X
270	x	x	x	YES	316	0	0	0		X	X	X	X	X	X
271	x	x	x	YES	207	9	9	0		X	X	X	X	X	X
272	x	x	x	YES	332	5	5	0		X	X	X	X	X	X
273	YES	x	x	x	238	5	5	0		X	X	X	X	X	X
274	x	x	x	YES	452	8	8	0		X	X	X	X	X	X
275	x	x	YES	x	174	3	3	0	Palo Alto l	YES	X	X	X	X	YES
276	x	X	YES	X	148	4	4	0	Cinema Ci	YES	X	YES	X	X	X
277	x	YES	x	x	603	11	11	0	Botella M	YES	YES	x	x	x	YES
278	x	x	YES	x	279	1	1	0	Ciclisme B	x	x	YES	x	x	x
279	x	x	YES	x	323	3	3	0	Palo Alto l	YES	x	x	x	x	YES
280	x	x	YES	x	224	10	10	0	Palo Alto l	YES	x	x	x	x	YES
281	YES	x	x	x	378	3	3	0		x	x	x	x	x	x
282	x	x	YES	x	218	5	5	0	Palo Alto l	YES	x	x	x	x	x
282	x	x	YES	x	218	5	5	0	Palo Alto l	YES	x	x	x	x	x
283	x	x	YES	x	205	2	2	0	Red hook	x	x	YES	x	x	x
284	x	x	YES	x	320	2	2	0	Red hook	x	x	YES	x	x	x
285	x	YES	x	x	604	15	15	0	Cervesa d	YES	YES	x	x	x	YES
286	x	YES	YES	x	390	4	4	0	La Setman	YES	x	x	x	YES	YES
287	x	YES	x	x	488	1	1	0	El pa de la	YES	YES	x	x	x	YES
288	x	YES	x	x	554	2	2	0	La Moritz	YES	YES	x	x	x	YES
289	x	YES	x	x	383	4	4	0	Moritz de	YES	YES	x	x	x	YES
290	x	YES	x	x	987	13	13	0	Moritz de	YES	YES	x	x	x	YES
291	x	YES	x	x	1119	6	6	0	Bandera c	YES	YES	x	x	x	YES
292	x	YES	x	x	378	0	0	0	Fira de Tà	YES	x	x	x	YES	x

## A.2.4. FACEBOOK

Publicatio	Normal	Catalonia	Barcelona	Exclusiv	Likes	Comment	Positive	Negative	Video view	Other	Culture	Politics	Sport	Gastronor	Physical	G	Society (lar
1	x	x	YES	x	19	2	2	0	2K/m Festival		YES	X	X	X	X	X	X
2	x	x	YES	x	30	0	0	0	2,2K/m Festival		YES	X	X	X	X	X	X
3	x	x	YES	x	19	0	0	0	1,8K/m Festival		YES	X	X	X	X	X	X
4	x	x	YES	x	13	0	0	0	NO/m Festival		YES	X	X	X	X	X	X
5	x	YES	x	x	366	6	6	0	NO Banyoles		X	X	X	X	X	YES	X
6	x	x	YES	x	120	0	0	0	5,5K to Market		YES	X	X	X	X	X	YES
7	x	x	YES	x	15	0	0	0	1,5K Barcelona		YES	X	X	X	X	X	X
8	YES	x	x	x	17	0	0	0	1,6K		X	X	X	X	X	X	X
9	x	x	YES	x	133	1	1	0	5,2K to Market		YES	X	X	X	X	X	X
10	YES	x	x	x	22	0	0	0	2,1K		X	X	X	X	X	X	X
11	x	YES	x	x	16	1	0	1	2,8K diovisuals		YES	X	X	X	X	X	YES
12	x	YES	x	x	25	0	0	0	1,5K del Vallès		YES	X	X	X	X	X	X
13	YES	x	x	x	31	0	0	0	2K		X	X	X	X	X	X	X
14	x	YES	x	x	121	0	0	0	7,3K FGC		X	X	X	X	X	YES	YES
15	YES	x	x	x	24	0	0	0	3,6K		X	X	X	X	X	X	X
16	YES	x	x	x	57	0	0	0	NO		X	X	X	X	X	X	X
17	x	x	YES	x	213	5	5	0	22K		X	X	YES	X	YES	X	X
18	x	x	YES	x	14	1	1	0	1,9K Venga mo		YES	X	X	X	X	X	X
19	x	x	YES	x	62	1	1	0	NO Mostra Int		YES	X	X	X	X	X	X
20	x	x	YES	x	52	0	0	0	NO Palo Alto I		YES	X	X	X	X	X	YES
21	x	x	x	YES	110	3	3	0	NO		X	X	X	X	X	X	X
22	x	x	YES	x	71	1	0	1	2K Palo Alto Market		YES	X	X	X	X	X	YES
23	x	x	x	YES	270	46	43	3	NO			X	X	X	X	X	X

