

TO COINCIDE WITH THE MOBILE WORLD CONGRESS

EL CONSORCI IS SUPPORTING THE "SHARE LIKE FOLLOW BARCELONA" CAMPAIGN TO BOOST THE CITY'S REPUTATION AS AN ECONOMIC POLE OF ATTRACTION

Barcelona, 20 February 2018. El Consorci de la Zona Franca in Barcelona (CZFB), whose executive president is **Jordi Cornet**, is backing the international "Share Like Follow Barcelona" reputation campaign, a group effort to consolidate the city's reputation as a pole of new economic activity and innovation, coinciding with the *Mobile World Congress MWC*.

Starting today, and for the next three months, the image campaign (with no logos), overseen by Barcelona City Council in collaboration with a group of public and private entities in the city, with help from important personalities from different sectors, will present the city as an established, powerful, and diverse place to do business.

As well as El Consorci, the initiative boasts ambassadors like Sònar, Barcelona Football Club, La Boqueria Market, Betevé, the Institute of Photonic Sciences, the Barcelona National Art Museum, Fira de Barcelona, Mobile World Congress, Ramon Llull Institute, Open University of Barcelona, Barcelona Airport - AENA, Barcelona Global, Chamber of Commerce, Port of Barcelona, SEAT and Telefónica.

This joint campaign is based on the *Share, Like* and *Follow* social networking concepts, and includes a series of videos that tell stories about people in Barcelona for sharing on *Instagram, Facebook, Twitter* and *LinkedIn* with the hashtag *#sharelikefollowBCN*. The actions will be reproduced in a media campaign that will cover 170 benchmark international on-line media channels such as *The Financial Times* and *The New York Times*.

A website - www.always.Barcelona - has been created for use as a platform for future reputation campaigns. By way of an example, you can see one of the videos by clicking on the following link

ftp://ftpc.elconsorci.com/mc/Share_Like_Follow_H_T1.mp4

