

ANNEXES

1. Advertisement 2020: “Malaga – Better Than Ever”

The advertisement “Malaga – better than ever” was launched in the context of the pandemic in 2020. The City Council of Málaga, in collaboration with the Tourism and Promotion area, launched a promotional advertisement for the city for the tourism reactivation campaign (Área de Turismo y Promoción del Ayuntamiento de Málaga, n.d.).

The promotional advertisement features two main characters. First, there's the girl dressed in white who appears at the beginning and end. Initially, she's sitting on the sand by the sea, closing her eyes as a voiceover invites viewers to close their eyes and imagine a place where the world stands still. A series of scenes and images then unfold, showcasing the city, including children, adults, and young people with expressions of happiness in nature or engaged in activities, as well as groups enjoying outdoor activities or celebrating together. The second main character is a female dancer in a flamenco dress, who is prominent throughout the advertisement. She dances at various points, and at several moments, her movements, including the shawl, lead viewers through this traditional dance to different corners of the city waiting to be discovered. Throughout the advertisement, the city's attractions are revealed, first through the initial protagonist's dreamlike state, and then through the flamenco dancer. All of this is accompanied by a voiceover that describes the city's charms in short words and phrases. Throughout the advertisement, the voiceover invites the viewer to discover a city described as Mediterranean, modern, and magical. It also mentions that the city is like the landscapes it highlights and points out that it's a city like its people, accompanying the message with images of people living and sharing moments, and showing scenes of them practicing water and mountain sports. The advertisement concludes by emphasizing the city's passion and culture, and highlights the much-desired tranquility it offers – a place where all dreams can come true.

2. First Phase, Advertisement of the “Malaga – What Better Place?” Campaign

The *spot* opens with images typical of the pandemic context, such as empty city scenes, streets, and public spaces. It also shows various people wearing masks at different moments during the pandemic: in a healthcare facility, at home, on a balcony, and moments of applause from balconies representing the lockdown phase.

The work shows and highlights the difficult moments, the sacrifices, and the hardships that the lockdown period has entailed. It also shows various people exercising alone, at different times, displaying expressions of exhaustion while engaging in activities such as swimming, climbing, and running. It is from these images that the voiceover announces the arrival of the new year, 2021, and invites

viewers to live in the present, look ahead to the future, and enjoy all that the city of Malaga has to offer, while showing images of the people exercising with a spirit of self-improvement. In addition, the voiceover highlights some of the city's hidden gems, attractions, and all the wonderful things it has to offer, as well as the benefits it provides.

The spot concludes with celebratory images: bustling spaces filled with cars and pedestrians, cityscapes, hugs, and people connecting. The voiceover then speaks of forgetting the past and reveals that there's only one place like Malaga where dreams can come true. Meanwhile, a smiling girl is seen turning a sign in a glass door, which depicts Malaga, and when turned over, reads: "What better place?"

3. Second Phase, Advertisement of the "Malaga – What Better Place?" Campaign

In July 2021, the Malaga City Council, in collaboration with the Department of Tourism, City Promotion, and Investor Attraction, decided to expand the "Malaga – what better place?" campaign into a second phase, as part of the Malaga Reactivation Plan. A second advertisement was launched to reinforce the city's promotion, building upon the previous advertisements from 2020 and early 2021, which highlighted the city and its diverse cultural, tourism, and leisure offerings. This second-phase advertisement also aimed to promote the city as a safe tourist destination, reinforcing this image and positioning. The second phase specifically targeted markets such as Germany, the United Kingdom, and the Netherlands, as the city was experiencing exponential growth in these markets before the pandemic (Europa Press Andalucía, 2021).

The advertisement opens with scenes related to travel, such as a girl on the AVE high-speed train wearing a mask and the train traveling along the tracks, while a voiceover mentions that from the moment visitors set foot in the city, they know they'll want to return. This leads into a presentation of the city's various advantages, with the voiceover highlighting it as one of the cities with the highest quality of life in Europe.

The ad also portrays a welcoming and open city, highlighting its ability to charm, while showing scenes of people sharing moments. It continues by emphasizing museums, local cuisine, and its people, with the voiceover describing it as a thriving Spanish urban destination. From this point, a couple appears visiting the city, and the ad follows them through their experiences and everything the city has to offer.

The advertisement shows a young couple, a man and a woman, traveling through the city's natural surroundings in a camper van. They share moments together, and the ad also includes scenes of them exploring and discovering various corners of the city, from the sea to the mountains, as well as urban spaces where they visit museums, monuments, and iconic landmarks of Malaga. Throughout the advertisement, the two protagonists are shown smiling and enjoying each other's company, and scenes of them celebrating with sparklers at

night and toasting.

At the end of the advertisement, the couple is shown once again smiling and toasting while the voiceover highlights that a place like Malaga is enchanting, so the spot concludes with the romantic couple hugging and finally one of the protagonists, the girl, appears lying on the sand on her back, with her arms wide open, and with the beach in front of her.

