

POLITICAL ADVERTISING VS. INSTITUTIONAL ADVERTISING

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de Catalunya**

- **Political advertising** → Advertising of essentially political content aiming to achieve political objectives.
- **Institutional advertising** → Advertising made by public institutions in order to promote and defend values and attitudes that consolidate democracy, welfare, public health and security.



POLITICAL ADVERTISING (1)

- **According to both Spanish and Catalan legislation, political advertising is prohibited without prejudice to applicable legislative provisions regarding electoral matters.**
- **Advertising of essentially political content aiming to achieve political objectives:**
 - **Who?**
 - **political parties and institutions.**
 - **organizations aimed to promote and undertake political activities.**
 - **organizations, platforms and collectives which foster a legislative or normative change in order to defend their objectives.**
 - **any other person or group which promotes a specific project or political program.**



POLITICAL ADVERTISING (2)

- What?

- to promote the interests of political parties, political groups or political leaders, in order to seek political aims.
- to influence on the result of elections or referenda.
- to influence on a legislative change.
- to influence on political or administrative decisions.
- to influence on the formation of the public opinion regarding controversial political issues.
- to interfere with election processes, in particular through the so-called *pretext advertising*.



INSTITUTIONAL ADVERTISING (1)

- According to the law, institutional advertising shall comply with the following requirements:

- The only object of this advertising shall be to provide information on public services.**
- Advertising campaigns highlighting the performance or achievements of the public authorities are not permitted.**
- Direct or indirect inducement of confusion regarding identifying features of political parties or election campaigns is not permitted.**



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INSTITUTIONAL ADVERTISING (2)

- During election periods, the administration bodies of Catalonia may only run institutional campaigns addressed to informing the public of the date on which the election or referendum will take place, the voting procedure and the requirements and steps involved in postal voting. Under no circumstances may these campaigns suggest, directly or indirectly, voting options.
- The prohibition on institutional advertising during election periods shall begin on the day of publication of the announcement of elections
- Institutional advertising in the broadcasting media was subject to the prior consent of the Catalan Broadcasting Council for the purpose of verifying compliance with the provisions above. Now this has been substituted by an ex-post control.



THANK YOU



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