## A.2.5. TWITTER

Publicatio	Normal	Catalan	Barcelona	Moritz	Descriptio	Culture	Politics	Sport	Gastronor	Physical	G	Society (la
1	YES	x	x	x	...	x	x	x	x	x	x	x
2	YES	x	x	x	...	x	x	x	x	x	x	x
3	YES	x	x	x	...	x	x	x	x	x	x	x
4	YES	x	x	x	...	x	x	x	x	x	x	x
5	YES	x	x	x	...	x	x	x	x	x	x	x
6	x	x	x	YES	...	x	x	x	x	x	x	x
7	x	x	YES	x	de 2015.	YES	x	x	x	x	x	x
8	x	x	YES	x	Barcelona.	YES	x	x	x	x	x	x
9	x	YES	YES	x	El Born.	YES	x	x	x	x	x	YES
10	x	x	x	YES	...	x	x	x	x	x	x	x
11	YES	x	x	x	...	x	x	x	x	x	x	x
12	YES	x	x	x	...	x	x	x	x	x	x	x
13	YES	x	x	x	...	x	x	x	x	x	x	x
14	x	x	YES	x	Bar À Vins	x	x	x	YES	x	x	YES
15	YES	x	x	x	...	x	x	x	x	x	x	x
16	x	x	YES	x	meta Bikes	x	x	YES	x	x	x	YES
17	x	x	YES	x	ependent	YES	x	x	x	x	x	x
18	x	x	x	YES	...	x	x	x	x	x	x	x
19	x	YES	x	x	m Festival	YES	x	x	x	x	x	x
20	x	YES	x	x	anxotapes	x	x	x	YES	x	x	x
21	YES	x	x	x	...	x	x	x	x	x	x	x
22	YES	x	x	x	...	x	x	x	x	x	x	x

23	x	YES	x	xanxotapes	x	x	x	YES	x	x
24	x	YES	x	xm Festival	YES	x	x	x	x	x
25	x	YES	YES	xnjar català	YES	x	x	YES	x	YES
26	x	x	x	YES ...	x	x	x	x	x	x
27	x	x	YES	x de 2015.	YES	x	x	x	x	x
28	x	x	x	YES ...	x	x	x	x	x	x
29	YES	x	x	x ...	x	x	x	x	x	x
30	x	x	YES	xifar Sound	YES	x	x	x	x	x
31	YES	x	x	x ...	x	x	x	x	x	x
32	x	YES	x	x a catalana	YES	x	x	x	x	x
33	x	x	YES	xifar Sound	YES	x	x	x	x	x
34	YES	x	x	x ...	x	x	x	x	x	x
35	x	x	YES	x Barcelona	YES	x	x	x	x	x
36	YES	x	x	x ...	x	x	x	x	x	x
37	YES	x	x	x ...	x	x	x	x	x	x
38	x	x	YES	x is Festival	YES	x	x	x	x	x
39	YES	x	x	x ...	x	x	x	x	x	x
40	x	YES	x	x NEULA	x	x	x	YES	x	x
41	x	x	x	YES ...	x	x	x	x	x	x
42	x	YES	YES	x a catalana	YES	x	x	YES	x	x
43	YES	x	x	x ...	x	x	x	x	x	x
44	YES	x	x	x ...	x	x	x	x	x	x
45	YES	x	x	x ...	x	x	x	x	x	x
48	x	x	YES	x Barcelona	YES	x	x	x	x	x
49	x	YES	x	x NEULA	x	x	x	YES	x	x
50	x	YES	YES	x a catalana	YES	x	x	YES	x	x
51	x	YES	x	x a catalana	YES	x	x	x	x	x
52	x	x	YES	xifar Sound	YES	x	x	x	x	x
53	x	x	YES	x de 2015.	YES	x	x	x	x	x
54	x	YES	YES	x El Born.	YES	x	x	x	x	YES
55	x	x	YES	x Bar À Vins	x	x	x	YES	x	YES
56	x	x	YES	x Barcelona.	YES	x	x	x	x	x
57	YES	x	x	x ...	x	x	x	x	x	x
58	YES	x	x	x ...	x	x	x	x	x	x
59	x	YES	x	x NEULA	x	x	x	YES	x	x
60	YES	x	x	x ...	x	x	x	x	x	x
61	x	x	YES	x is Festival	YES	x	x	x	x	x
62	x	x	YES	x Ciclisme	x	x	YES	x	x	x
63	x	x	YES	x de 2015.	YES	x	x	x	x	x
64	x	x	YES	x Ciclisme	x	x	YES	x	x	x
65	x	x	YES	xifar Sound	YES	x	x	x	x	x
66	x	YES	x	x a catalana	YES	x	x	x	x	x
67	x	YES	YES	x El Born.	YES	x	x	x	x	YES
68	x	x	YES	xal històric	YES	x	x	x	YES	x
69	YES	x	x	x ...	x	x	x	x	x	x
70	x	x	YES	x de 2015.	YES	x	x	x	x	x
71	YES	x	x	x ...	x	x	x	x	x	x
72	x	YES	x	x a catalana	YES	x	x	x	x	x
73	x	x	YES	x Ciclisme	x	x	YES	x	x	x
74	x	x	x	YES ...	x	x	x	x	x	x
75	x	YES	x	x NEULA	x	x	x	YES	x	x

