

Company: ATREVIA CORPORACIÓN S.L, Barcelona, Spain
Company Description: Established in 1993 by Núria Vilanova, Atrevia is a leading communications firm based in Barcelona. It has a vast network of offices across Spain, Europe, and Latin America. Specializing in corporate communications, crisis management, media relations, digital communications, and CSR, Atrevia is renowned for its strategic expertise.
Nomination Category: Marketing Campaign Categories - Industry
Nomination Sub Category: Marketing Campaign of the Year - Healthcare - Disease Education & Awareness
Nomination Title: Fundació Pasqual Maragall



1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

July 2024 – December 2024
2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions
3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 214 words used.

In Spain, more than 900,000 people live with Alzheimer’s, a disease that goes beyond memory loss: it blurs the very essence of who we are. Since 2008, the Pasqual Maragall Foundation has worked tirelessly toward a future without Alzheimer’s, leading scientific research with rigor and commitment. In a landscape saturated with memory-focused campaigns, the foundation identified an urgent need: to differentiate its message without abandoning the emotional truth of the disease. The loss of identity—not just of memories—became the cornerstone for building a new narrative.

In a moment of fierce competition for attention and fundraising, the foundation opted for a bold, conceptual, and multichannel campaign capable of positioning itself not only as a scientific reference, but also as an institution with soul. This is how “Alzheimer’s research has a name and a surname” was born, a creative idea that connects what the disease takes away—your own name—with what the foundation protects—the real names of those who research to bring it back. A dual identity game with a single mission: to give a face to science, and meaning to every donation.

The goal was not only to raise awareness. It was, above all, to touch people’s hearts and turn empathy into commitment, to keep researching for those who, little by little, stop recognizing themselves.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 226 words used.

To address such a delicate issue as Alzheimer’s from a different perspective, the foundation designed a campaign that balanced emotion and scientific evidence, with a narrative that was honest and powerful. The concept “Alzheimer’s research has a name and a surname” became a creative and strategic anchor.

The campaign was rolled out in two phases:

Phase 1 – Awareness
A one-minute spot, accompanied by 30-second cuts and an original song, gave a face to the disease through what is invisible: the progressive loss of identity. With a 360° plan—mupis, digital billboards, personalized mailings, press releases and social media assets—a deep emotional connection was generated. The goal was clear: to break away from memory clichés and highlight the true threat of Alzheimer’s to what makes us unique: our name, our story.

Phase 2 – Fundraising (coinciding with World Alzheimer’s Day)
The campaign shifted toward mobilization: informational breakfasts with media were organized, videos featuring researchers were distributed, and the public was invited to donate their “name and surname,” symbolically joining those who fight every day in the lab. This action also helped generate a valuable database for future fundraising initiatives. The campaign not only communicated with sensitivity: it claimed research as the only real path to preserve the identity of those who are losing it. It was an act of collective empathy, but also of rational commitment.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 231 words used.

Since its launch, the campaign has generated remarkable impact both in media and in society. Over 33 million people were reached through media coverage, including 32 interviews on TV, radio, and in print, with an Equivalent Advertising Value of €796,957, all without paid media investment.

On social media, the response was equally strong: more than 2,100,000 impressions with just 106 posts, achieving a high organic interaction rate. The comments reflected a genuine emotional connection, validating the human tone of the campaign.

The “name and surname” concept became a new language of empathy around Alzheimer’s. Thousands of people understood the disease not just through memory loss, but through what is quietly taken: identity. This idea allowed the foundation to differentiate itself with a unique narrative within the health sector. In addition to positioning the Pasqual Maragall Foundation as a leader in research, the campaign helped reshape how Alzheimer’s is perceived in society, making it visible from a more intimate and personal perspective. The impact was also felt within the organization: internal pride grew, peer recognition was reinforced, and scientific credibility strengthened among key audiences.

In an over-saturated media landscape filled with repetitive campaigns, this proposal achieved the most difficult feat: to move without dramatizing, raise awareness without victimizing, and mobilize without promising miracles. Just research. Just science. And a future that deserves to have a name and a surname.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 71 words used.

As additional material to support the claims made, three campaign videos have been attached. One of them is a videocase that tells the full campaign story, showcasing all the actions carried out, the media impact, and the social media activations that helped achieve such strong results. Alongside this, a video has been included that compiles all the graphic materials used, as well as the main campaign spot referenced in the text.

Attachments/Videos/Links:

Fundació Pasqual Maragall

[REDACTED FOR PUBLICATION]