4. 2022 Announcement: “A Perfect Place”

This advertisement was launched in the summer of 2022 as part of the City of Malaga's new tourism promotion campaign. The song, written by the artist Luz Casal, became the soundtrack for the commercial, which promotes the city during tourist seasons and other significant times of the year, such as the Christmas holidays and other important dates. The song was written by the singer during her stay in Malaga during the coronavirus pandemic lockdown, and the City of Malaga chose it because its lyrics express the qualities and benefits the city offers. For the Mayor of Malaga, Francisco de la Torre, having a voice like Luz Casal's for this new promotional campaign was an added bonus for the city (Andalucía Información, 2022).

At the beginning of the advertisement, the voiceover mentions that there are places where everything begins, and a scene shows a girl in a purple swimsuit on the seashore. As Luz Casal's song begins, this character puts on headphones and lies down in a hammock on the beach. From then on, various images of the city are shown, starting with the Cathedral, and continuing with all the seaside areas, from the port area, and then transitioning to various emblematic locations of the city while alternating with aerial panoramic views of the sea.

The song lyrics accompany the images in the advertisement, which are sometimes divided into three interconnected images, thus revealing details of the same scene. This occurs at the beginning of the ad, when the girl with headphones relaxes in a hammock, while in another image the sound of seagulls appears, and in yet another, a panoramic view of the natural landscape where the character is located. The advertisement also employs the division of two or more images simultaneously, but from different locations in the city. The superimposition of one image over another is also used throughout the advertisement to provide continuity, either to transition to a new landscape or to enlarge a landscape as part of a bigger picture.

The sea is the central theme of the advertisement, and various female characters appear around this element and in contact with nature. Throughout the ad, another girl in a swimsuit is shown admiring the sea views from a sailing boat. The girl from the beginning also reappears, strolling along the shore, a setting in which a pregnant woman with a child on her back is also shown on several occasions, walking and running along the seashore. The connection with nature is further emphasized in scenes from the city park, where a family strolls and one of the children plays with the leaves. In this location, the woman is shown holding one of the children aloft as they smile at each other amidst the park's

scenery.

Finally, the advertisement concludes with an image of the initial character from the advertisement, this time lying face down on the sand, while the voiceover concludes by mentioning that whoever visits the city, is already part of the city and the contact with nature and the land of the city of Malaga is shown by this character touching the wet sand on the beach with one of her hands, the final scene of the advertisement, where the physical contact and interaction between the pregnant mother with the girl held on her back and in the form of a hug is also shown once again.

5. Advertisement “I feel guilty of your best moments”

At the end of 2023, the Malaga City Council's Tourism Department surprised everyone with the launch of a new promotional campaign for Malaga aimed at the international market, specifically the United States, Asia, and the Middle East. The campaign was a finalist at the New York Festivals Film and Television Awards, a renowned international event that recognizes excellence in television and film productions. This campaign departs from conventional approaches, aiming to capture attention through a self-declaration of guilt by the city of Malaga. Through this advertisement, the Malaga City Council seeks to attract visitors with higher purchasing power from these three key markets, those drawn to experience the local culture and traditions. Furthermore, the campaign aims to impact the premium, cultural, business tourism, and MICE (Meetings, Incentives, Conferences, and Exhibitions) segments, thereby attracting business and professional meetings to Malaga (Montañez, 2023).

The spot opens with shots of the city's natural surroundings, such as the beach with its shimmering water and seagulls soaring overhead, while a voiceover asks, "How do I feel?" This question prompts the viewer to explore the city's emotional impact. From this point on, the ad highlights the activities and experiences the city has to offer.

The images are presented as a successive collection of moments and experiences that the visitors featured in the advertisement have in the city. The crystal-clear water of the sea is shown, along with people preparing to go rowing. At this point, a voiceover intervenes to describe how the narrator feels, leading into scenes of encounters and people sharing moments, such as a couple contemplating the sunset views of the city from inside the Alcazaba and later sharing a dinner with a glass of wine.

The film also shows images of people strolling and laughing through the city streets while a voiceover reveals a sense of guilt. This is followed by a series of images of people engaged in sports, visiting various locations in the city, running along the seafront, and participating in crafts such as instrument repair and painting, as well as preparing fish dishes and grilled sardines. Additionally, two gastronomic events at local establishments are featured, showcasing typical dishes of the city.

The interior and exterior of a renowned five-star hotel, the Gran Hotel Miramar, are also shown. Different types of visitors are depicted, such as business executives talking on the phone, and people from the Middle East and Asia strolling through the historic center, taking photographs, and visiting city museums. They are also shown consulting a book in the museum, which focuses on an image of the sea, leading to a very similar image of the seaside at sunset. The voiceover reveals that the city feels guilty for revealing that this dream destination exists and for having inspired people to experience and love it, referring to the city of Malaga.

From here, successive images of traditional aspects of the city continue to be shown, such as a flamenco *tablaó*, music, and glasses of wine, while the voiceover continues to express its guilt for tempting the viewer to experience this place again and again. The advertisement continues with scenes that illustrate the reasons why the voiceover indicates the city feels guilty, including typical images of Holy Week and artisanal tasks such as sewing shawls, as well as spaces where crafts are made. A girl running on the sand is then shown, along with characters who appeared in previous scenes experiencing joyful activities, taking photographs, posing, smiling, enjoying sports, or dancing in a nightclub. Finally, the *spot* concludes with an image of a man with his back to the camera, watching the sunset over the city, while text appears expressing how the city reveals, in the first person, its guilt over its best moments.

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