76	x	x	x	YES	...	x	x	x	x	x	x
77	YES	x	x	x	...	x	x	x	x	x	x
78	YES	x	x	x	...	x	x	x	x	x	x
79	x	YES	x	x	NEULA	x	x	x	YES	x	x
80	x	YES	x	x	NEULA	x	x	x	YES	x	x
81	x	YES	x	x	Catalunya	YES	x	x	YES	x	x
82	x	x	YES	x	is Festival	YES	x	x	x	x	x
83	YES	x	x	x	...	x	x	x	x	x	x
84	YES	x	x	x	...	x	x	x	x	x	x
85	YES	x	x	x	...	x	x	x	x	x	x
86	x	x	x	YES	...	x	x	x	x	x	x
87	YES	x	x	x	...	x	x	x	x	x	x
88	x	YES	x	x	Catalunya	YES	x	x	YES	x	x
89	x	x	x	YES	...	x	x	x	x	x	x
90	x	x	YES	x	is Festival	YES	x	x	x	x	x
91	x	x	YES	x	de 2015.	YES	x	x	x	x	x
92	YES	x	x	x	...	x	x	x	x	x	x
93	x	YES	x	x	Catalunya	YES	x	x	YES	x	x
94	x	YES	x	x	Catalunya	YES	x	x	YES	x	x
95	x	YES	x	x	Catalunya	YES	x	x	YES	x	x
96	x	YES	x	x	de Mallorca	YES	x	x	x	x	x
97	YES	x	x	x	...	x	x	x	x	x	x
98	YES	x	x	x	...	x	x	x	x	x	x
99	YES	x	x	x	...	x	x	x	x	x	x
100	x	x	YES	x	de 2015.	YES	x	x	x	x	x
101	x	x	x	YES	...	x	x	x	x	x	x
102	x	YES	x	x	ma català	YES	x	x	x	x	x
103	x	YES	x	x	de Mallorca	YES	x	x	x	x	x
104	x	x	x	YES	...	x	x	x	x	x	x
105	x	x	YES	x	ifar Sound	YES	x	x	x	x	x
106	x	x	YES	x	RCELONA.	YES	x	x	x	YES	YES
107	x	x	x	YES	...	x	x	x	x	x	x
108	x	x	x	YES	...	x	x	x	x	x	x
109	x	x	YES	x	cord Label	x	x	x	x	YES	x
110	x	x	x	YES	...	x	x	x	x	x	x
111	x	YES	YES	x	BORN300	YES	x	x	x	x	YES
112	YES	x	x	x	...	x	x	x	x	x	x
113	x	x	x	YES	...	x	x	x	x	x	x
114	YES	x	x	x	...	x	x	x	x	x	x
115	x	x	x	YES	...	x	x	x	x	x	x
116	x	x	YES	x	Barcelona	x	x	x	x	YES	YES
117	YES	x	x	x	...	x	x	x	x	x	x
118	x	x	x	YES	...	x	x	x	x	x	x
119	YES	x	x	x	...	x	x	x	x	x	x
120	YES	x	x	x	...	x	x	x	x	x	x
121	x	x	x	YES	...	x	x	x	x	x	x
122	x	YES	x	x	de Mallorca	YES	x	x	x	x	x
123	x	x	YES	x	ifar Sound	YES	x	x	x	x	x
124	YES	x	x	x	...	x	x	x	x	x	x
125	x	YES	x	x	na Gallery	YES	x	x	x	YES	YES
126	YES	x	x	x	...	x	x	x	x	x	x
127	x	x	YES	x	Barcelona	x	x	x	x	YES	YES
128	x	x	x	YES	...	x	x	x	x	x	x
129	x	x	YES	x	Barcelona	x	x	x	x	YES	YES
130	x	x	x	YES	...	x	x	x	x	x	x
131	x	x	YES	x	to Market	YES	x	x	x	x	YES
132	x	YES	YES	x	ns + 4vins	YES	x	x	YES	YES	YES
133	x	x	x	YES	...	x	x	x	x	x	x
134	x	x	x	YES	...	x	x	x	x	x	x
135	x	x	x	YES	...	x	x	x	x	x	x
136	x	x	YES	x	Barcelona	x	x	YES	x	x	x

137	x	x	YES	x Barcelona	x	x	x	x	YES	YES
138	x	x	x	YES ...	x	x	x	x	x	x
139	x	x	x	YES ...	x	x	x	x	x	x
140	x	x	YES	x de 2015.	YES	x	x	x	x	x
141	x	x	YES	x ifar Sound	YES	x	x	x	x	x
142	x	YES	YES	x ns + 4vins	YES	x	x	YES	YES	YES
143	x	x	YES	x eta Bikes	x	x	YES	x	YES	x
144	x	YES	YES	X ant català	YES	YES	x	x	YES	YES
145	x	x	YES	x to Market	YES	x	x	x	x	YES
146	x	YES	x	x tomàquet	x	x	x	YES	x	x
147	x	YES	YES	x O del Born	YES	x	x	x	x	YES
148	x	YES	YES	X ant català	YES	YES	x	x	YES	YES
149	x	x	YES	x to Market	YES	x	x	x	x	YES
150	x	x	YES	x de 2015.	YES	x	x	x	x	x
151	x	YES	YES	X ant català	YES	YES	x	x	YES	YES
152	x	x	YES	x ent Series	x	x	x	x	YES	YES
153	x	YES	YES	x O del Born	YES	x	x	x	x	YES
154	x	x	YES	x ultura Bcn	YES	x	YES	x	YES	YES
155	x	x	YES	x ent Series	x	x	x	x	YES	YES
156	x	x	x	YES ...	x	x	x	x	x	x
157	x	YES	YES	X ant català	YES	YES	x	x	YES	YES
158	x	x	YES	x de 2015.	YES	x	x	x	x	x
159	x	x	YES	x de 2015.	YES	x	x	x	x	x
160	x	x	YES	x ent Series	x	x	x	x	YES	YES
161	x	x	YES	x to Market	YES	x	x	x	x	YES
162	x	x	YES	x ELISAVA	YES	x	x	x	x	YES
163	x	x	x	YES ...	x	x	x	x	x	x
164	x	x	YES	x to Market	YES	x	x	x	x	YES
165	x	x	YES	x Barcelona	x	x	x	x	YES	YES
166	x	x	x	YES ...	x	x	x	x	x	x
167	x	x	x	YES ...	x	x	x	x	x	x
168	x	x	YES	x lo Cultura	x	x	YES	x	YES	YES
169	x	YES	x	x oni Tàpies	YES	YES	x	x	x	YES
170	x	x	x	YES ...	x	x	x	x	x	x
171	x	x	YES	x ultura Bcn	YES	x	YES	x	YES	YES
172	x	x	x	YES ...	x	x	x	x	x	x
173	x	x	YES	x ELISAVA	YES	x	x	x	x	YES
174	x	x	x	YES ...	x	x	x	x	x	x
175	x	YES	YES	X ant català	YES	YES	x	x	YES	YES
176	x	x	YES	x ifar Sound	YES	x	x	x	x	x
177	x	YES	x	x oni Tàpies	YES	YES	x	x	x	YES
178	x	x	YES	x de 2015.	YES	x	x	x	x	x
179	x	x	x	YES ...	x	x	x	x	x	x
180	x	x	x	YES ...	x	x	x	x	x	x
181	x	x	YES	x de 2015.	YES	x	x	x	x	x
182	x	x	YES	x Barcelona	YES	x	x	x	x	x
183	x	YES	YES	x ns + 4vins	YES	x	x	YES	YES	YES
184	x	x	YES	x Barcelona	YES	x	x	x	x	x
185	x	x	x	YES ...	x	x	x	x	x	x
186	x	x	x	YES ...	x	x	x	x	x	x
187	x	x	x	YES ...	x	x	x	x	x	x
188	x	x	YES	x de 2015.	YES	x	x	x	x	x
189	x	x	YES	x Associació	YES	x	x	x	x	x
190	x	x	YES	x eta Bikes	x	x	YES	x	YES	x
191	x	YES	x	x ra Tarrega	YES	x	x	x	x	x
192	YES	x	x	x ...	x	x	x	x	x	x

192	YES	x	x	x	...	x	x	x	x	x	x
193	YES	x	x	x	...	x	x	x	x	x	x
194	YES	x	x	x	...	x	x	x	x	x	x
195	YES	x	x	x	...	x	x	x	x	x	x
196	YES	x	x	x	...	x	x	x	x	x	x
197	YES	x	x	x	...	x	x	x	x	x	x
198	x	YES	YES	x	0 del Born	YES	x	x	x	x	YES
199	YES	x	x	x	...	x	x	x	x	x	x
200	x	x	YES	x	el Carmel	x	x	x	x	YES	x
201	x	x	YES	x	Barcelona	YES	x	x	x	x	YES
202	x	YES	x	x	Aperitiu	x	x	x	x	x	YES
203	x	YES	YES	x	El Born	YES	x	x	YES	x	YES
204	x	x	x	YES	...	x	x	x	x	x	x
205	x	x	YES	x	Barcelona	x	x	x	x	YES	x
206	x	x	x	YES	...	x	x	x	x	x	x
207	x	x	x	YES	...	x	x	x	x	x	x
208	YES	x	x	x	...	x	x	x	x	x	x
209	x	YES	x	x	Escudella	x	x	x	YES	x	x
210	x	x	YES	x	de 2015.	YES	x	x	x	x	x
211	x	x	YES	x	Club Arib	YES	x	x	x	x	x
212	x	YES	YES	x	0 del Born	YES	x	x	x	x	YES
213	x	YES	x	x	Els canel	YES	x	x	YES	x	x
214	x	YES	YES	x	0 del Born	YES	x	x	x	x	YES
215	x	YES	YES	x	El Born	YES	x	x	YES	x	YES
216	x	YES	x	x	Sant Este	YES	x	x	YES	x	x
217	x	x	YES	x	Neta Bikes	x	x	YES	x	x	x
218	x	x	x	YES	...	x	x	x	x	x	x
219	x	YES	x	x	Sant Este	YES	x	x	YES	x	x
220	x	x	YES	x	to Market	YES	x	x	x	x	YES
221	x	x	YES	x	Hilton Bar	x	x	x	x	YES	YES
222	x	YES	x	x	Sant Este	YES	x	x	YES	x	x
223	x	YES	YES	x	El Born	YES	x	x	YES	x	YES
224	x	x	x	YES	...	x	x	x	x	x	x
225	x	YES	x	x	Sant Este	YES	x	x	YES	x	x
226	x	YES	x	x	Sant Este	YES	x	x	YES	x	x
227	x	x	x	YES	...	x	x	x	x	x	x
228	x	YES	YES	x	El Born	YES	x	x	YES	x	YES
229	x	x	x	YES	...	x	x	x	x	x	x
230	x	x	x	YES	...	x	x	x	x	x	x
231	x	YES	YES	x	El Born	YES	x	x	YES	x	YES
232	x	x	YES	x	Hilton Bar	x	x	x	x	YES	YES
233	x	x	YES	x	to Market	YES	x	x	x	x	YES
234	x	x	YES	x	to Market	YES	x	x	x	x	YES
235	x	x	YES	x	to Market	YES	x	x	x	x	YES
236	x	YES	x	x	El tortel es	YES	x	x	YES	x	x
237	x	x	YES	x	l'any 1942	x	x	x	x	YES	x
238	x	x	x	YES	...	x	x	x	x	x	x
239	x	x	x	YES	...	x	x	x	x	x	x
240	YES	x	x	x	...	x	x	x	x	x	x
241	YES	x	x	x	...	x	x	x	x	x	x
242	x	x	YES	x	Club Arib	YES	x	x	x	x	x
243	YES	x	x	x	...	x	x	x	x	x	x
244	x	x	YES	x	l'any 1962	x	x	x	x	YES	x
245	x	x	YES	x	Barcelona	x	x	YES	x	x	x
246	x	x	YES	x	Barcelona	x	x	x	x	YES	x

## A.2.6. PINTEREST

Pine	Normal	Catalan	Barcelona	Moritz	Likes	Descriptio	Culture	Politics	Sport	Gastronor	Phisical G	Society (la
1	YES	x	x	x	2	...	x	x	x	x	x	x
2	YES	x	x	x	2	...	x	x	x	x	x	x
3	YES	x	x	x	1	...	x	x	x	x	x	x
4	YES	x	x	x	1	...	x	x	x	x	x	x
5	YES	x	x	x	1	...	x	x	x	x	x	x
6	YES	x	x	x	4	...	x	x	x	x	x	x
7	YES	x	x	x	2	...	x	x	x	x	x	x
8	YES	x	x	x	2	...	x	x	x	x	x	x
9	YES	x	x	x	4	...	x	x	x	x	x	x
10	YES	x	x	x	1	...	x	x	x	x	x	x
11	YES	x	x	x	8	...	x	x	x	x	x	x
12	YES	x	x	x	6	...	x	x	x	x	x	x
13	YES	x	x	x	6	...	x	x	x	x	x	x
14	YES	x	x	x	3	...	x	x	x	x	x	x
15	YES	x	x	x	1	...	x	x	x	x	x	x
16	YES	x	x	x	4	...	x	x	x	x	x	x
17	YES	x	x	x	2	...	x	x	x	x	x	x
18	YES	x	x	x	1	...	x	x	x	x	x	x
19	YES	x	x	x	2	...	x	x	x	x	x	x
20	x	x	YES	x	0	s blue sky	x	x	x	x	YES	x
21	YES	x	x	x	3	...	x	x	x	x	x	x
22	YES	x	x	x	2	...	x	x	x	x	x	x
23	YES	x	x	x	1	...	x	x	x	x	x	x
24	YES	x	x	x	1	...	x	x	x	x	x	x
25	YES	x	x	x	4	...	x	x	x	x	x	x
26	YES	x	x	x	0	...	x	x	x	x	x	x
27	YES	x	x	x	0	...	x	x	x	x	x	x
28	YES	x	x	x	0	...	x	x	x	x	x	x
29	YES	x	x	x	0	...	x	x	x	x	x	x
30	YES	x	x	x	0	...	x	x	x	x	x	x
31	YES	x	x	x	0	...	x	x	x	x	x	x
32	YES	x	x	x	0	...	x	x	x	x	x	x
33	YES	x	x	x	0	...	x	x	x	x	x	x
34	YES	x	x	x	0	...	x	x	x	x	x	x
35	YES	x	x	x	0	...	x	x	x	x	x	x
36	YES	x	x	x	0	...	x	x	x	x	x	x
37	YES	x	x	x	0	...	x	x	x	x	x	x
38	YES	x	x	x	0	...	x	x	x	x	x	x
39	YES	x	x	x	0	...	x	x	x	x	x	x
40	YES	x	x	x	0	...	x	x	x	x	x	x
41	YES	x	x	x	0	...	x	x	x	x	x	x
42	YES	x	x	x	0	...	x	x	x	x	x	x
43	YES	x	x	x	0	...	x	x	x	x	x	x
44	YES	x	x	x	0	...	x	x	x	x	x	x
45	YES	x	x	x	0	...	x	x	x	x	x	x
46	YES	x	x	x	0	...	x	x	x	x	x	x
47	x	x	YES	x	0	Barcelona	x	x	x	x	YES	x
48	x	x	YES	x	1	Barcelona	x	x	x	x	YES	x
49	x	x	YES	x	1	ic i el port	x	x	x	x	YES	x
50	x	x	YES	x	2	of the city	x	x	x	x	YES	x
51	x	YES	x	x	4	Castellers	YES	x	x	x	x	YES
52	x	x	YES	x	0	arcelona	YES	x	x	x	x	YES
53	x	x	YES	x	0	bar Tower	x	x	x	x	YES	x
54	x	x	YES	x	0	Barcelona		x	x	x	YES	x
55	x	x	YES	x	0	bar Tower	x	x	x	x	YES	x
56	x	x	YES	x	1	quitectura	x	x	x	x	YES	x
57	x	x	YES	x	0	barcelona	x	x	x	x	YES	x
58	x	x	YES	x	0	barcelona	x	x	x	x	YES	x
59	x	x	YES	x	0	barcelona	x	x	x	x	YES	x

60	x	x	YES	x	1 barcelona	x	x	x	x	YES	x
61	x	x	YES	x	0 quitectura	x	x	x	x	YES	x
62	x	x	YES	x	2 da Familia	x	x	x	x	YES	x
63	x	x	YES	x	3 bar Tower	x	x	x	x	YES	x
64	x	x	YES	x	3 quitectura	x	x	x	x	YES	x
65	x	x	YES	x	4 quitectura	x	x	x	x	YES	x
66	x	x	YES	x	4 Catedral	x	x	x	x	YES	x
67	x	x	YES	x	3 Catedral	x	x	x	x	YES	x
68	x	x	YES	x	2 na skyline	x	x	x	x	YES	x
69	x	x	YES	x	3 quitectura	x	x	x	x	YES	x
70	x	x	YES	x	10 a Ametller	x	x	x	x	YES	x
71	x	x	YES	x	0 Carrers	x	x	x	x	YES	x
72	x	x	YES	x	5 Carrers	x	x	x	x	YES	x
73	x	x	YES	x	5 Carrers	x	x	x	x	YES	x
74	x	x	YES	x	2 Carrers	x	x	x	x	YES	x
75	x	x	YES	x	2 da Familia	x	x	x	x	YES	x
76	x	x	YES	x	3 Carrers	x	x	x	x	YES	x
77	x	x	YES	x	3 Carrers	x	x	x	x	YES	x
78	x	x	YES	x	2 Carrers	x	x	x	x	YES	x
79	x	x	YES	x	4 Carrers	x	x	x	x	YES	x
80	x	x	YES	x	4 na skyline	x	x	x	x	YES	x
81	YES	x	x	x	1 ...	x	x	x	x	x	x
82	YES	x	x	x	2 ...	x	x	x	x	x	x
83	YES	x	x	x	2 ...	x	x	x	x	x	x
84	YES	x	x	x	1 ...	x	x	x	x	x	x
85	YES	x	x	x	0 ...	x	x	x	x	x	x
86	YES	x	x	x	0 ...	x	x	x	x	x	x
87	YES	x	x	x	0 ...	x	x	x	x	x	x
88	YES	x	x	x	0 ...	x	x	x	x	x	x
89	YES	x	x	x	0 ...	x	x	x	x	x	x
90	x	YES	x	x	9 lers Sitges	YES	x	x	x	x	YES
91	YES	x	x	x	0 ...	x	x	x	x	x	x
92	x	YES	x	x	1 osta Brava	x	x	x	x	YES	x
93	x	YES	x	x	2 osta Brava	x	x	x	x	YES	x
94	x	YES	x	x	3 n festival	YES	x	x	x	x	x
95	YES	x	x	x	2 ...	x	x	x	x	x	x
96	YES	x	x	x	1 ...	x	x	x	x	x	x
97	YES	x	x	x	1 ...	x	x	x	x	x	x
98	YES	x	x	x	7 ...	x	x	x	x	x	x
99	YES	x	x	x	0 ...	x	x	x	x	x	x
100	YES	x	x	x	0 ...	x	x	x	x	x	x
101	x	YES	x	x	0 mb Moritz	YES	x	x	x	x	YES
102	YES	x	x	x	2 ...	x	x	x	x	x	x
103	YES	x	x	x	1 ...	x	x	x	x	x	x
104	YES	x	x	x	0 ...	x	x	x	x	x	x
105	YES	x	x	x	0 ...	x	x	x	x	x	x
106	x	x	x	YES	3 ...	x	x	x	x	x	x
107	x	x	x	YES	1 ...	x	x	x	x	x	x
108	x	x	x	YES	1 ...	x	x	x	x	x	x
109	x	x	x	YES	2 ...	x	x	x	x	x	x
110	x	x	x	YES	1 ...	x	x	x	x	x	x
111	x	x	x	YES	0 ...	x	x	x	x	x	x
112	x	x	x	YES	0 ...	x	x	x	x	x	x
113	x	x	YES	x	2 rcelona	x	x	x	YES	YES	YES
114	x	YES	x	x	4 no es toca	YES	YES	x	x	x	YES
115	x	x	x	YES	0 ...	x	x	x	x	x	x
116	x	x	x	YES	0 ...	x	x	x	x	x	x
117	x	x	x	YES	0 ...	x	x	x	x	x	x
118	x	x	x	YES	0 ...	x	x	x	x	x	x
119	x	x	x	YES	6 ...	x	x	x	x	x	x
120	x	x	YES	x	1 Bar À Vins	x	x	x	YES	x	x
121	x	x	x	YES	2 ...	x	x	x	x	x	x
122	x	x	x	YES	2 ...	x	x	x	x	x	x
123	x	x	x	YES	2 ...	x	x	x	x	x	x
124	x	x	x	YES	4 ...	x	x	x	x	x	x
125	x	x	x	YES	6 ...	x	x	x	x	x	x
126	x	x	x	YES	2 ...	x	x	x	x	x	x
127	x	x	x	YES	0 ...	x	x	x	x	x	x



128	x	x	x	YES	0	...	x	x	x	x	x	x
129	x	x	YES	x	0	Cyclo	x	x	YES	x	x	x
130	x	YES	x	x	14	ak Catalan	x	x	x	x	x	YES
131	x	x	x	YES	0	...	x	x	x	x	x	x
132	x	x	x	YES	5	...	x	x	x	x	x	x
133	x	x	x	YES	6	...	x	x	x	x	x	x
134	x	x	x	YES	0	...	x	x	x	x	x	x
135	x	YES	x	x	3	a catalana	YES	x	x	x	x	YES
136	x	x	x	YES	0	...	x	x	x	x	x	x
137	x	x	x	YES	2	...	x	x	x	x	x	x
138	x	x	x	YES	2	...	x	x	x	x	x	x
139	x	x	x	YES	2	...	x	x	x	x	x	x
140	x	x	x	YES	5	...	x	x	x	x	x	x
141	x	YES	x	x	0	a catalana	YES	x	x	YES	x	YES
142	x	x	x	YES	1	...	x	x	x	x	x	x
143	x	x	x	YES	2	...	x	x	x	x	x	x
144	x	x	x	YES	1	...	x	x	x	x	x	x
145	x	YES	YES	x	1	a del Born	YES	x	x	YES	x	x
146	x	YES	YES	x	0	el Born	YES	x	x	YES	x	x
147	x	YES	YES	x	2	el Born	YES	x	x	YES	x	x
148	x	YES	YES	x	4	el Born	YES	x	x	YES	x	x
149	x	x	x	YES	2	...	x	x	x	x	x	x
150	x	x	x	YES	4	...	x	x	x	x	x	x
151	x	x	x	YES	1	...	x	x	x	x	x	x
152	x	x	x	YES	7	...	x	x	x	x	x	x
153	x	x	x	YES	1	...	x	x	x	x	x	x
154	x	x	x	YES	1	...	x	x	x	x	x	x
155	x	x	x	YES	0	...	x	x	x	x	x	x
156	x	x	x	YES	0	...	x	x	x	x	x	x
157	x	x	x	YES	0	...	x	x	x	x	x	x
158	x	x	x	YES	1	...	x	x	x	x	x	x
159	x	x	x	YES	4	...	x	x	x	x	x	x
160	x	x	x	YES	7	...	x	x	x	x	x	x
161	x	x	x	YES	3	...	x	x	x	x	x	x
162	x	x	x	YES	7	...	x	x	x	x	x	x
163	x	x	x	YES	2	...	x	x	x	x	x	x
164	x	x	x	YES	5	...	x	x	x	x	x	x
165	x	x	x	YES	1	...	x	x	x	x	x	x
166	x	x	x	YES	2	...	x	x	x	x	x	x
167	x	x	x	YES	1	...	x	x	x	x	x	x
168	x	x	x	YES	2	...	x	x	x	x	x	x
169	x	x	x	YES	0	...	x	x	x	x	x	x
170	x	YES	x	x	2	Calçot e	x	x	x	YES	x	x
171	x	x	x	YES	6	...	x	x	x	x	x	x
172	x	x	x	YES	2	...	x	x	x	x	x	x
173	x	x	x	YES	4	...	x	x	x	x	x	x
174	x	x	x	YES	2	...	x	x	x	x	x	x
175	x	x	x	YES	2	...	x	x	x	x	x	x
176	x	x	x	YES	1	...	x	x	x	x	x	x
177	x	x	x	YES	0	...	x	x	x	x	x	x
178	x	x	x	YES	1	...	x	x	x	x	x	x
179	x	x	x	YES	2	...	x	x	x	x	x	x
180	x	x	x	YES	3	...	x	x	x	x	x	x
181	x	x	x	YES	1	...	x	x	x	x	x	x
182	x	x	x	YES	1	...	x	x	x	x	x	x
183	x	x	x	YES	1	...	x	x	x	x	x	x
184	x	x	x	YES	3	...	x	x	x	x	x	x
185	x	x	x	YES	3	...	x	x	x	x	x	x
186	x	x	x	YES	4	...	x	x	x	x	x	x
187	x	x	x	YES	0	...	x	x	x	x	x	x
188	x	x	x	YES	0	...	x	x	x	x	x	x

189	x	x	x	YES	0	...	x	x	x	x	x	x
190	x	x	x	YES	0	...	x	x	x	x	x	x
191	x	x	x	YES	0	...	x	x	x	x	x	x
192	x	x	x	YES	0	...	x	x	x	x	x	x
193	x	x	x	YES	1	...	x	x	x	x	x	x
194	x	YES	x	x	0 mb Moritz	YES	x	x	x	x	x	YES
195	x	YES	x	x	2 mb Moritz	YES	x	x	x	x	x	YES
196	x	YES	x	x	1 mb Moritz	YES	x	x	x	x	x	YES
197	x	YES	x	x	1 mb Moritz	YES	x	x	x	x	x	YES
198	x	YES	x	x	0 mb Moritz	YES	x	x	x	x	x	YES
199	x	YES	x	x	0 mb Moritz	YES	x	x	x	x	x	YES
200	x	YES	x	x	0 mb Moritz	YES	x	x	x	x	x	YES
201	x	YES	x	x	0 mb Moritz	YES	x	x	x	x	x	YES
202	x	x	x	YES	0	...	x	x	x	x	x	x
203	x	x	x	YES	2	...	x	x	x	x	x	x
204	x	x	x	YES	1	...	x	x	x	x	x	x
205	x	x	x	YES	2	...	x	x	x	x	x	x
206	x	x	x	YES	1	...	x	x	x	x	x	x
207	x	x	x	YES	1	...	x	x	x	x	x	x
208	x	x	x	YES	0	...	x	x	x	x	x	x
209	x	x	YES	x	0 Barcelona	x	x	YES	x	YES	x	x
210	x	x	YES	x	0 Barcelona	x	x	YES	x	YES	x	x
211	x	x	YES	x	0 Barcelona	x	x	YES	x	YES	x	x
212	x	x	YES	x	0 Barcelona	x	x	YES	x	YES	x	x
213	x	x	YES	x	0 ra de fons	x	x	YES	x	YES	x	x
214	x	x	YES	x	0 ra de fons	x	x	YES	x	YES	x	x
215	x	YES	x	x	5 ent català	x	x	x	x	x	x	YES
216	x	x	YES	x	0 MODAFAD	YES	x	x	x	YES	YES	YES
217	x	x	YES	x	0 MODAFAD	YES	x	x	x	YES	YES	YES
218	x	x	YES	x	0 MODAFAD	YES	x	x	x	YES	YES	YES
219	x	x	YES	x	0 MODAFAD	YES	x	x	x	YES	YES	YES
220	x	x	YES	x	0 MODAFAD	YES	x	x	x	YES	YES	YES
221	x	x	YES	x	0 MODAFAD	YES	x	x	x	YES	YES	YES
222	x	x	YES	x	0 MODAFAD	YES	x	x	x	YES	YES	YES
223	x	x	YES	x	0 MODAFAD	YES	x	x	x	YES	YES	YES
224	x	YES	x	x	0 Je Tarrega	YES	x	x	x	YES	YES	x
225	x	YES	x	x	0 i de Sitges	YES	x	x	x	YES	YES	x
226	x	YES	x	x	0 Je Tarrega	YES	x	x	x	YES	YES	x
227	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
228	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
229	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
230	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
231	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
232	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
233	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
234	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
235	x	x	YES	x	0 ia Fashion	YES	x	x	x	x	x	x
236	x	x	x	YES	0	...	x	x	x	x	x	x
237	x	x	x	YES	0	...	x	x	x	x	x	x
238	x	x	x	YES	0	...	x	x	x	x	x	x
239	x	x	x	YES	0	...	x	x	x	x	x	x
240	x	x	x	YES	0	...	x	x	x	x	x	x
241	x	x	x	YES	0	...	x	x	x	x	x	x
242	x	x	x	YES	0	...	x	x	x	x	x	x
243	x	x	x	YES	0	...	x	x	x	x	x	x
244	x	x	YES	x	0 rceloneta	x	x	x	YES	YES	YES	YES
245	x	x	YES	x	0 rceloneta	x	x	x	YES	YES	YES	YES
246	x	x	YES	x	0 rceloneta	x	x	x	YES	YES	YES	YES
247	x	x	YES	x	0 rceloneta	x	x	x	YES	YES	YES	YES
248	x	x	YES	x	0 rceloneta	x	x	x	YES	YES	YES	YES
249	x	x	YES	x	0 rceloneta	x	x	x	YES	YES	YES	YES

250	x	x	YES	x	0ircelona	x	x	x	YES	YES	YES
251	x	x	YES	x	0ircelona	x	x	x	YES	YES	YES
252	x	x	YES	x	0ircelona	x	x	x	YES	YES	YES
253	x	x	YES	x	0ircelona	x	x	x	YES	YES	YES
254	x	x	YES	x	0ircelona	x	x	x	YES	YES	YES
255	x	x	YES	x	0 Barcelona	x	x	x	x	YES	x
256	x	x	YES	x	1 Barcelona	x	x	x	x	YES	x
257	x	YES	YES	x	2 ta del FCB	x	x	YES	x	x	x
258	x	YES	x	x	9ak Catalan	x	x	x	x	x	YES
259	x	YES	x	x	3 Ampolla M	YES	x	x	x	x	YES

### A.2.7. FOURSQUARE

Comentar	Normal	Catalan	Barcelona	Moritz	Likes	Descriptio	Culture	Politics	Sport	Gastronor	Phisical G	Society (la
1	x	x	x	YES	36	x	x	x	x	x	x	x
2	x	x	x	YES	1	x	x	x	x	x	x	x
3	x	x	x	YES	9	x	x	x	x	x	x	x
4	x	x	x	YES	27	x	x	x	x	x	x	x
5	x	x	x	YES	12	x	x	x	x	x	x	x
6	x	x	x	YES	9	x	x	x	x	x	x	x
7	x	x	x	YES	33	x	x	x	x	x	x	x

## A.3. ANALYSIS OF THE SURVEYS RECOLLECTED FROM 100 PEOPLE

	Question 2				
	19	21	22	23	24
Nº of answers	1	23	24	12	17

	Question 3				
	Barcelona	Lleida	Tarragona	Girona	Foreign
Nº of answers	20	20	20	20	20

	Question 4		
	A lot	Normal	Few
Nº of answers	24	60	16

	Question 5				
	None	Only Moritz Identity	Barcelonan identity	Catalonia identity	Barcelonan & Catalonia identity
Nº of answers	10	21	33	21	15

	Question 6					
	Culture	Politics	Sports	Geography	Gastronomy	Society
Nº of answers	49	4	10	22	47	23

	Question 8			
	Yes. When I drink Moritz I also think that I'm drinking Barcelona	Yes. When I drink Moritz I also think that I'm drinking Catalonia	Yes. When I drink Moritz I also think that I'm drinking Barcelona & Catalonia	No
Nº of answers	16	11	9	49

	Question 9		
	Catalan Identity	Barcelonan Identity	Both
Nº of answers	17	28	8

	Question 10	
	Yes	No
Nº of answers	13	78

	Question 11		
	Instagram	Facebook	None
Nº of answers	3	7	9

	Question 12	
	Yes	No
Nº of answers	41	18

